

Broadcasting May 20

ASCAP DOES IT AGAIN & AGAIN & AGAIN

The Charts.....73%¹
The Grammys..100%²
The Oscars.....100%³

1 ASCAP captured 73% of the combined 1984 year-end charts of Billboard, Cashbox & Radio & Records.
 2 ASCAP members swept all songwriting categories 3 ASCAP members swept all music categories

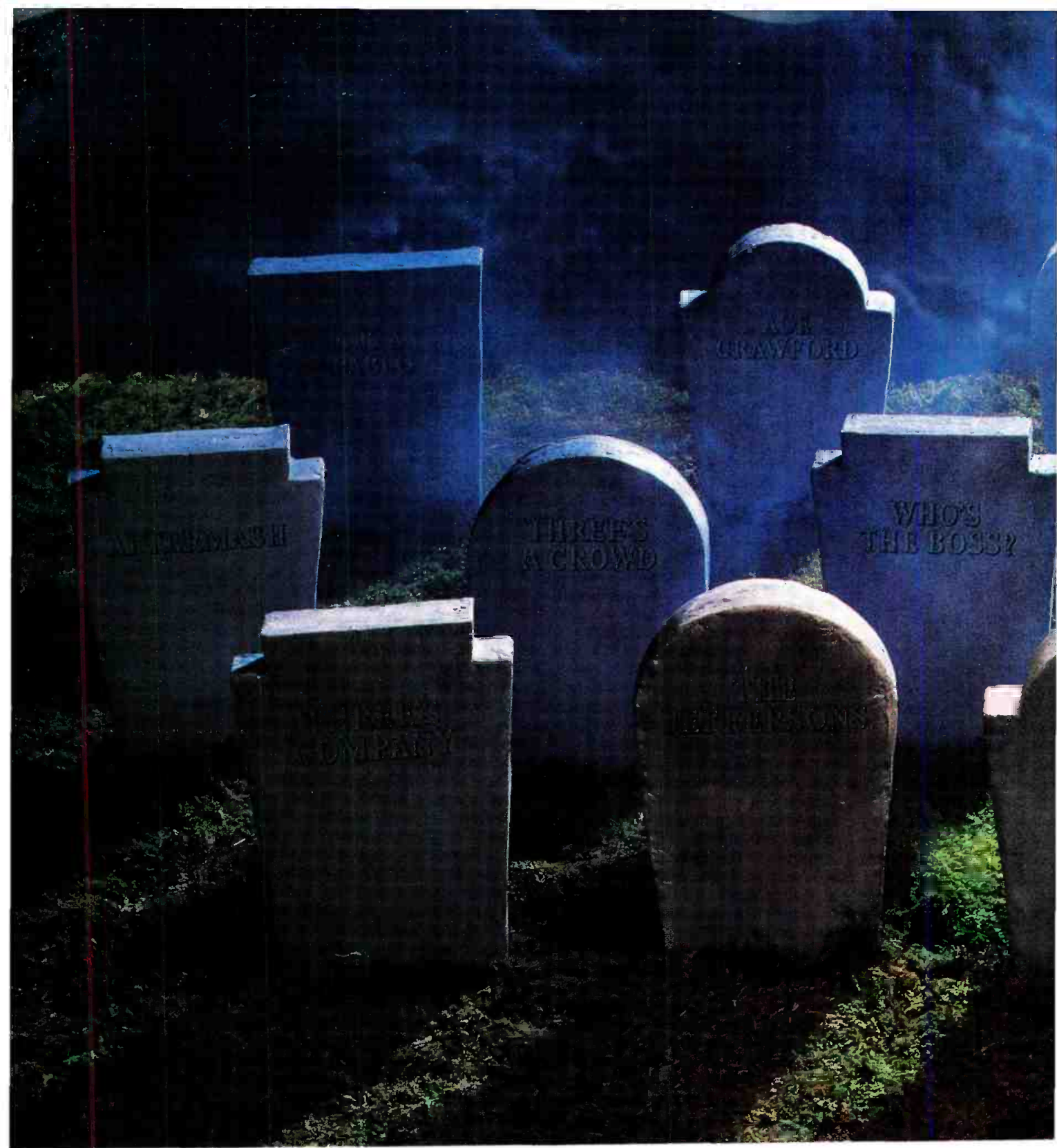
AL 36112

MAXWELL
BLDG 1405
ROOM 122
AUL-SAS

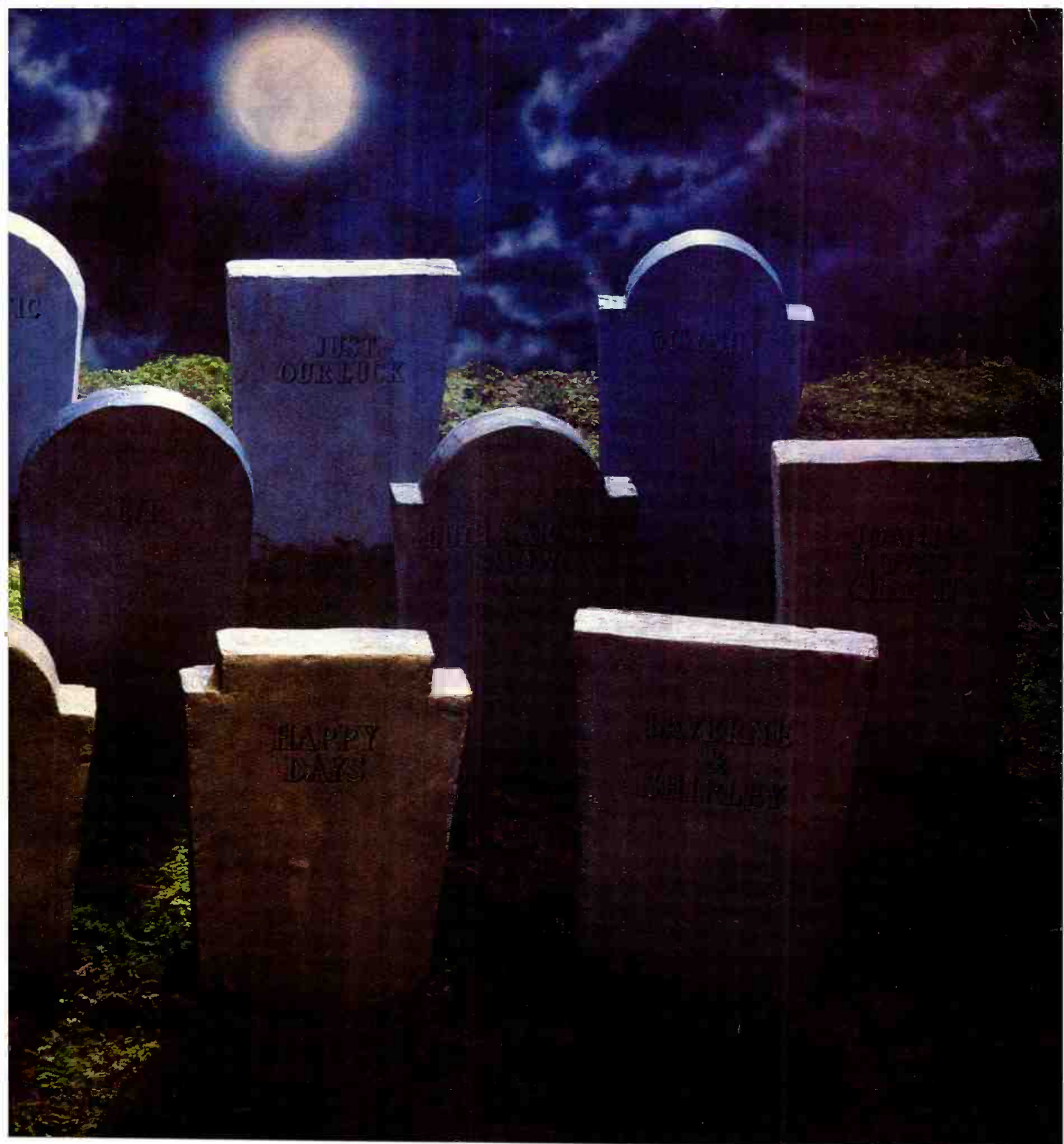
36112 MKM NOV/85

54th Year 1985

AND THE BEAT GOES ON:
\$510 million
for KTLA



**What The A Team
does to sitcoms
is no laughing matter.**



Since *The A Team's* been on the air, 16 sitcoms stopped leaving 'em laughing.

But it doesn't stop there. Many of these luckless sitcoms will have to face *The A Team* again in syndication.

And that's no joke!

THE A TEAM IS THE FRANCHISE

A Stephen J. Cannell Production
Distributed By

MCA TV

A SPECIAL INVITATION TO ALL RADIO STATIONS

*On Saturday, June 1 at 3:00 PM (Eastern),
CBS RADIORADIO will present
CHILDREN OF THE WORLD,
an extraordinary half-hour event,
via satellite.*

*Hear today's young superstars
along with boys and girls
of all ethnic groups
speak up for mankind and the
famine victims of the world.*

**HEAR THEM SINGING THE WORLD PREMIERE OF
THE SPECIAL CHILDREN'S RECORDING OF
"WE ARE THE WORLD"**

Hosted by Kris Erik Stevens. Available to all stations in all markets,
from CBS RADIORADIO. Call Maureen Kelly at (212) 975-7316.



All proceeds from sales of records will go to USA for Africa.

Anything goes

FCC Chairman Mark Fowler is reportedly interested in concept of permitting AM broadcasters to use their spectrum for anything they want. Idea, said to be on back burner, is to permit AM stations that aren't making money to put their spectrum to more profitable use.

Through roof

MCA-TV could be on its way to new records in syndication sales of *The A Team*, despite protestations by stations against mile-high license fees for off-network syndicated product. Last week MCA-TV closed two major markets for sale of *A Team*, for prices that are record sums in each for off-network hours. Gannett-owned WLVI-TV Boston paid \$53,000 per episode for *A Team*, beating previous record of \$46,000 that WBZ-TV paid for *Magnum, P.I.* WPHL-TV Philadelphia, owned by Providence Journal Co., reportedly paid nearly \$60,000 per episode. In both markets, opening price started at \$50,000 with stations required to submit blind bids in 5% increments.

One obstacle for MCA-TV: There are more hours available in major markets than stations willing to buy them. In Los Angeles, for example, such off-network series as MCA-TV's *Simon & Simon*, Lorimar's *Knots Landing*, 20th Century Fox's *Trapper John, M.D.*, MGM/UA's *Fame* and Jim Victory's *Hill Street Blues* are still available. Programers in market point out that oversupply might depress prices.

B-minus

Findings of audit conducted by Guttenberg Associates on general perception of National Association of Broadcasters by its members and Washington officials, show association is less powerful and effective than it wants to be. Results of audit, which also examined association's public affairs activities and how NAB communicates with its members, were circulated among NAB's executive committee for first time last week. Among other conclusions drawn by report are that executive committee leadership is viewed by some as weak and NAB to be too small-market-radio oriented. And perception of NAB on Capitol Hill is that its lobbyists are kept on too short leash and that broadcasters are thought of as being too reactive.

MMDS drawing soon

First of long-awaited multichannel MDS lotteries will be held at FCC in late June or early July. Up for grabs in initial contest will be two four-channel MMDS blocks in several major markets. In public notice expected to be released shortly after Memorial Day, FCC will specify markets in first lottery and set forth procedures on how to submit settlement agreements among competing applicants and how settlements among some, but not all, applicants for allocations will affect settlement groups' chances and preferences in lottery. Lottery will occur 30 days after release of public notice.

At around same time that public notice is released, FCC is expected to adopt new rules for Instructional Television Fixed Service, nonprofit educational-instructional broadcast service that shares 2 ghz microwave band with MDS. Among other things, new rules will specify procedures for dealing with growing number of competing applicants for dwindling number of open channels and setting terms by which ITFS broadcasters can lease channels to commercial MMDS.

Trimming down

Capital Cities Communications's lean operating shadow is making people at ABC uneasy. Corporate officer of ABC Inc. told BROADCASTING that cuts in administrative personnel, first reported here ("In Brief," April 29) will continue and could number up to 400. On Friday, Michael Mallardi, executive vice president and chief financial officer, largely discounted such talk: "Yes we are now looking at staffing levels and on the face of it there are certain operations that are needed by ABC as a public company, investor relations for instance, that ABC as a subsidiary would not have."

But Mallardi said number of 400 was "alien" to him.

Stiffer standard

FCC is tentatively scheduled to vote on proposal to narrow purview over licensee character at open meeting May 31. But commission's item may not be quite as deregulatory as some expect. Commission is said to be hoping to arrive at strongest consensus possible. And word has it that Commissioner Dennis Patrick is for taking "more regulatory" stance on character than Chairman Mark Fowler and Commissioners James Quello and Mimi Dawson.

Waste removal

NBC is working closely with television affiliates group on study looking into clutter and, as one source put it, "how we can clean up" network's on-air look. Focus goes beyond advertising clutter to program credits, station and network identifications and on-air promotions. Study is also looking at split-30 issue and, generally, structure and placement of advertising pods within programs, as well as placement of news briefs.

Progress of study may be reviewed at upcoming meeting (June 19) of affiliate sales managers in Chicago.

Fast action?

Rumor in Washington last week had it that Court of Appeals Judge Ruth Bader Ginsburg has been assigned to write opinion on Turner Broadcasting/Quincy Cable First Amendment challenges to must-carry rules (BROADCASTING, April 22). Ginsburg is said to be fast writer and decision may come soon.

Multitude of chiefs

U.S. delegation to Space WARC to be held in Geneva beginning in August has generated controversy even before official announcement of its makeup. State Department—apparently in response to pressures of bureaucratic politics—has recommended eight vice chairmen—three from State Department, two from National Telecommunications and Information Administration and one from FCC. That would be too many, according to letter FCC Chairman Mark Fowler has written to White House. Fowler is said to have suggested that U.S. would be perceived in unfavorable light that would complicate its task in Geneva. Most delegations will have maximum of nine members. Fowler also cited burden that would be imposed on other countries' delegations that choose to entertain leaders of American delegation; rules of protocol would oblige them to invite not only chairman (Dean Burch) but all eight vice chairmen.

Vice chairmen proposed for Space WARC delegation reflect rough balance among and within agencies: Hal Kimball, NASA official on loan to State to serve as executive director for delegation; Richard Shrum and Don Tice, also State; Richard Parlow and Frank Urbany, NTIA; Ronald J. Lepkowski, FCC; and, from private sector, Ron Stowe, Satellite Business Systems, and Stephen E. Doyle, Aerojet Tech Systems Co.



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A SPECIAL COLLECTORS EDITION**

V O L U M E



Introducing Volume Five. 26 of today's most extraordinary motion pictures...loaded with blockbusters...teeming with stars...packed with drawing power. Available now from Columbia Pictures Television!

Featuring...

**ALL THAT JAZZ
THE AMERICAN
SUCCESS COMPANY
THE BIG CHILL
THE BOAT
THE BUDDY HOLLY STORY
CHRISTINE
CLOSE ENCOUNTERS
OF THE THIRD KIND
THE COMPETITION
THE DEEP
EDUCATING RITA
THE FIFTH MUSKETEER
GLORIA
HANKY PANKY**

**HANOVER STREET
LOST AND FOUND
MODERN ROMANCE
NEIGHBORS
SILENT RAGE
SPACEHUNTER: ADVENTURES
IN THE FORBIDDEN ZONE
STIR CRAZY
STRIPES
THE SURVIVORS
USED CARS
WARLORDS OF ATLANTIS
WHOLLY MOSES
YOR, THE HUNTER
FROM THE FUTURE**



NCTA 1985

How has the cable world changed since the Cable Communications Policy Act of 1984 went into effect last December? That question serves as the theme of the 34th annual National Cable Television Association convention which opens a four-day run at the Las Vegas Convention Center on June 2.

At the convention's first general session—"Cable: On the Move"—on Monday morning (June 3), several industry leaders, led by NCTA Chairman Ed Allen and NCTA President Jim Mooney, will get first crack at answering the question. The session's discussion will be fueled by an Arthur D. Little study on the financial outlook of the cable industry in light of the new law. The study, which will not be released until the show, was commissioned by NCTA.

Although NCTA, judging from pre-registrations, expects the show's attendance to match last year's 14,805, it anticipates only 275 exhibitors for this year's convention, compared to 329 for the 1984 show. According to NCTA spokesman Ed Dooley, the exhibitors' total net square footage, upon which NCTA's exhibit revenues are based, is also expected to be down considerably—from 186,000 in 1984 to around 150,000 in 1985.

The decline in the number of exhibitors is part of the trend that started with the 1983 convention. Dooley attributed this year's drop to a "slowdown" in cable construction. "The building boom has subsided," he said, "now that two-thirds of the television households have access to cable."

Dooley also noted that size of the exhibit doesn't reflect the health of the industry. "The decline in exhibit space comes at a time when the industry is realizing record profits compared to the so-called boom years when the industry was hard pressed to have any profits." The NCTA had its biggest exhibition in 1982, he said, and the same year the industry lost \$200 million.

The convention organizers has scheduled two other general sessions. One, on Tuesday afternoon (June 4), will address developments in cable programming and shifts in the attitudes of viewers and advertisers. The other, on Wednesday afternoon, will cover possible roles for cable operators and programmers in the satellite broadcasting business.

The convention's 49 other sessions will each fall into one of nine categories or, in the parlance of convention organizers, "tracks." The tracks include consumer electronics, public policy, finances, management, corporate development, legal, marketing, programming and engineering.

So as not to distract registrants from the exhibit floor, convention organizers have scheduled many of the sessions concurrent with others and have provided 13 hours for what they call "exclusive viewing" of the exhibition. The organizers have also scheduled just one luncheon. It will feature FCC Chairman Mark Fowler via satellite and Senate Communications Subcommittee Chair-

man Barry Goldwater (R-Ariz.) in person.

On the last night of the convention (June 5), the NCTA will present its ACE awards for local cable programming. CBN will tape the ceremony and transform it into a 60-minute special to be telecast later in the summer.

GWSC to uplink Discovery

The Discovery Channel, due to launch in June as a basic cable service devoted to quality nonfiction, nonmusic programming, has signed a \$15-million agreement with Group W Satellite Communications (GWSC) for satellite transmission services, including uplink and playback facilities. The signing was announced last week by John Hendricks, chairman and chief executive of the Discovery Channel, and Harlan Rosenzweig, president of GWSC.

The Discovery Channel will be distributed via Galaxy I, transponder 22, leased from GWSC. Launch time is 3 p.m. EDT on June



17. Officials said it will be "the first nonmusic basic channel to launch in 1985."

Discovery Chairman Hendricks said the new channel "will be the first programming service devoted entirely to science, technology, nature, history, travel and human nature. Its high-quality, nonfiction programming will be uplinked from GWSC's Stamford (Conn.) facility 12 hours a day, 3 p.m. to 3 a.m. EDT. We anticipate more than 8 million subscribers will be able to see the Discovery Channel at launch, giving it the largest audience, at launch, of any cable programming service."

Hendricks said he based these projections on signed statements, tabulated by the independent accounting firm of Arthur Andersen & Co., from more than 500 cable operators around the country.

Hendricks said the channel has already assembled its first year of programming. "There is a broad, upscale audience appeal" for this sort of programming, he said, noting that the all-time top 24 programs on PBS were all nonfiction and included nature, geographic, science and technology programs. "And that broad, upscale audience," he added, "translates into truly special opportunities for national and local advertisers."

The Discovery Channel, available at no charge to cable operators, will allow six minutes per hour of national advertising, including three-to-five-minute "infomercials" as well as conventional length commercials.

Two minutes of local time are available to cable operators. Commercial breaks are scheduled on the hour and half-hour.

The Discovery Channel is a service of Cable Educational Network Inc., Landover Md. GWSC, a division of Westinghouse Broadcasting and Cable Inc., markets and distributes the Nashville Network, operates Home Theater Network, a family pay movie channel, and Home Team Sports, a Washington-Baltimore regional sports network.

GWSC's President Rosenzweig said "we are proud to be involved in this new cable venture which offers unique, quality programming and helps fulfill cable's promise of choice to cable operators and their customers. We are proud that the excellent technical resources of GWSC have been chosen to complement the first-rate programming of this new service."

New association for public affairs

The Cable Television Public Affairs Association has been formed as a group composed of public affairs and public relations officers of MSO's and national and regional programming services.

The officers of the CTPAA are: president Dick Holcomb, vice president, public affairs American Television & Communication Corp.; vice president, Ed Dooley, public affairs, National Cable Television Association; and secretary-treasurer, Bob Russo, vice president, corporate communications, Daniels & Associates. Other members of the board of directors are David Anderson, director, public relations, Cox Communications; Cheryl Daly, vice president, public relations, Group W Satellite Communications; Mark Harrad, director, affiliate public relations, Home Box Office; Gail Wallace, director, corporate communications, United Cable Television Corp.; Sandi Wildmar, director, affiliate public relations, Showtime/The Movie Channel, and Lynn Iv Yaeger, vice president, government and public affairs, Viacom Cablevision.

The directors were elected by a cross-section of public relations professionals. The officers were elected by a vote of the board of directors. Membership information may be obtained from Dick Holcomb, c/o ATC 160 Inverness Drive West, Englewood, Colo 80112.

The first meeting of the association will be held on June 2 in the Las Vegas Hilton at 3 p.m., during the National Cable Television Association convention. That meeting will be open to all public affairs/public relations specialists in cable, whether or not they are members of CTPAA.

Poor form

The Office of Management and Budget has thrown a bit of a wrench into the FCC plans to implement the equal employment opportunity aspects of the Cable Communications Policy Act of 1984. It has disapproved of the amended 395A form the FCC has proposed to use to collect annual EE

Just Cleared!
 K SAN FRANCISCO KCPQ SEATTLE
 KP GREENSBORO WOI DES MOINES
 KP MONTEREY-SALINAS KVHP LAKE CHARLES

SHE'S COMING ON STRONG!

Small
WONDER

Already Cleared!

WNEW NEW YORK **KTTV** LOS ANGELES

WCVB BOSTON

KRLD DALLAS **WJKW** CLEVELAND

VTCH MINNEAPOLIS **WAGA** ATLANTA

KUSA DENVER **KCRA** SACRAMENTO

WTXX HARTFORD **KPNX** PHOENIX

KMBC KANSAS CITY **WZTV** NASHVILLE

MTVN COLUMBUS, OH **KOCO** OKLAHOMA CITY

KUTV SALT LAKE CITY **WPTY** MEMPHIS

WNYT ALBANY, NY **KJRH** TULSA

WTVG TOLEDO **WKRK** MOBILE

WTLV JACKSONVILLE

KHQ SPOKANE **KZAZ** TUCSON

KTVL MEDFORD

WFLD CHICAGO **WTAF** PHILADELPHIA

WJBK DETROIT **WDCA** WASHINGTON, DC

KRIV HOUSTON **WTAE** PITTSBURGH **WCIX** MIAMI

WFTS TAMPA **KPLR** ST. LOUIS

WBAL BALTIMORE **WTTV** INDIANAPOLIS

KCST SAN DIEGO **WKRC** CINCINNATI

WITI MILWAUKEE **WGRZ** BUFFALO

WBRC BIRMINGHAM

WDTN DAYTON

KSLA SHREVEPORT **WEYI** FLINT

KGSW ALBUQUERQUE **KJEO** FRESNO

WHEC ROCHESTER

KEYT SANTA BARBARA **KIVI** BOISE

KITV HONOLULU



*And
 30 Countries
 Overseas!*

**Premieres
 Fall '85!**

**FIRST-RUN
 WEEKLY
 HALF-HOURS**

CO-PRODUCED BY
 NEW PROGRAM GROUP
 METRO BROADCASTING, HEARST BROADCASTING,
 METROMEDIA TELEVISION, STORER COMMUNICATIONS, INC.

DISTRIBUTED BY



LOS ANGELES • (213) 462-7111

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RETURN TO EDEN

THE STORY



CONTINUES...

**... ON LEADING STATIONS ACROSS
THE COUNTRY INCLUDING—**

Philadelphia	WTAF
Wash., D.C.	WDCA
Cleveland	WCLQ
Miami	WCLX
Tampa – St. Petersburg	WFTS
St. Louis	KPLR
Hartford – New Haven	WTXX
Phoenix	KNXV
Memphis	WPTY
Mobile	WPMT
Jacksonville	WNFT
Las Vegas	KVVU

An all new one hour dramatic series
based on the successful mini-series.
Already sold in 22 markets.

22 HOURS – STARTS SEPT. '85.



**WORLDVISION
ENTERPRISES INC.**

The World's Leading Distributor
for Independent Television Producers
New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo,
Sydney, Toronto, Rio de Janeiro, Munich, Rome
A Telt Company



Production number. For its new "HBO All-Star Summer" campaign ("Cablecastings," April 15), HBO has introduced a new theme, "Make the Magic Shine," recorded by pop-soul star Valerie Simpson. To be used in an elaborate promotion drive on HBO this month and next, the theme uses the music of the current Chaka Khan song, "This Is My Night," with new lyrics and orchestration. The 30- and 60-second spots, filmed April 25-26 and 29 at Kaufman Astoria Studios in Queens, N.Y., promote HBO's 1985 lineup of movies and original programming, estimated by HBO at \$100 million in value. "Make the Magic Shine" was developed at HBO under the direction of Ken Keefer, vice president for on-air advertising, promotion and design, and Tim Miller, director of on-air promotion. Michael Grasso was director, Angie Gordon executive producer and Margo Sappington choreographer.

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The person you describe is the person we'll deliver.

information from cable operators (BROADCASTING, March 11). OMB essentially alleged that the FCC's data collection proposal was more burdensome than need be under the cable act. Among other things, OMB asserted that the act had required cable operators to identify employees by sex and race, but not ethnic origins. And OMB said the FCC's proposal to require that employees be characterized as Hispanic or not Hispanic went too far. "This is a characterization of ethnicity rather than race," OMB said in filing with the FCC. "Unless FCC shows that the information it proposes to collect on FCC Form 395A is necessary and has practical utility that justifies its burden, we can only approve collecting the information specifically mandated by the cable act."

In 1981, OMB had recommended that the FCC stop requiring broadcasters to routinely file model EEO program forms at renewal time. OMB, however, has granted the FCC permission to continue requiring the routine filing of those forms through the end of this year. The FCC could reject both of OMB's EEO recommendations with majority votes.

Do-it-yourself whodunit

Murder in Space, a Showtime original movie, will have its premiere on the pay cable network on July 28—with a twist: The final half-hour will not be shown. Instead, viewers will be invited to become detectives in a national contest to solve the mystery and share in more than \$60,000 in cash and prizes.

The movie is set aboard a spacecraft returning to earth from Mars. The problem: A series of killings occurs among the multinational group of scientists on board. If the craft is allowed to land before the killer or killers are found, he, she or they may escape through political intrigue. Viewers take it from there.

Showtime officials said that to maintain security, the revelatory last half-hour has not been filmed and the script remains in a secured vault. Only when the contest entry deadline has passed, according to Showtime, will the cast and crew reassemble to finish the movie—which will then be shown with conclusion intact on Sept. 14.

Murder in Space is a Robert Cooper/Zenith/CTV Television Network production for Showtime. It stars Wilford Brimley, Martin Balsam, Michael Ironside and Arthur Hill.

Heaven sent

PTL—The Inspirational Network has joined other cable services on the Galaxy I satellite. According to PTL, it is leasing transponder 17 on the Hughes Communications bird from Home Box Office under terms of a contract signed April 1. Although PTL put its service on Galaxy I on May 1, it plans to continue beaming it via Satcom III-R, transponder 2.

Exchange on Satcom III-R

Jeffrey Reiss, founder and president of The Exchange, a pay-per-view program service scheduled for launch next fall, said last week that he has obtained transponder 3 on RCA Americom's Satcom III-R satellite, the cable bird that beams HBO, Showtime, ESPN, MTV and others.

The Sally Field TV Comedies Now Hotter Than Ever!

TODAY SHE'S A TWO-TIME OSCAR WINNER, THE MOST "BANKABLE" FEMALE STAR IN AMERICA.

NOW... FOR HER MILLIONS OF FANS... WHO LOVED HER THEN AND ADORE HER NOW:



Gidget

15 WEEKS STARTING JUNE 3 AS AN ADVERTISER-SUPPORTED SERIES, OR EFFECTIVE SEPT. 16 ON A TRADITIONAL LICENSE BASIS

- She's great with Young Women. In syndication last summer, audience comp of Women 18-49 and 24-54 was better than or equal to such popular sitcoms as "Laverne & Shirley & Co.," "Happy Days Again," "Barney Miller," "The Brady Bunch," "Gilligan's Island," and many others.
- Tied for third highest in Teen audience comp among all syndicated sitcoms.
- Kids audience comp: In the Top 10. (Jul 84 NSI ROSP)
- Episodes are filled with guest stars... like Richard Dreyfuss, Paul Lynde, Bonnie Franklin, Harvey Korman and Daniel J. Travanti.
- The perfect summertime series while you rest your high-cost programming.

The Flying Nun

82 COLOR EPISODES AVAILABLE IMMEDIATELY, ON A TRADITIONAL LICENSE BASIS

- An immensely successful 3-year run on ABC.
- Despite four different time slots on the third-ranked network, it averaged a strong 14 rating and 26 share.
- It was a big winner in big households: Its rating in 3-4 member households was 12% higher than its overall rating, and in 5+ member homes, it was a remarkable 58% higher. (NTI)
- A distinctive and captivating sitcom that babyboomer viewers remember fondly.
- Sally Field as Sister Bertrille can perform miracles...for you.

PUT THE APPEAL OF SALLY FIELD'S ALL-FAMILY SITCOMS TO WORK FOR YOUR STATION.

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AT KHJ-TV, SHAREBUSINESS IS OUR LIFE.

It's true.

Guess who stands alone at center stage with the largest share increase in Los Angeles among all VHF stations? KHJ-TV's sign-on to sign-off, household share during March '85 went up by 17% over March '84. That's a standing ovation for our performance. No wonder the tune you hear everyone humming at KHJ-TV these days is "There's No Business Like Sharebusiness."

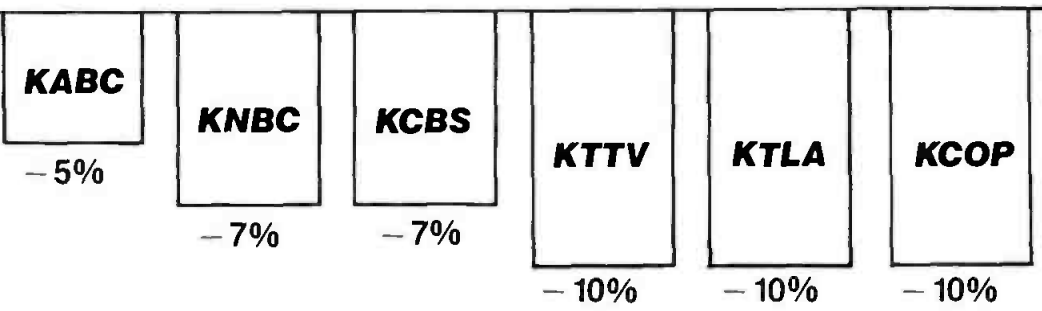
+16%

**KHJ
-TV**

**SIGN ON TO SIGN OFF HOUSEHOLD SHARE
MAR '84 VS. MAR '85 ***

% INCREASE

% DECREASE



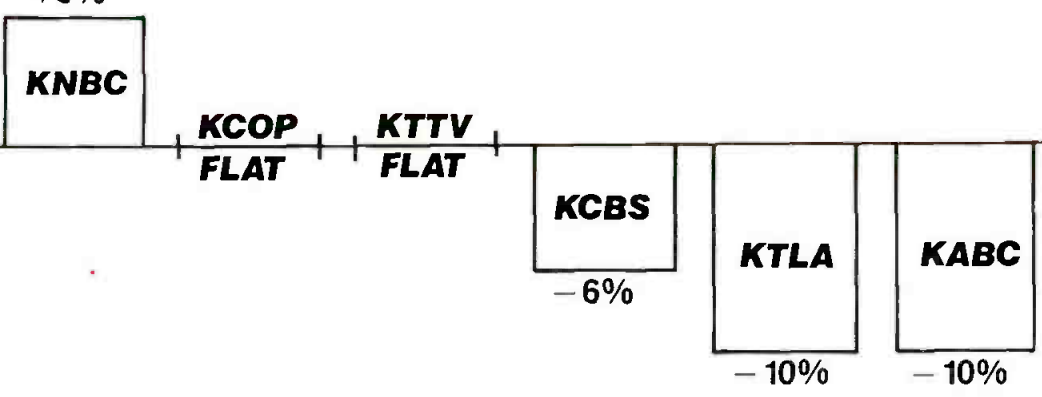
+17%

**KHJ
-TV**

**SIGN ON TO SIGN OFF HOUSEHOLD SHARE
MAR '84 VS. MAR '85 ****

% INCREASE

% DECREASE



* SOURCE: MAR '84 & MAR '85 ARB

** SOURCE: MAR '84 & MAR '85 NSI

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Business Briefly

RADIO ONLY

Augsburger □ Four-week flight for beer is slated for mid-June in markets including Chicago; Milwaukee; Madison, Wis.; Rockford, Ill.; Appleton, Wis., and possibly Green Bay, Wis. Commercials will be carried in all dayparts on weekends and weekdays. Target: men, 18-49. Agency: Zechman & Associates, Chicago.

Sonic Restaurants □ Summer campaign in seven markets, including Houston, Little Rock, Ark., and Jackson, Miss., will begin in mid-July for four weeks. Commercials will be placed in all dayparts during weekdays. Target: adults, 18-34. Agency: Lowe Runkle Co., Oklahoma City.

York Steak House □ Four-week flight is scheduled for early June in about 25 markets, including New York, Baltimore, Cincinnati, Philadelphia and Boston. Commercials will be carried in daytime and weekend slots. Target: adults, 25-54. Agency: Meldrum & Fewsmith, Cleveland.

American Express Co. □ As part of multimillion-dollar retail consumer and trade advertising drive in radio and print media, company began last week to advertise on radio stations in four major markets—New York, Los Angeles, Chicago and Houston—and will continue in New York until mid-June and in other areas until third week of June. Campaign resumes in November and continues until end of December in same four markets and adds six others—Washington, Dallas, San Francisco, Philadelphia, Boston and Miami. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Ogilvy & Mather, New York.

Laura Scudder □ Snack foods will be accented in four-week flight starting in late May in 11 markets, including San Francisco, San Diego and Sacramento, Calif. Commercials will be broadcast in daytime periods. Target: women, 25-54. Agency: Keye/Donna/Pearlstein, Los Angeles.

Herman's Sporting Goods □ Retail chain

will launch one-week flight in late June in nine markets. Commercials will be presented in all dayparts. Target: adults, 18-49. Agency: RDR/Timebuying Services, New York.

A Beeper Co. □ Campaign to promote its Bell Boy paging service will be conducted in two markets for six weeks, starting in late May. Commercials will be scheduled in all dayparts. Target: men, 25-54. Agency: Sibley & McCulloch, Atlanta.

TV ONLY

Conner Home Corp. □ Sale of manufactured homes will be advertised in two-week flight to be launched in early June in about 30 markets. Spots will be placed in daytime, fringe, sports and prime periods. Target: adults, 25-49. Agency: Leslie Advertising, Greenville, S.C.

Wendy's □ In support of network campaign, fast food chain is using spot TV in Southern markets including Tampa, Sarasota, Jacksonville, Fort Meyers and Tallahassee, all Florida, plus Mobile, Ala., for three weeks, starting in early June. Commercials will run in all dayparts. Target: adults, 18-34, 18-49. Agency: Esslin & Hall Advertising, Tampa, Fla.

Friendly Ice Cream □ Light food menu will be spotlighted in campaign running

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

WHERE THERE'S LIFE — This regular, 90-second feature takes a whimsical look at the fancies, follies and foibles of our fellow human beings. Watch for it every weekday before morning drive.

TODAY IN HISTORY — This regular AP feature jogs the memory and puts current events into perspective. Synopses run just before the first Newswatch. Also, get a week's worth of scripts two weeks in advance every Sunday.

AIRCHECK: AP RADIO NETWORK

YOU'VE GOT THE WHOLE WORLD IN YOUR HANDS — Bob Radcliffe goes to the ends of the earth in conversation with National Geographic editors and photographers about life and lore in distant lands. 90-second feature shows, entitled Horizon, are fed Mon-Fri at 10:32 a.m. ET.

ARE YOU BEING FUELISH? — Energy Breaks, hosted by Ed Kane, offers consumers advice on how to save money by conserving energy. Topics range from weatherizing your home to maximizing your mileage. 60-second feature shows are fed Mon-Fri at 10:32 a.m. ET.

HOW TO JUDGE A BOOK — Each day, in his series of 90-second shows entitled Best Sellers, Martin Levin reviews one of the hottest books on the shelves. Plus, he tells you which new authors have the best shot at making the best seller list. Feature shows are fed Mon-Fri at 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WAAY-TV Huntsville, Ala.: To Petry National Television from Adam Young.

□

WLTX(TV) Columbia, S.C.: To Petry National Television from Katz Continental.

□

WKLS-AM-FM Atlanta; WJML(FM) Petoskey, Mich.; WMUS-AM-FM Muskegon, Mich.: To Hillier, Newmark, Wechsler & Howard from Masla Radio.

□

WABY(AM)-WWOM(FM) Albany, N.Y.: To Blair Radio from Selcom.

□

WNHV(AM)-WKXE(FM) White River Junction, Vt.; KMGR(FM) Salt Lake City; WAIZ(AM)-WQFX(FM) Gulfport, Miss.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

WORQ(FM) Stonington, Conn.: To Hillier, Newmark, Wechsler & Howard from Savalli & Schutz.

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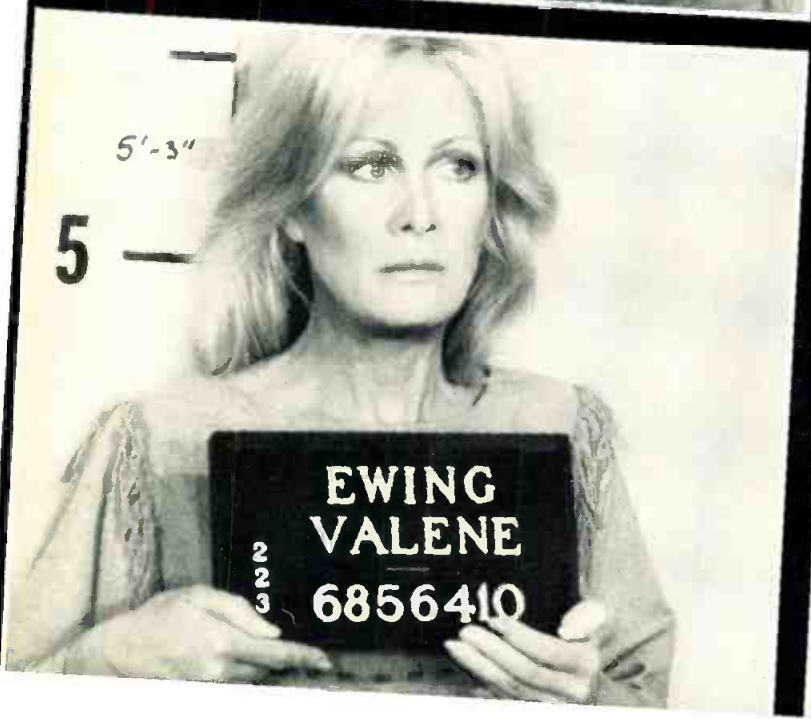
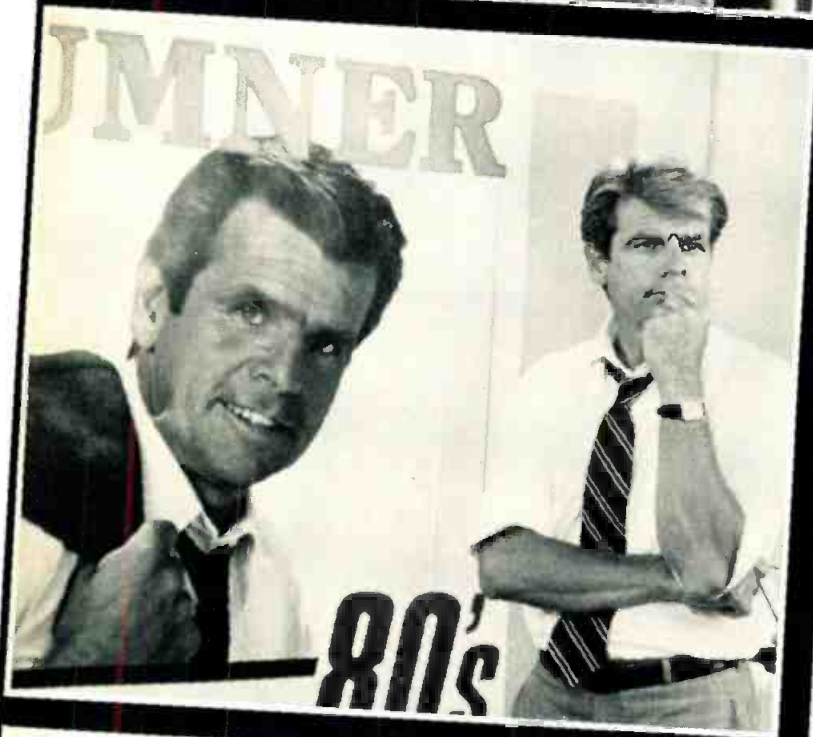


Square Pegs

Captivate your youth market with the outrageous, contagious laughs of "Square Pegs." A package of 20 hysterical half hours, it's the perfect tool for summer scheduling or fall freshening. In fact, no matter where you fit it, "Square Pegs" delivers comedy to the max!
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LORIMAR

in various four-week flights starting in May, June and July in 20 markets in New England and New York. Commercials will be slotted in all time periods. Target: adults, 25-54. Agency: Quinn & Johnson/BBDO, Boston.

Bahamas Ministry of Tourism □ As part of \$6-million advertising campaign in various media, government tourist agency will launch later this month spot television effort in 14 major markets, continuing flights at intervals throughout year. Campaign has new sub-theme line: "You may not want to do it all, but it's nice to know it's there" to supplement

underlying basic line: "It's Better in The Bahamas." Commercials will appear in all dayparts. Target: adults, 25-54. Agency: N W Ayer, New York.

RADIO AND TV

Geauga Lake Amusement Park □ Twelve-week flight for Aurora, Ohio-based theme park will begin this week in four Midwestern markets, followed on June 3 in six additional markets, also for 12 weeks. Commercials will be presented in all dayparts. Target: adults, 18-49; children, 6-11 and teen-agers. Agency: Mills Hall Walborn, Cleveland.

AdVantage

Daytime data. Survey conducted by Young & Rubicam's Media Research Department shows that in first six months of 1984-85 television season (October through March) average network ratings for daytime in key target groups were below levels of last season. Y&R noted, for example, that among women, 18-49, and women, 25-54, average network rating in daytime was 5% and 11% lower, respectively. But Paul Isacsson, executive vice president and director of programing and purchasing for Y&R, pointed out that this season's decline followed last season's significant increases in television usage during the earlier part of the season, boosting both network and nonnetwork ratings. Isacsson said net result is that so far this season, aggregate network ratings among major daytime target groups have returned to 1982-83 levels. Y&R's report shows that CBS-TV is first in household ratings but remains distant second among key women targets. ABC-TV maintains its sizable lead in two key demographics of women, 18-49 and 25-54, but experienced steep losses from last year in both household ratings and in women 18-49 and 25-54. Y&R reported that NBC-TV trails in third place in households and key women targets but has been making advances among the most relevant target groups. Y&R concludes that daytime usage appears to have leveled off, but at comparatively high levels. It said, "it is unlikely daytime usage will decline much further."

\$30-million feast. Burger King Corp., Miami, will introduce enlarged Whopper sandwich in early June, supported by \$30-million advertising campaign over eight-week period. Burger King would not release details of campaign but company traditionally allots about 90% of its ad budget to broadcast, especially in television. Campaign will highlight Burger King's move to increase size of Whopper from 3.6 ounces to 4.2 ounces and serve meat on new Kaiser cut bun. Agency is J. Walter Thompson, New York.

Longer is better. Analysis of availability requests by Eastman Radio for first quarter of 1985 shows that campaign lengths have increased substantially, with five-to-nine week campaigns now accounting for 21% of all requests. Eastman observed that it hopes "this positive sign continues throughout the year as longer flights could translate into increased spending by national advertisers." Eastman said that one-to-four-week flight remains in first place, representing 69% of requests. In age groupings, 25-54 reached Eastman's all-time high of 43%, more than twice runner-up group, 18-49, with 17%.

'Help!' helps. First use of Beatles' song in television commercial has stamp of approval of Lincoln-Mercury Division of Ford, which found popular rock 'n' roll song, "Help!", mighty helpful indeed. Chuck Riley, senior vice president and group director on Lincoln-Mercury for Young & Rubicam, Detroit, said Beatles' song in commercial has been on air for 10 weeks, and indications are that "Help!" has been factor in improved sales performance of L-M autos. "It's not easy to determine if a specific commercial in a campaign has been effective," Riley said, "but all research we have done indicates that spot has helped in reaching our target audience of young, upscale people." "Help!" commercial is one of several in current campaign using music from 1960's and '70s, showing people driving Lincoln-Mercury cars. Lincoln-Mercury reportedly bought six months' worth of rights to "Help!" for \$100,000, but Riley would not confirm length of agreement or price paid.

Ten years later. Ogilvy & Mather's Listening Post survey for April shows that people's attitudes toward advertising today are not much different from what they were about decade ago. Ogilvy compared today's attitudes toward advertising with those reported in 1974 American Association of Advertising Agencies study. Ogilvy said comparison showed "some gains in positive attitudes, as well as some increases on negative side." On plus side, advertising was found to be more entertaining today (81% to 72%) and helpful in providing better products for public (60% to 57%). Ogilvy noted there were some negative opinions: More people today felt that advertising makes people want things they really don't need (from 78% to 84%); more people said there are too many commercials on television (from 87% to 92%), and more people agree that advertising insults intelligence of average consumer (from 60% to 72%).

Broadcasting Publications Inc.

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Founded 1931. Broadcasting-Teletesting * introduced in 1946. Television * acquired in 1961. Cablecasting * introduced in 1972 □ * Reg. U.S. Patent Office. □ Copyright 1985 by Broadcasting Publications Inc.

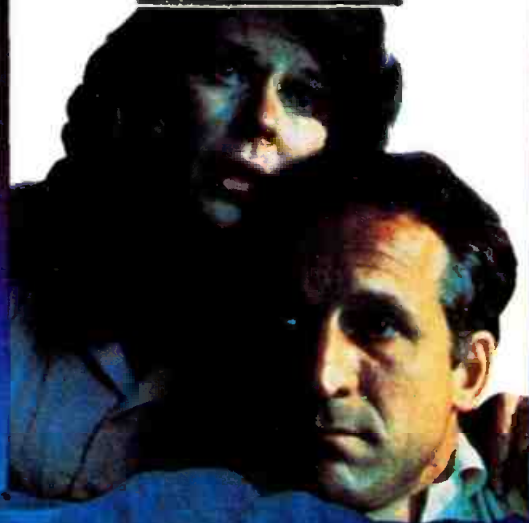
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5

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we're not just talkin' sports here!
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But they're not limited to the games.
They're about people for people—
insightful, probing, humorous, enlightening—
all part of the Madden philosophy that
believes everyone should know what's
going on. Maybe that's why his record
as a coach remains unparalleled.
And why his status as a sportscaster
is unequalled. But as good as
John Madden is, he's not all there is.

US1 cuts through and scores
with **Charley Steiner**.
His in-depth commentaries are tailored
to the 18-34 network of fans.
And US2 gives the 25-54 audience
everything they want to know with
incisive, up-to-the-minute sportscasts.
It's all part of our way of continually
broadening our share with unique new
ways to reach the sporting public.

But as big as we are on reach, we're
bigger on knowledge, professionalism
and most of all, personality.
That's why, on or off the field, we've got
America's sports fans by the ears!



Datebook

This week

May 19—*Association of California Independent Public Television Producers* and *The Film Arts Foundation* co-sponsor "Reflections: The Documentary in Crisis," conference on status of public television documentaries. KQED-TV studios, San Francisco. Information: (415) 552-8760.

May 19-22—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-22—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

May 20-22—*Television Bureau of Advertising/Strelling Institute* "performance management program for account executives." Westin, Denver.

May 20-23—*Pacific Mountain Network* annual affiliates meeting, "Changes in and on the Air." Westin hotel, Denver. Information: (303) 455-7161.

May 21—Champion-Tuck Awards (for business and economic reporting) luncheon, sponsored by *Dartmouth College, Amos Tuck School of Business Administration*. Keynote speech: Diane Sawyer, CBS. Plaza hotel, New York.

May 21—*National Association of Broadcasters* small market committee meeting. NAB headquarters, Washington.

May 21—*Independent Media Producers Association* seminar, "How to Do Business... Advocacy Groups." Gangplank, Washington. Information: (202) 466-2175.

May 21—*Southern California Cable Association* luncheon. Speaker: Michael Fuchs, chairman, HBO. Marina del Rey Marriott, Marina del Rey, Calif. Information: (213) 684-7024.

May 25—*Radio-Television News Directors Association* region two meeting with Los Angeles press club. UCLA faculty center, Los Angeles.

Also in May

May 27-28—*National Association of Broadcasters science and technology department* 17th annual directional antenna seminar. NAB headquarters, Washington. Information: (202) 429-5346.

May 27-June 1—27th American Film Festival, documentary, short film and video festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York. Information: (212) 227-5599.

May 28-30—10th annual "Hyannis Conference" for investors and investment analysts interested in telecommunications and information industries, sponsored by *Electronic Industries Association*. Dunfey's hotel, Cape Cod, Mass. Information: (202) 457-4937.

May 28-31—*Public Telecommunications Financial Management Association* annual conference. Hyatt Regency, New Orleans. Information: (803) 799-5517.

May 29—*Golden Jubilee Commission on Telecommunications* conference, "At the Crossroads—Technology vs. Regulation in Mobile Radio and Enhanced Computer Services." Keynote speaker: Lionel Olmer, undersecretary of commerce for international trade. Mayflower hotel, Washington. Information: (202) 955-4687.

May 29—*National Association of Broadcasters* regional summer small market TV workshop. Sheraton Park Central hotel, Dallas. Information: (202) 429-5362.

May 29—*National Association of Broadcasters'* Employment Clearinghouse employment workshop for women and minorities, "Breaking Into Broadcasting and Moving Up the Career Ladder." NAB headquarters, Washington. Information: (202) 429-5497.

May 30—*National Association of Broadcasters* membership committee meeting. NAB headquarters, Washington.

May 30—*Northern California Broadcasters Association* meeting. Speaker: Shaun Sheehan, senior vice president, National Association of Broadcasters, on status of effort to ban beer/wine commercials. Trader

Vic's, San Francisco.

May 30-June 1—*National Cable Forum*, preview of upcoming made-for-cable programming, during annual consumer press tours. Arizona Biltmore, Phoenix. Information: (213) 278-3940.

May 30-June 1—International Visual Communication Conference, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

May 30-June 1—*Television Bureau of Advertising* sales staff meeting. Fye Town Hilton, Fye, N.Y.

May 31—*Broadcast Capital Fund (BROADCAP)* seminar for minorities interested in acquisition of major market broadcast property. National Association of Broadcasters headquarters, Washington.

May 31-June 2—"Chemophobia and the News," journalism conference co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indian Lakes Conference Center, Chicago. Information: (213) 851-7372.

June

June 1—Second annual Broadcasting-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by *Sigma Delta Chi Foundation*, with grant from *Broadcasting-Taishoff Foundation*, honoring memory of Sol Taishoff, late founder-editor of Broadcasting. WBBM-TV, Chicago. Information: (312) 649-0224.

June 1—*Radio-Television News Directors Association* region one meeting. Jantzen Beach Red Lion Inn, Portland, Ore.

June 1—*Radio-Television News Directors Association* region five meeting. Arrowhead Resort, Alexandria, Minn.

June 1-2—*American Film Institute* workshop, "Writing is Rewriting," on structural, creative and commercial aspects of screenwriting. Chicago Filmmakers, 6

May 19-22—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

May 19-23—*National Public Radio* annual convention. Marriott City Center, Denver.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

June 8-12—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency, Chicago.

Aug. 4-7—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia

Major Meetings

World Congress Center, Atlanta.

Sept. 11-14—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Aug. 26-29, 1986, Salt Palace Convention Center, Salt Lake City, and Sept. 1-4, 1987, Orange County Convention Center, Orlando, Fla.

Sept. 11-15—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 18-20—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

Nov. 10-13—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

Dec. 4-6—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

Jan. 5-9, 1986—*Association of Independent Tele-*

vision Stations 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.

Feb. 1-4, 1986—Sixth annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Amfac Airport hotel, Dallas.

Feb. 2-5, 1986—*National Religious Broadcasters* 43d annual convention. Sheraton Washington, Washington.

Feb. 7-8, 1986—*Society of Motion Picture and Television Engineers* 20th annual television conference. Chicago Marriott, Chicago.

Feb. 27-March 1, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville.

April 13-16, 1986—*National Association of Broadcasters* annual convention. Dallas. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

April 27-30, 1986—*Broadcast Financial Management Association/Broadcast Credit Association* 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

May 20-23, 1986—26th annual Texas Cable Show, sponsored by *Texas Cable Television Association*. San Antonio Convention Center, San Antonio.

May 27-31, 1986—*American Women in Radio and Television* annual convention. Loew's Anatole, Dallas.



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National Advertising Sales Representative

West Hubbard Street, Chicago.

June 2-4—*CBS-TV* promotion executives conference. Vista International, New York.

June 2-5—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas.

June 2-5—*JCPenney-University of Missouri* television workshop. School of Journalism, UM, Columbia, Mo. Information: (314) 882-7771.

June 2-5—*ABC-TV* promotion executives conference. Hamilton, Itasca, Ill.

June 2-5—*PBS* annual press tour. Arizona Biltmore, Phoenix.

June 2-8—Sixth Banff Television Festival, annual international event recognizing "excellence in TV films and programs." Banff Springs hotel, Alberta. Information: (403) 762-3060.

June 4—*National Association of Broadcasters* metro market committee meeting. NAB headquarters, Washington.

June 4—*American Women in Radio and Television, New York City chapter*, annual Pinnacle awards luncheon. Rainbow Room, New York.

June 4-6—*NBC-TV* promotion executives conference. Hyatt Regency, Chicago.

June 4-7—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Amfac hotel, Los Angeles.

June 5-9—*CBS* annual press tour. Arizona Biltmore, Phoenix.

June 6—"Blueprint for Success," TV broadcast acquisition seminar sponsored by *National Association of Broadcasters*. Westin hotel, Chicago. Information: (202) 429-5362.

June 6-7—*National Federation of Local Cable Programmers*, mid-Atlantic region, regional conference, "Making Access Work for Us." Co-sponsors: Cable Users Association of New Jersey and Newark Me-

diaworks. Mercer Community College, Trenton, N.J.

June 6-8—*Iowa Broadcasters Association* annual convention. Cedar Rapids, Iowa.

June 6-9—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago.

June 6-12—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

■ **June 7-8**—*National Federation of Local Cable Programmers* spring regional conference for Midatlantic region. Mercer College, Mercer County, Trenton, N.J.

June 7-9—*National Association of Farm Broadcasters* Southeast regional meeting. Grove Park Inn and Country Club, Asheville, N.C.

June 8-11—*American Advertising Federation* national convention. J.W. Marriott, Washington.

June 9-11—*Microwave Communications Association* annual convention. Ramada Renaissance hotel, Washington. Information: (301) 464-8408.

June 9-12—*Missouri Broadcasters Association* spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

June 10—Presentation of Monitor Awards of *Videotape Production Association*. Lincoln Center, New York State Theater, New York.

June 10—"1985 Wingding," sponsored by *Southern California Broadcasters Association*, featuring competition among broadcast and advertising executives in golf, tennis and racquetball. Sportmen's Lodge, Studio City, Calif. Information: 213-466-4481.

June 10-11—*NBC* annual press tour. Century Plaza, Los Angeles.

June 10-12—Fourth annual *International Radio Festival of New York*, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

June 11—"A Practical Guide to the Cable Communications Policy Act of 1984," program sponsored by *Practising Law Institute* and *American Bar Association*

Section of Science and Technology and Division of Professional Education. Program will be broadcast by satellite from New York. Information: (212) 765-5700.

June 11-12—Video show, hosted by *General Television Network-Communication Systems Group*, video systems company based in Oak Park, Mich. Fairlane Manor, Dearborn, Mich. Information: (313) 399-2000.

June 12—*International Radio and Television Society* annual meeting and Broadcaster of the Year luncheon, honoring Ted Koppel, ABC News. Waldorf-Astoria, New York.

June 12—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: programing management. National Association of Broadcasters, Washington.

■ **June 12**—*Ohio Association of Broadcasters* sales workshop. Dublin Stouffer's, Columbus, Ohio.

June 12-13—*Illinois Broadcasters Association* annual trip to Washington for visits with legislators and FCC. Washington.

June 13—*Advertising Council of Rochester* annual dinner. Guest speaker: Ted Turner, Turner Broadcasting System. Marriott Thruway hotel, Rochester, N.Y.

June 13—*Women in Cable, Bay Area chapter*, meeting. Topic: theft of service. Dominick's restaurant, San Raphael, Calif. Information: Michal Dittrick, (415) 463-0870.

June 13-16—*ABC* annual press tour. Century Plaza, Los Angeles.

June 14—Presentation of 26th annual Clio Awards for advertising. Waldorf-Astoria, New York.

June 14—"Cable Communications Policy Act of 1984: What It Means for Massachusetts," seminar sponsored by *Massachusetts Cable Television Commission* and *Commonwealth of Massachusetts*. George Sherman Union, Boston University, Boston.

■ **June 14**—Deadline for entries in *3M* New Talent Award in Music Video, co-sponsored by *American Film Institute*. Information: AFI, P.O. Box 27999, 2021 North Western Avenue, Los Angeles. 90027.

June 14-16—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Indiana Lakes Conference Center, Chicago. Information: (213) 851-7372.

June 14-23—*American Film Institute* faculty development workshop, "Interpretation of Avant-Garde Film." Center for Media Study, State University of New York, Buffalo, N.Y.

June 17—*Clio* annual black-tie gala, honoring world's best TV commercials. Lincoln Center, New York.

June 17-19—*CATA '85, Community Antenna Television Association* annual meeting. Opryland hotel, Nashville. Information: CATA Show, P.O. Box 9893, Alexandria, Va., 22304-0479.

June 17-21—*National Association of Broadcasters* summer board meeting. NAB headquarters, Washington.

June 17-21—*American Film Institute* faculty development workshop, "Politics and the Media: Mutual Manipulation." American University, Washington.

June 18—*Southern California Cable Association* luncheon. Speaker: Charles Firestone, president, Los Angeles board of telecommunications commissioners. Marina del Rey Marriott, Marina del Rey, Calif.

June 18—*Women in Cable, Bay Area chapter*, seminar, "Introduction to Politics: 101." Gallagher's restaurant, Oakland, Calif. Information: Sharon Reneau, (415) 428-2225.

June 18-21—*National Broadcast Editorial Association* annual convention. Salt Lake Marriott, Salt Lake City.

■ **June 18-22**—Ninth annual Development Workshops and Seminars, sponsored by *The Development Exchange*, service for public radio stations. Madison hotel, Seattle. Information: (202) 783-8222.

June 19-21—*Oregon Association of Broadcasters* spring conference. Ashland Hills Inn, Ashland, Ore. Information: (503) 257-3041.

June 20-22—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

■ **June 20-23**—*Virginia Association of Broadcasters*



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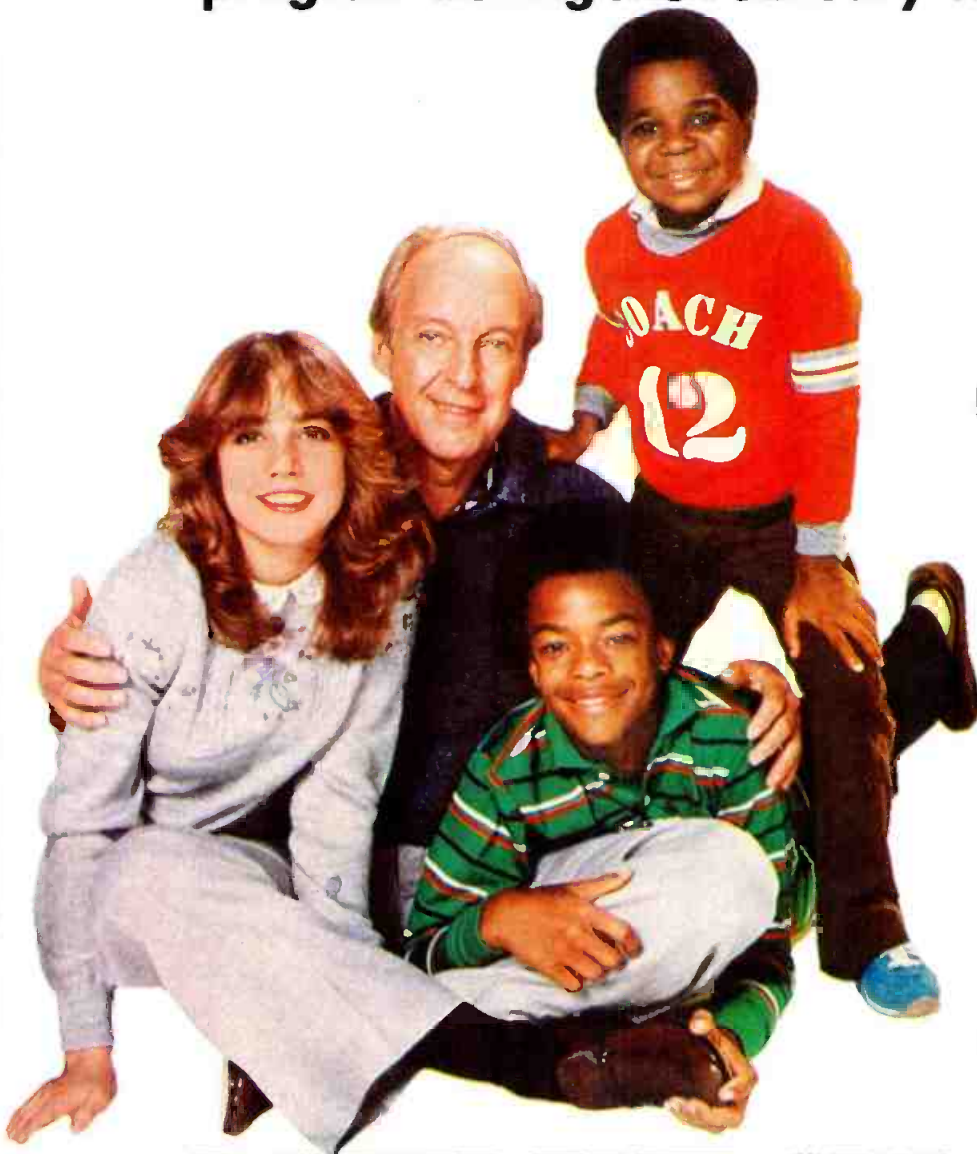
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2.	3's COMPANY	10.7
3.	DIFF'RENT STROKES	9.0
4.	JEFFERSONS	8.2
5.	BENSON	7.6
6.	WKRP	6.9
7.	BARNEY MILLER	6.7
8.	DUKES OF HAZZARD	6.4
9.	TOO CLOSE FOR COMFORT	6.3
10.	TAXI	6.3

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summer convention. Cavalier hotel, Virginia Beach, Va.

■ **June 21**—"Regulating Cable TV: The Changing Picture," conference sponsored by *Union University, Albany Law School, Government Law Center*. Law school, Union University, Albany, N.Y. Information: (518) 445-2327.

June 21-23—"Fifth Annual Invitational Weekend: Anxieties, Pressures and Substance Abuse," sponsored by *National Council for Families and Television* in cooperation with *The Entertainment Industries Council and Caucus for Producers, Writers and Directors*. Speakers include producers John Markus, Al Burton and Renee Longstreet; network programming executives Bill Allen, Garth Ancier and John Barber, and production company executives Alan Courtney and Charles Keller. Ojai Valley Inn, Ojai, Calif. Information: (213) 622-0349.

■ **June 21-23**—*North Carolina Association of Broadcasters* summer meeting. Myrtle Beach Hilton, Myrtle Beach, S.C.

June 23-26—21st annual International Conference on Communications, sponsored by *Institute of Electrical and Electronics Engineers' Communications Society* and *Chicago IEEE section*. Palmer House hotel, Chicago. Information: (312) 922-2435.

June 24-26—Videotex '85, international conference and exhibition. New York Hilton, New York. Information: (212) 279-8890.

■ **June 27-28**—"Media Insurance and Risk Management," seminar sponsored by *Practising Law Institute*. New York Hilton, New York.

■ **June 27-29**—ShowBiz Expo '85, entertainment industry, business and computer show, sponsored by *Live Time Inc.*, educational event production company. Santa Monica Civic Auditorium, Santa Monica, Calif. Information: (213) 668-1811.

June 27-30—*Florida Association of Broadcasters* annual convention. Doral Country Club, Miami, Fla.

■ **June 27-30**—*North Carolina/South Carolina CATV Association* annual meeting. Marriott's Hilton Head Resort, Raleigh, N.C.

June 30-July 6—Leadership Institute for Journalism

and Mass Communication, program of *Gannett Center for Media Studies*. Columbia University, New York. Information: (212) 280-8392.

July

July 8—Deadline for entries in Maggie Awards, sponsored by *Planned Parenthood Federation of America*, for "outstanding media projects dealing with issues of contraception, abortion, sexuality education, teen-age pregnancy or other family planning concerns." Information: Maggie Awards, Planned Parenthood, 810 Seventh Avenue, New York, N.Y., 10019; (212) 541-7800.

July 9-12—Satellite communications, course offered by *Continuing Education Institute*, nonprofit organization providing professional development in engineering and applied science. Old Town Ramada, Alexandria, Va. Information: (301) 596-0111.

July 10-14—*National Association of Farm Broadcasters* summer meeting. J.W. Marriott, Washington.

July 10-14—*National Association of Broadcasters* Northeast regional meeting. J.W. Marriott, Washington.

July 11-13—*National Federation of Local Cable Programmers* national convention. Boston Park Plaza hotel, Boston. Information: (202) 544-7272.

July 14-17—*New York State Broadcasters Association* 24th executive conference. Stouffer Westchester hotel, White Plains, N.Y.

July 15-17—*New England Cable Television Association* annual convention and exhibition. Dunfey Hyannis hotel, Hyannis, Mass.

July 16—*Ohio Association of Broadcasters* programmers' workshop. Embassy Suites, Columbus, Ohio.

Errata

Price on sale of **WTAQ(AM) La Grange, Ill.** ("For the Record," April 15) was incorrectly reported as \$1.65 million. Actual price was \$3 million.

July 18-19—*National Religious Broadcasters Association* South Central conference. Midland hotel, Memphis.

July 18-20—*Louisiana Association of Broadcasters* annual radio-television management session. Hilton, Alexandria, La.

July 19-21—*Oklahoma Association of Broadcasters* annual summer meeting. Shangri La, Afton, Okla.

July 20—*Louisiana Association of Broadcasters* sales seminar. Hilton, Alexandria, La.

July 20-23—*Television Programing Conference* 29th annual convention. Riverview Plaza, Mobile, Ala. Information: Karen Miller, (317) 924-4381.

July 21-23—"Alcohol and Drug Abuse Symposium," co-sponsored by *National Council for Families and Television* and *The Caucus for Producers, Writers & Directors*. Ojai Inn, Ojai, Calif. Information: (213) 652-0222.

July 22-23—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Hilton Harbour Castle, Toronto.

July 23-25—Fifth annual WOSU Broadcast Engineering Conference, sponsored by *WOSU-AM-FM-TV, noncommercial stations of Ohio State University*. Fawcett Center, OSU campus, Columbus, Ohio. Information: (614) 422-9678.

July 23-26—*Florida Cable Television Association* annual convention. Amelia Island Resort, Fla.

■ **July 25-28**—*Colorado Broadcasters Association* summer convention. Manor Vail, Vail, Colo.

■ **July 31**—Deadline for entries in World Hunger Media Awards, created and sponsored by entertainers *Kenny and Marianne Rogers*. Information: World Hunger Year, 350 Broadway, New York, N.Y., 10013.

July 31-Aug. 4—*National Association of Black Journalists* convention. Baltimore Convention Center, Baltimore.

August

Aug 4-7—*Cable Television Administration and Mar-*

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Stay Tuned

A professional's guide to the Intermedia week (May 20-26)

Network television □ **ABC:** *Deadly Intentions* (two-part suspense drama), concluding Monday 9-11 p.m.; *One Too Many* (drama), Tuesday 8-9 p.m.; *Dom DeLuise and Friends—Part III* (comedy sketches), Tuesday 10-11 p.m.; *Right to Kill?* (fact-based drama), Wednesday 9-11 p.m.; *Battle of the Network Stars* (athletic contest), Thursday 8-10 p.m.; *Goldie and the Bears* (detective), Sunday 8-9 p.m.; *Indianapolis 500* (auto race), Sunday 9 p.m.-midnight. **CBS:** *Christopher Columbus* (two-part mini-series), concluding Monday 8-11 p.m.; *Yearbook: Class of 1967* (variety special), Tuesday 8-9 p.m.; *Do You Remember Love* (drama), Tuesday 9-11 p.m.; *Chiller* (thriller), Wednesday 9-11 p.m. **NBC:** *Larry Holmes/Carl "The truth" Williams bout* (boxing), Monday 9-11 p.m. **PBS** (check local times): *Best of Broadway* (salute to musicals), Friday 9-11 p.m.

Network radio □ **CBS Radio Network:** *Exploring America: "Eureka, It Works!"* (16-part invention series), 3½-minute segments airing Saturday and Sunday (check local listings); *The Game of the Week** (baseball), Saturday 1:07 p.m. and 9:50 p.m., until games end. **CBS RadioRadio:** *The Spirit of Summer** (15-week music retrospective), three hours weekly (check local listings).

Cable □ **Arts & Entertainment:** *Dutch National Ballet* (two pieces), Thursday 8:30-10:30 p.m. **HBO:** *Ray Bradbury Theater** (three-part anthology series), Tuesday 10-10:30 p.m.; "The Bounty" (drama), Sunday 8-10:15 p.m.



Mel Gibson, Anthony Hopkins in "The Bounty" on HBO

Museum of Broadcasting (1 East 53d Street, New York) □ **Discovery:** *Lost Honeymooners*, 17 recently discovered *Honeymooners* sketches, along with highlight tapes and segments from *Cavalcade of Stars*, screened daily noon-8 p.m., through Sunday. **Milton Berle:** *Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.

keting Society 11th annual conference. Theme: "Bridging the Gap: From Strategy to Reality." Fairmont hotel, San Francisco.

Aug. 7—Ohio Association of Broadcasters news directors' workshop. Columbus Marriott Inn North, Columbus, Ohio.

■ **Aug. 8-18—38th International Film Festival of Locarno**, Switzerland, including category for television movies: Locarno, Switzerland. Information: 093-31-02-32.

Aug. 8-Sept. 14—Space WARC, first of two sessions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Geneva. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

■ **Aug. 15—Deadline** for entries in Women at Work 1985 Broadcast Awards, sponsored by *National Commission on Working Women*. Information: NCWW, 2000 P Street, N.W., suite 508, Washington, 20036; (202) 872-1782.

Aug. 22-24—West Virginia Broadcasters Association fall meeting. Greenbrier, White Sulphur Springs, W. Va.

Aug. 25-27—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

Aug. 30-Sept. 8—International Audio and Video Fair Berlin. Exhibition grounds, Funkturm (Radio Tower), Berlin. Information: AMK Berlin, Messedamm 22, D-1000, Berlin 19; (030) 30-38-1.

September

Sept. 8-10—Illinois Broadcasters Association annual convention. Eagle Ridge Inn, Galena, Ill.

■ **Sept. 6-10—International Institute of Communications** 16th annual conference, "Communications: The Crossroads of Culture and Technologies." Keio Plaza. Intercontinental hotel, Tokyo. Information: (01) 388-0671.

Sept. 11-14—Radio-Television News Directors Association annual convention. Opryland hotel, Nashville.

Sept. 11-15—"Radio '85: Management and Programming Convention," second annual conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 14—Deadline for entries in International Emmy Awards, sponsored by *National Academy of Television Arts and Sciences, International Council*. Information: (212) 308-7540.

Sept. 15-17—National Religious Broadcasters Association Western chapter meeting. Los Angeles Marriott, Los Angeles.

Sept. 18-20—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Sept. 19-20—Institute of Electrical and Electronics Engineers Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Open Mike

Target

EDITOR: As a radio broadcaster I find the recent tariff change approved by the FCC to increase broadcast circuits rates the most dangerous chokehold that has been put on the radio industry in recent years.

It has allowed Southwestern Bell in my region to increase six of my broadcast circuits by as much as five times per month with absolutely no notice, no alternative service except for microwave, and it's retroactive to April 1.

Such a move will mean marginal use, if not the end, of local sporting events, church programs, special events and live remotes,

in many small and medium-size radio markets.

As a small-market broadcaster I feel like a sitting duck on a pond, fair game for anyone to blast away, and the latest tariff approval just pulled the trigger.—*Janet K. Wartell, KSOK(AM) Arkansas City-KWKS(FM) Winfield, both Kansas.*

'Comedy' correction

EDITOR: We read with interest your May 6 article, "Syndicators sow fields for late night." However, as it pertained to the series we distribute, *Comedy Tonight*, there were three errors.

First, the producer is Boggs-Baker Pro-

ductions, not Boggsker.

Second, *Comedy Tonight* is being cleared on a 52-week basis with minimum station commitments being 26 weeks, not the 13 weeks reported.

And finally, you cited me as saying in the third paragraph that "that kind of feeling could well have created difficulties for late night syndication." The essence of the statement I gave the reporter was that stations request new alternatives for late night, but when it comes to actually clearing new first-run, late-night programs, they often balk at the commitment.—*John C. Ranck, vice president, Orbis Communications Inc., New York.*

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On The NBC Network



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A music licensing commentary from Elizabeth Granville, Kronish, Lieb, Shainswit, Weiner & Hellman, New York

TV music licensing in wake of 'Buffalo'

The *Buffalo Broadcasting Case* questioned the way in which performing rights licenses have been granted by the American Society of Composers, Authors and Publishers and Broadcast Music Inc. to local TV broadcasters. Earlier, the *CBS Case* raised this question with respect to TV network broadcasters. In the *Buffalo Broadcasting Case*, the local television broadcasters wanted the courts to intervene and overturn the traditional blanket music licensing system with its fees based on broadcast revenues so that they could license directly with the creator of the music they broadcast or expect program producers to acquire those rights and grant them as part of the syndication package. Basically, what the Second Circuit Court of Appeals decided in *Buffalo Broadcasting*, and the U.S. Supreme Court refused to review, was that it need not grant the requested relief because the blanket license mechanism was not anticompetitive. Moreover, the court said that nothing precluded users and creators from entering into direct licenses.

To date, the most frequently used form of music performing rights licensing has been the blanket license that offers the entire repertoire of the performing rights licensing organization for a percentage of the broadcaster's advertising revenue.

Through the use of statistical sampling methods, the performing rights licensing organizations tracked the frequency of play and then paid royalties to creators according to their payment plans.

While blanket licensing was a convenience, some broadcasters felt that it came at too high a price: a fixed percentage of their advertising revenue.

When negotiations are concluded for the year 1984, the TV broadcast industry will have paid approximately \$142 million in music use fees, of which approximately \$138 million will be attributable to public performance license fees and the balance of \$5 million to synchronization fees.

BMI and ASCAP employ what may be described loosely as a mutual system to distribute this approximately \$138 million, less administrative expenses, to the creators of the music they license. The formulas used to calculate payments to individual creators based on the performance of their works are changed by the licensing organization from time to time. The changes enable the licensing organizations to fine-tune the royalty payments to achieve overall objectives which may or may not coincide with the objectives of any single creator or group of creators.

For the user, direct licensing is now not



Elizabeth Granville, a member of the New York law firm of Kronish, Lieb, Shainswit, Weiner & Hellman, specializes in entertainment and communications law. She represents both users and creators of music. Before joining the firm, she was an officer of Broadcast Music Inc., working with composers and publishers of music broadcast on television and used in motion pictures. Her responsibilities included negotiating for the acquisition of the BMI musical repertoire and representing BMI in international copyright matters with foreign performing rights societies.

only feasible but also a real alternative to blanket licensing. The primary reason for this is that there has been over the past few years a steady change in the nature of programming—from live music on TV to pre-recorded music. This is so for both network and local programming and is clearly evident with the programming of HBO and the movie channels followed by the introductions of MTV and VH-1.

The advantage of direct licensing to the user is clear. He pays only for the music that is used.

The advantage to creators is that they can negotiate immediate, up-front payments for all the scheduled broadcasts of the works. That payment possibly could be at a multiple of the projected payment from the performing rights licensing organizations because it does not have to filter through the mutual system and the user is purchasing a pre-selected piece of music and should be willing to pay more on a pro rata basis. The downside is that the creators have the burden of negotiating these rights and determining the frequency, markets and period of time during which the broadcasts will occur. In short, the creators have to become more active participants in the conduct of their business affairs.

TV network licenses with ASCAP and BMI expire in December 1985. The local

TV broadcasters are now negotiating with ASCAP and BMI for licenses for the period from mid-1983 which was part of the period during which *Buffalo Broadcasting* was being litigated. Now that the case is over performing rights licensing organizations and the users must negotiate and finalize the fee for this period and the future. In addition, HBO, MTV and others representing new media users will soon again be at the bargaining table with BMI and ASCAP.

Coincidental with their negotiations with the performing rights licensing organizations, network and local TV broadcasters will more and more frequently seek performing rights licenses directly from the creators of the music or with program producers and suppliers. Most broadcasters are aware that in order to put a direct licensing system in place they will have to support a dual system of licensing for a period of time. During this interim period the broadcasters will probably follow the example of Storer Communications in seeking a set-off from its blanket license obligations to BMI and ASCAP for sums paid under direct license agreements.

It is expected that performing rights licensing will be a hybrid scene during the next several years—with blanket and direct licenses existing side by side. Since almost all programming is pre-recorded, the music requirements will have been fixed long before the broadcast, giving the user and the creator ample opportunity to negotiate before the broadcast just as a movie or TV producer now negotiates with a creator. When these negotiations occur, the parties should be mindful of several things: (1) Irrespective of the performing rights licensing arrangements with BMI and ASCAP, the creators have the right to enter into direct licensing arrangements; (2) the creators have negotiated before for other music licenses; (3) both parties must know the value and number of projected uses and in what media, marketplaces and periods of time the broadcasts will occur; (4) a direct license for the use of the creators' music does not preclude blanket arrangements for other uses, and (5) both parties can structure the financial arrangement to satisfy their specific needs.

The next few years will be a period of evolution for performing rights licensing, and new industry standards will be set. Blanket licensing, a collective approach which distributes the entire licensing fee pie among the entire family of creators (past, present and aspiring), will co-exist alongside direct licensing, a specific system paying to each creator of performed music a royalty based on its negotiated market value. Clearly, the system that evolves should benefit both the user and the creator. The user and creator are interdependent and their needs and objectives must be mutually satisfied so that each may make its proper contribution. ■



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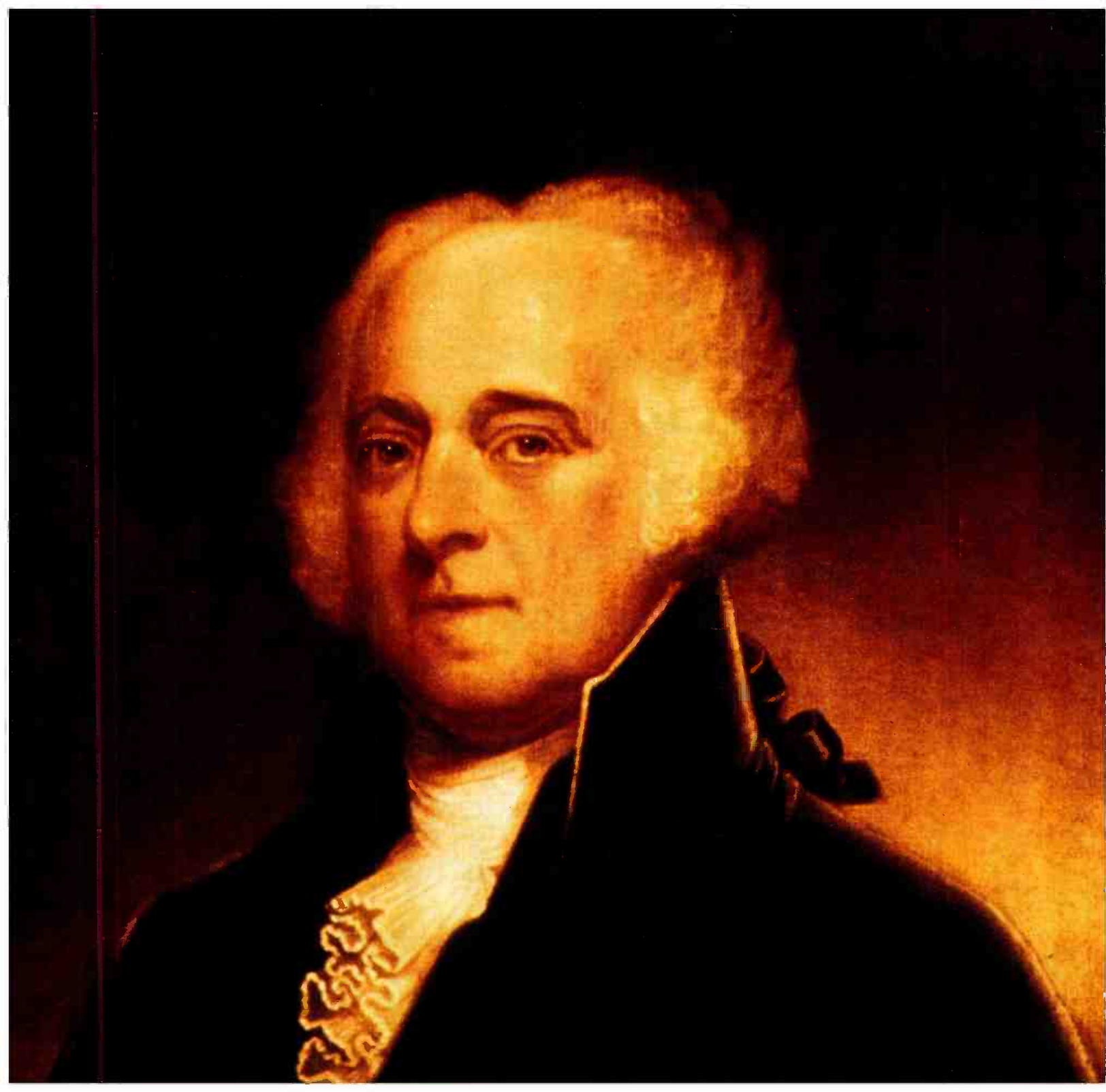
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Broadcasting May 20

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TOP OF THE WEEK

\$510 million's the mark to beat now

Tribune Co. sets last week's record for a single station with its purchase of KTLA(TV) Los Angeles

KTLA(TV) Los Angeles was sold last week by Golden West Broadcasters to Tribune Co. for \$510 million cash. That works out to a daily increase of \$285,000 in the station's value since it was purchased by the sellers for \$245 million in late October 1982.

Tribune's sealed bid, one of several opened last Tuesday evening (May 14) at 5 o'clock in the Los Angeles offices of Morgan Stanley, broke the previous station price tag record of \$450 million set only two weeks ago when Hearst Corp. agreed to buy WCVB-TV Boston (BROADCASTING, May 13). It also brought a major-market independent station under the wings of a company that already has five independents and growing program production aspirations.

By the next morning, Tribune officials were in Los Angeles where a definitive agreement was signed. They then went to New York for a Thursday morning press conference where John W. Madigan, Tribune Co. executive vice president, said the purchase was the biggest deal in the history of the Tribune Co.: "It fills in a missing link. We now have three out of the top three markets. We will be number four in the industry in terms of revenue and number five in terms of households reached."

The purchase, when approved by the FCC, will increase the coverage of the Tribune group from 14.5% to 19.6% of the nation's television households, as calculated by Tribune, which assigned full weight to UHF as well as VHF stations. That puts Tribune ahead of RKO and behind only ABC, CBS, NBC and Metromedia. Under the FCC formula that assigns half weight to U's, Tribune's reach goes down to 18.6%, but the company will be ahead of Metromedia (then at 18.1%) after the latter loses Boston.

At the Thursday press conference, Tribune Broadcasting Co. President James C. Dowdle responded to what is now becoming a familiar question: "Was the price too high?"

"I don't think you can evaluate Los Angeles as a single-station purchase," Dowdle

said. "There is a synergy and a spread of value over to the other five stations that we have. . . . It is difficult to look back and say what we could have bought it for a year or two ago and anyway, I have never been one to look backwards. You either are going to grow and position yourself in the future or beat the consequences."

Dowdle said the \$510 million price represented roughly 12 times KTLA's 1985 cash flow as estimated by Tribune. Revenue in 1984 for the station was about \$90 million and cash flow was \$34.5 million. That would put the price at a 15 times multiple of cash flow. But there were also, as in most station

sales, adjustments for money in the till when the deal closes (working capital) and the assumption by Tribune of certain operating liabilities that raised the price to about \$545 million—or close to 16 times 1984 cash flow. And that price buys only the license and the equipment (the land and buildings still belong to one-time owner Gene Autry).

But he added that the attempt to use guidelines of cash flow to evaluate station purchases (BROADCASTING, May 13) often ignores wider considerations. Dowdle focused on the "double benefit" that ownership of KTLA would provide: giving Tribune Entertainment's program production an assured outlet in the nation's second largest market and providing the station with a supply of programming at practically no extra cost to the company. "How much of a multiple do you give for that?" he asked.

Golden West president, Tony Cassara, agreed with Dowdle's assessment: "We never had anyone evaluate the station in the sense of having it appraised, but we were given a range [by some investment bankers] of \$450 million to \$500 million. But a lot depends on who the buyer is and what else they have. . . . To have a VHF station in the second market is a unique opportunity, something that doesn't come along every day. They are the only people besides the networks who have VHF outlets in the top three markets."

It is believed there were at least five other bidders for the station. Cox and Gaylord among them. But Steve Rattner, vice president at Morgan Stanley, declined to comment beyond saying that "there were a number of attractive proposals of which theirs was the most attractive."

Tribune has five television stations, all independents: three VHF's—WGN-TV Chicago, WPIX-TV New York and KWGN-TV Denver—and two UHF's—WGNX-TV Atlanta and WGNO-TV New Orleans. Its last television purchase was WGNX-TV in 1983 for \$32 million. The Chicago-based company also owns five radio stations and cable systems serving, as of March 31, 194,800 basic subscribers.

"What makes independent television go is



Tribune Co. Broadcasting's Dowdle



Tribune Co.'s Madigan

Television's new top 12

These will be the dozen at the top in TV group ownership (ranked by their penetration of the total U.S., including UHF discounts) should all proposed sales take place. Capcities/ABC anticipates permission to keep wpvi-TV Philadelphia. (If disallowed, it would retain wxyz-TV Detroit and would have a total of 23.35%.) The chart also presupposes the final purchase of Storer Communications by KKR, the sale of KTLA(TV) Los Angeles to Tribune, the sale of Gulf Broadcasting to Taft, the sale of Metromedia's stations to 20th Century Fox and the subsequent spinoff of wcvb-TV Boston by Fox to Hearst. The number in parentheses after each city is the market rank.

1. □ Capcities/ABC (24.38%)

WPVI-TV Philadelphia (4) 2.97%
WABC-TV New York (1) 7.71%
KABC-TV Los Angeles (2) 5.13%
WLS-TV Chicago (3) 3.55%
KGO-TV San Francisco (5) 2.42%
KTRK-TV Houston (10) 1.69%
WTVD(TV) Raleigh-Durham, N.C. (37) .69%
KFSN-TV Fresno, Calif. (65) .22%

2. □ CBS (20.64%)

WCBS-TV New York (1) 7.71%
KCBS-TV Los Angeles (2) 5.14%
WBBM-TV Chicago (3) 3.60%
WCAU-TV Philadelphia (4) 2.96%
KMOX-TV St. Louis (18) 1.23%

3. □ NBC (19.02%)

WNBC-TV New York (1) 7.71%
WRC-TV Washington (8) 1.81%
WMAQ-TV Chicago (3) 3.53%
WKYC-TV Cincinnati (28) .83%
KNBC(TV) Los Angeles (2) 5.14%

4. □ Tribune (18.535%)

KWGN-TV Denver (19) 1.12%
WGNX(TV) Atlanta (15) .67%
WGN-TV Chicago (3) 3.53%
WGNO-TV New Orleans (34) .365%
WPIX-TV New York (1) 7.71%
KTLA(TV) Los Angeles (2) 5.14%

5. □ 20th Century Fox (18.125%)

KTTV(TV) Los Angeles (2) 5.14%
WTTG(TV) Washington (8) 1.81%
WFLD-TV Chicago (3) 1.765%
WNEW-TV New York (1) 7.71%
KNBN-TV Dallas (9) .865%
KRIV-TV Houston (10) .835%

6. □ KKR (13.085%)

WAGA-TV Atlanta (15) 1.34%
WSBK-TV Boston (6) 1.15%
WJKW-TV Cleveland (11) 1.66%
WJBK-TV Detroit (7) 1.96%
WITI-TV Milwaukee (29) .82%
KCST-TV San Diego (26) .44%
WTVG(TV) Toledo, Ohio (60) .48%
WTVJ(TV) Miami (13) 1.38%
WWHT(TV) Newark, N.J. (1) 3.855%
WSNL-TV New York (1) 3.855%

7. □ Taft (10.69%)

WDCA-TV Washington (8) .90%
WCIX(TV) Miami (13) 1.38%
WDAF-TV Kansas City, Mo. (27) .85%
WKRC-TV Cincinnati (28) .83%
WTVN-TV Columbus, Ohio (35) .71%
WTAJ-TV Philadelphia (4) 1.48%
WTSP(TV) St. Petersburg (16) 1.32%
KTXA-TV Dallas-Fort Worth (9) .865%
KTXQ(TV) Houston (10) .835%
WGHP-TV High Point, N.C. (50) .56%
KTSP-TV Phoenix (25%) .93%
KESQ(TV) Palm Springs, Calif. (187) .03%

8. □ Group W (10.08%)

WJZ-TV Baltimore (21) 1.01%
WBZ-TV Boston (6) 2.30%
KYW-TV Philadelphia (4) 2.96%
KDKA-TV Pittsburgh (12) 1.40%
KPIX(TV) San Francisco (5) 2.41%

9. □ Cox (8.085%)

WSB-TV Atlanta (15) 1.34%
WSOC-TV Charlotte, N.C. (32) .77%
WHIO-TV Dayton, Ohio (49) .57%
WKBD-TV Detroit (7) .98%
KTUU(TV) Oakland, Calif. (5) 2.41%
WPXI(TV) Pittsburgh (12) 1.40%
KDNL-TV St. Louis (18) .615%

10. □ Gaylord (7.39%)

WTVT(TV) Tampa (17) 1.32%
WWUE(TV) New Orleans (34) .73%
WUAB(TV) Cleveland (11) 1.015%
KTVT(TV) Fort Worth (9) 1.73%
KHTV(TV) Houston (10) .835%
WVTV(TV) Milwaukee (29) .41%
KSTW(TV) Tacoma, Wash. (16) 1.35%

11. □ Hearst (6.95%)

WCVB-TV Boston (6) 2.30%
WBAL-TV Baltimore (21) 1.01%
WDTN(TV) Dayton (49) .57%
KMBC-TV Kansas City (27) .85%
WISN-TV Milwaukee (29) .82%
WTAE-TV Pittsburgh (12) 1.40%

12. □ Gannett (6.59%)

KUSA-TV Denver (19) 1.12%
WXIA-TV Atlanta (15) 1.34%
WLVI-TV Boston (6) 1.15%
WTCN-TV Minneapolis (14) 1.37%
KOCO-TV Oklahoma City (40) .68%
KPNX-TV Phoenix (25) .93%

programming," Dowdle said. "And the escalation of programming costs that has taken place over the last few years has made us look at it from the standpoint that this is a business that we should get into and control our own destiny."

Tribune Entertainment, headed by Sheldon Cooper, has been expanding its first-run production effort since it was started several years ago. It currently produces and distributes the Independent Network News, *At the Movies* and *U.S. Farm Report*. Two co-productions, *Dempsey & Makepeace*, an hour-long weekly adventure series, and *GI Joe*, a weekday children's series, are scheduled to appear this coming season. In addition, Tribune and LBS Communications are distributing and selling time for *Inday*, a two-hour daytime package, and *Tales from the Dark Side*. With Viacom, Tribune offers *TV Net*, a series of theatrical films that have not had a network run.

Dowdle said that KTLA currently carries *Tales from the Dark Side* and is scheduled to carry *Inday* and *Dempsey and Makepeace*, but he declined to say what plans there were,

if any, for the station to pick up other Tribune product. The Los Angeles station has long had a strong 10 p.m. newscast and it remains to be seen if Tribune will change it or attempt to stretch it out by adding the half-hour *INN*.

Having a Los Angeles station would conceivably give Tribune greater leverage in programming purchases, although that is a touchy subject at the moment. There is an outstanding year-old suit filed by group owner Camellia City Broadcasters, licensee of KTXL(TV) Denver, which claims that Tribune violated antitrust laws by using its leverage as a group to unfairly obtain programming for its KWGN-TV.

Another familiar question that came up at the press conference was about the possibility of a fourth network. Dowdle responded: "I think in our business the fourth network is one of the most overused cliches. I don't perceive that a Rupert Murdoch and 20th Century Fox will become a fourth network. We will become another additional source of programming but not in the sense of a fourth network. It will be an occasional source of programming."

Most of Tribune Co.'s revenue comes from newspaper operations, the two largest being the *New York Daily News* and the *Chicago Tribune*. Adding KTLA's operating results to Tribune's 1984 totals would have increased the "Broadcasting and Entertainment" segment (including the Chicago Cubs baseball team) from approximately 16% of total revenue to 20%. The effect on Tribune's operating profits would have been more dramatic: a rise from 25% of the total to 37%.

Madigan said there were three properties in the Los Angeles area that may have to be divested. The *L.A. Daily News*, a profitable paper with a daily circulation of about 145,000; a cable system serving 28,000 basic subscribers in Palmdale and Lancaster, both California, and a cable system in Lakewood, Calif., serving 11,000 basic subs.

Scott Simon, vice president and controller of the company, said that dilution of Tribune's 1984 earnings would be in the 10% to 15% range, but he noted that much of that would be in the books (depreciation and amortization) and would not represent cash expenditure. □

Capcities/ABC settle on spin-offs

Companies send out proxy statements listing properties to be sold; they will apply for waiver to keep New York and Philadelphia TV's; minorities are being encouraged to bid on four TV's, 15 radios, cable division, newspaper

ABC and Capital Cities Communications mailed proxy statements to their shareholders last week identifying the broadcast and cable properties to be spun off as a result of their proposed merger (BROADCASTING, March 25). Also last week, Capcities executives met with about 90 representatives of various minority communities, including broadcasters and would-be broadcasters, financial lenders, public interest groups and congressmen. Those at the meeting were briefed on the availability of stations and given general information about the stations and the criteria the company will use to select buyers.

The properties listed for divestiture are four television stations and 15 radio stations, including 10 of ABC's 12 outlets (the two being retained: WMAL[AM]-WRQX[FM] Washington). Other properties to be spun off include Capcities' entire cable division, which had almost 367,000 subscribers at the end of 1984, and a Red Bank, N.J., daily newspaper owned by the company.

The proxy statements also reported that Capcities will seek a waiver of the FCC rule prohibiting ownership of two television stations with overlapping signals. It wants to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York (see box below). If that waiver is denied, Capcities said it would sell WPVI-TV but retain WXYZ-TV Detroit, currently the only ABC-owned television station up for grabs. That would force the divestiture of Capcities' two Detroit radio properties, WJR(AM)-WHYT(FM), as well as the company's Oakland [Mich.] Press.

Assuming that a waiver is granted and Capcities/ABC gets to keep both WPVI-TV and WABC-TV, the companies said the following properties would be spun off: three Capcities television stations: WTNH-TV New Haven, Conn., WFTS-TV Tampa and WKBW-TV Buffalo, N.Y., and ABC's WXYZ-TV Detroit; five Capcities radio properties: WPAT-AM-FM Paterson, N.J.; KLAC(AM)-KZLA(FM) Los Angeles, and WKBW(AM) Buffalo; and 10 ABC radio properties: KTKS(FM) Dallas, KSRR(FM) Houston, WRIF(FM) Detroit, WABC(AM)-WPLJ(FM) New York, KABC(AM)-KLOS(FM) Los Angeles, WLS-AM-FM Chicago and KGO(AM) San Francisco. At the Capcities briefing with minorities, the Los Angeles and New York radio properties were not discussed, and it was unclear last week what Capcities and ABC have in mind for those outlets. Last week, Joseph Dougherty, president of Capcities' broadcasting division, told BROADCASTING the company was "still studying the relationship between [those four stations] and the ABC Radio Networks."

At least one group has expressed an interest in buying those outlets, however, as well

as all the other ABC radio stations that are being spun off. The group is headed by current ABC Radio President Ben Hoberman and Elton Rule, former vice chairman of ABC Inc. They said last week they intend to put together a group of investors which would include current ABC employees to buy the package of radio stations.

It's estimated that the spun-off properties may yield Capcities/ABC \$1 billion or more, which would be used to pay off some of the debt incurred in buying out ABC's stockholders (BROADCASTING, April 1).

The remainder of the \$3.5-billion merger would come from loans from a consortium of banks led by Chemical Bank; in-house cash and equivalents, and \$517.5 million in cash from the sale of about 18% of the merged entity to Berkshire Hathaway, an Omaha-based investment company.

The proxy statements issued last week noted that the New York Stock Exchange informed Capcities and ABC that a condition related to the Berkshire investment—that the voting rights to that company's common stock or common stock equivalents will be transferred to the chief executive officer of Capcities for a minimum period of 11 years—may violate the rules of the stock exchange.

Capcities said it would argue that the condition was not a violation of the NYSE's rules and said if it lost the argument and were delisted by the NYSE, it would seek listing on some other exchange or on the NASDAQ over-the-counter listings.

As for the waiver of the signal-overlap rule, a Capcities executive declined to say what arguments would be presented to the FCC. It was speculated that the company would say that the overlap between the two signals is not significant enough to warrant divestiture and note that a waiver already exists for CBS's ownership of WCBS-TV New York and WCAU-TV Philadelphia. FCC Commissioner James Quello said in March that he thought the commission should require

divestiture in duopoly cases only where there is "very serious overlap."

The meeting to brief minorities on the availability of stations took place last Tuesday (May 14) at Capcities' headquarters in New York. Of the slightly more than 100 people invited, about 90 showed up, including such prominent black broadcasters as Percy Sutton, chairman of New York-based Inner City Broadcasting; Ragan Henry, president of Broadcast Enterprises National Inc., Philadelphia; Eugene Jackson, chairman of the National Black Network, and Dr. James Buckner, chairman, Seaway Communications (which Capcities is credited with having helped establish), owner of WAEO-TV Rhinelander, Wis., and WVII-TV Bangor, Me. Seaway was the first minority group to own a VHF station in the country with its purchase of WAEO-TV in 1979. Among the others in attendance were Larry Irving, counsel for Representative Mickey Leland (D-Tex.); John Oxendine, president of BROADCAST, the National Association of Broadcasters' fund to finance minority station purchasers; David Hoenig of the National Black Media Coalition, and Susan Herrera, of the Congressional Hispanic Caucus.

The meeting was chaired by Dougherty and was attended by Capcities' president, Daniel Burke; its chief financial officer, Ronald Doerfler; cable division president, William James, and corporate vice president, Andrew Jackson. Gary Gensler of Goldman Sachs, which will handle the divestiture sales, provided preliminary financial information on the available stations.

Several sources at the meeting said that Capcities outlined the criteria it would use for selecting buyers, including price, ability to close (preferably with cash) and willingness of the buyers to maintain comparable fringe benefit packages for station employees. Character qualifications to become an FCC licensee will also be taken into consideration. It was impressed upon the group

Portents in Philadelphia

The chances appear to be good that the FCC will grant Capital Cities/ABC a waiver to retain WPVI-TV Philadelphia and WABC-TV New York. Indeed, one FCC source last week said he thought Capcities/ABC already has the votes it needs to retain both stations.

In an interview, Commissioner James Quello told BROADCASTING he was for granting the waiver. Quello said he would consider arguments against such a grant. But Quello noted that CBS has VHF's in both markets. He also asserted that the signal overlap of the two ABC stations is "very minor." In addition, he contended that the commission's crossownership prohibition at issue is intended to stimulate diversity of expression. "What difference does it make [for diversity purposes] if it [WPVI-TV] is an ABC affiliate or an ABC O&O?" Quello said.

Chairman Mark Fowler told the Senate Appropriations Subcommittee that he wouldn't be "receptive" to ABC/Capcities waiver requests (BROADCASTING, April 1). He also told the subcommittee that waivers are supposed to "further the purpose" of the rule from which a waiver is being sought.

Last week, however, an aide to Fowler said the chairman has not ruled out a waiver. The chairman's remarks at the hearing, the aide said, were specifically directed at waivers that would permit crossownerships in the same markets.

that price will not be the decisive factor and that bids will not be shopped around and will remain confidential. It was also stressed that the company was not necessarily looking to sell off packages of stations (although there are some benefits from doing that), and will seriously consider sales of individual stations. Company executives, sources said, stopped short of saying outright that all things being equal, if a station had more than one bidder, minority groups would receive a preference. "Each of the deals and the finalists will be judged on an individual basis," Dougherty told BROADCASTING last week.

But several of those who attended came away with the feeling that, in the words of one, "minorities will walk away with some properties" if they can manage to assemble "viable, well-financed" offers.

The briefing was well received by those who attended. Perhaps the meeting was most significant, some of those who attended said, because it opened up the bidding process for valuable broadcast properties. "In most cases, the big broadcast deals are a foregone conclusion by the time [minorities] even become aware of them," said one who attended the meeting. He added: "Usually we don't find out about such deals until they're reported in the paper and then it's too late to get involved."

"They were serious," said Buckner. "This is a genuine effort to see what they could do" to get more minorities in the communications business, and "not just a public relations ploy." Representative Leland, a vocal advocate of greater minority ownership in the Fifth Estate, praised Capcities' efforts. "Capital Cities and ABC have shown great leadership and foresight in encouraging minority ownership," he said last week. "What Capital Cities is doing is revolutionary, and we intend to make it an example of what can be done to enhance the economic position of minorities in communications."

John Oxendine of BROADCASTING said that Capcities appeared sincere, "yet I think we'll have to play the ball game like everybody else" when it comes to putting together competitive bids.

Capcities put no deadline on bids but indicated that those interested should be prepared to submit offers by the end of July.

The proxy statements also noted that the merger, if not completed by Jan. 6, 1986, would cost Capcities an additional 6% on the \$118-per-share cash offer for ABC common stock, and up to 12% more if the deal can't be closed by Jan. 1, 1987. The companies also said the deal could be called off by either side if it hasn't been closed by two years after approval by both companies' stockholders. Both are holding annual meetings on June 25 at which time stockholders will vote on the proposal. A two-thirds majority of stockholders of both companies is needed to approve the deal. The deal would also be off if the FCC's recently expanded station ownership limits (from seven TV stations to 12 with no more than 25% coverage of U.S. television homes) were thrown out by the Court of Appeals in Washington, where the new rules are currently being challenged. □

Dollars and cents

The proxy statements mailed to ABC and Capcities shareholders last week revealed the 1984 salaries of the top five executives at the two companies. Both ABC Chairman Leonard Goldenson and President Frederick Pierce made considerably more than their counterparts at Capcities. Goldenson received total cash compensation of \$962,031 and Pierce \$829,231. By contrast, Capcities Chairman Thomas Murphy earned cash compensation totaling \$535,000 plus deferred compensation of \$76,832 for a total of \$611,832. Capcities President Daniel Burke earned \$510,000 cash and \$73,157 in deferred compensation for a total of \$583,157. The compensation received by other ABC executives: Everett Erlick, executive vice president and general counsel, \$446,577; Michael Mallardi, executive vice president and chief financial officer, \$452,615, and Mark H. Cohen, senior vice president, \$407,711. For Capcities executives, the numbers were: John Sias, publishing division president, \$537,277; John Fairchild, chairman of the Fairchild Publications subsidiary, \$430,000, and Joseph Dougherty, broadcast division president, \$451,252.

Pfister resigns as CPB president after board vetoes Moscow trip

Charges that partisan politics have entered policy-making apparatus of public broadcasting emerge after stormy series of events in San Francisco; efforts to effect exchange with Soviets thwarted by decision; Landau defends actions as nonpolitical

Edward J. Pfister resigned last Thursday (May 17) as president of the Corporation for Public Broadcasting, citing fundamental differences between himself and a majority of members of the CPB board of directors. His action followed on the heels of the board's action withdrawing CPB support for a trade delegation to the Soviet Union.

Sonia Landau, CPB chairman, said the board voted unanimously to accept Pfister's resignation during an emergency meeting Thursday afternoon at the St. Francis hotel in San Francisco, where the board had met in a scheduled monthly meeting on Tuesday and Wednesday.

The decision to cancel the trip came in an emotionally charged meeting on Wednesday. The vote was 6 to 4 to withdraw CPB's planned involvement in a program-related visit to the Soviet Union by about a dozen public television executives next September. The resolution opposing the trip—which was to include the participation of CPB

President Edward J. Pfister and CPB Director of International Activities David Stewart—was offered by Landau.

The vote climaxed more than an hour of sometimes heated debate about CPB's proper role—if any—in program exchanges with the USSR and an impassioned plea by Pfister that the motion be rejected as "inappropriate." Although he had suggested in his remarks prior to the vote that CPB, as a private rather than a government agency, should be allowed to deal with the Soviets "in a prudent and responsible way," Pfister at first declined to comment on the matter after the meeting's adjournment, saying simply: "The board has spoken."

The confrontation, which surfaced during a scheduled report by Stewart on his division's activities, appeared to divide the board along partisan lines. Joining Landau in favoring the withdrawal of CPB involvement in the Soviet trip (scheduled for Sept. 27-Oct. 5) were board members Richard Brookhiser, William Lee Hanley, Howard Gutin, Harry O'Connor and Vice Chairman Ken Towery. Opposed were Sharon Rockefeller, Lillie Herndon, Lloyd Kaiser and Howard White.

"I don't see it as an act of treason to this country to engage in trade with the Soviet Union," Rockefeller insisted at one point in the meeting. "CPB is a private foundation.



Pfister



Landau

We are not an arm of the federal government . . . and I think some fundamental rights will be trampled on" if the board withdraws support for the delegation.

In response, Landau maintained that she is not opposed to the exchange of programming with the Soviets under the auspices of non-CPB entities, but that "it's not a business CPB should be involved in." In an interview after the meeting, Landau told BROADCASTING she heard members of Congress raise questions about the degree of CPB involvement in international programming and suggested the Soviet trip might also have been raised on Capitol Hill in upcoming debates over CPB funding. She dismissed the argument that CPB funds are not federal dollars, saying, "I don't see that as the issue. If the money comes from Congress, it is federal money." Landau expects the subject to surface again during CPB's June board meeting, when Stewart has been asked to present a summary of the program sales resulting from CPB's international activities division.

In remarks prior to the vote, several board members opposed to the withdrawal warned that the action might set a dangerous precedent. "I'm concerned that we may be rewriting the Carnegie Commission Report [recommending the creation of CPB in 1967]," said Herndon. "We are not an entity of the federal government, and it is very important for the future of CPB and public broadcasting that we defend that status. . . I just think it would be a mistake to conclude that we are not a private corporation."

Kaiser agreed, saying "these are not tax dollars. . . To me it is incredible that such a resolution is even proposed." He contended Reagan has frequently spoken in support of cultural and trade exchanges with the Soviet Union. Public television programs, he said, should not be exempt from that.

Hanley countered that members of Congress already are likely to perceive CPB as "not really a private corporation" and label such a Soviet trip as "a junket." Whether accurate or not, he said, those perceptions could lead to opposition in funding of CPB by Congress.

At least one supporter of Landau's resolution concluded that CPB's involvement in the scheduled Soviet trip would "be moot, in terms of results." Brookhiser said: "Such [program] exchanges will happen eventually anyway. My concern is the quality of what we get." Earlier, Brookhiser labeled Soviet media a tool of the state and said it would be "disastrous" if the Soviet version of history were allowed on public TV in the U.S.

After the meeting, Stewart deferred to Pfister in commenting on the resolution, although he did say only "a small amount" of CPB funds would have been involved. Pfister told BROADCASTING the CPB allocation would have been essentially expenses incurred by himself and Stewart during the eight-day visit. Earlier, Stewart had told the board that grants from the Mellon Foundation and the MacArthur Foundation would have been used for the trips, but Landau said those funds were obtained "under the auspices of CPB" and thus could not be consid-

ered as non-CPB funding

As outlined by Stewart, the Soviet visit, to include about 10 individual station representatives, involved screenings and discussion of program sales, acquisitions and co-production agreements. He compared the visit to a similar CPB-backed trip to Japan, mainland China and Australia last fall. It was not immediately clear if non-CPB delegates would continue with the trip, which would coincide with Moscow's annual Intervention Program Market.

Landau insisted that the Soviet trip was not a political issue, adding: "I am not trying to keep the Bolshoi Ballet off PBS. But it is not the corporation's role to negotiate with foreign governments, or any government that has state-controlled television. We have a State Department, a U.S. Information Agency for that."

Landau, the former head of Women for Reagan-Bush, told BROADCASTING that the board would closely review all CPB's international activities in the future. She also said that other public television representatives could engage in exchange agreements with Soviet television but that "CPB should not be involved in that business."

Board member Sharon Rockefeller, a Democrat and former CPB chairman, would not say the action was politically motivated, but said "its implications are shocking." She said public television executives "know the difference between cultural films and propaganda." CPB, said Rockefeller, has been "totally undermined" as a private entity.

One station manager who asked not to be named said he was stunned by the board's action. "The suggestion is that we are not competent to choose from among Soviet-produced programs. That is ridiculous."

A CPB spokeswoman said the board is expected to name an interim president during the next several weeks.

And on Capitol Hill, the House Telecommunications Subcommittee says it will be looking at the Pfister resignation to determine if the incident was based on political motives.

□

In other actions by the CPB last week, a resolution was passed unanimously calling for "an analysis of public broadcasting's present degree of fulfillment of its programming purpose," with a specific recommendation on how this might be accomplished to be presented by the board's mission and goals committee at the June meeting.

The board approved by a vote of 7-0 (with three abstentions) a resolution establishing a task force "for the purpose of coordinating, proposing and implementing the corporation's commitments to children's educational programming." The task force, which is being formed in response to a previously approved mandate to increase involvement in children's programming, will be composed of the CPB president, its director of the office of educational activities and the program fund director.

Douglas F. Bodwell, director of CPB's office of educational activities, told the board a major CPB grant of up to \$3 million has been made to the Children's Television Workshop for production of a new daily television series to "help children improve their skills in mathematics." Five half-hour pilots will be produced this summer, with an additional series of 65 programs to follow. Total budget of the untitled program is \$13.6 million, with additional funding anticipated from government agencies, foundations and an unidentified "major" corporation.

In presentations to the board, CPB President Pfister said CPB is continuing to study the possible financing of public radio's satellite transponder, the purchase of which he argued "is a sound proposition that would financially benefit the public radio system."

Pfister also tried to clear up "an apparent misunderstanding" about the degree of the CPB's current commitment to national radio program production, claiming National Public Radio "has led many to believe that CPB will eliminate or discontinue funding arts and performance at NPR in fiscal 1986."

"In fact, if arts and performance programming at NPR is discontinued in the coming fiscal year, that will be NPR's decision alone," said Pfister. "For fiscal 1986, CPB

Mr. Murdoch goes to Washington. International media mogul Rupert Murdoch has applied for U.S. citizenship and will sell his daily newspapers in Chicago and New York. That's what Murdoch told Representative Timothy Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, last week when making a courtesy call on the congressman.

Murdoch, who together with Denver oilman Marvin Davis has proposed to acquire Metromedia's television stations for \$2 billion (BROADCASTING, May 6), declined to discuss his business plans with reporters. But he insisted he hadn't asked Wirth for any favors.

Wirth told reporters that Murdoch had applied for U.S. citizenship in New York, and that Murdoch "expects that in three or four months." Wirth also said Murdoch told him that he would sell his daily newspapers in Chicago and New York.

In a press release, Wirth also suggested that the FCC consider Murdoch's track record as a broadcaster in Australia in assessing whether he has the requisite character and public interest qualifications to be a licensee.

In the text of a speech to be delivered at a joint meeting of the Detroit Adcraft Club and the Detroit Better Business Bureau last week, FCC Commissioner James Quello was supposed to reveal that Murdoch had told him he could "bring \$400 million to \$500 million to American programming and programing development."



retained \$11.55 million for national radio production. This allocation of available funds was endorsed by the majority of the public radio licensee community and by NPR. . . CPB is reserving \$11.3 million [of this] for NPR programing in fiscal 1986. Now it is up to NPR to determine how it wants to recommend to CPB that it invest the \$11.3 million in 1986 programing."

The next scheduled CPB board meeting is June 27-28 in Washington.

PBS has a meeting, too; members get a preview of new season; recap of one just past; Christensen emphasizes importance of funding

Public Broadcasting Service President Bruce L. Christensen told the organization's annual membership meeting in San Francisco last Thursday (May 16) that funding will remain the most powerful force for change in PBS's future. "Where we get our money will shape our future as certainly as anything else we do," he said, in a St. Francis hotel address. Christensen singled out enhanced underwriting and other new sources of program funding as potentially changing the fundamental character of public television and called on station executives to "come to grips with the forces that must ultimately shape our future."

Christensen said the effects of major program funding cutbacks by government agencies are only now becoming evident. "The upcoming fall season on public television will be the first in recent memory without a major new domestically-produced television series."

In a separate presentation, PBS Senior Vice President for Programing Suzanne Weil said the upcoming season would not be "a downer," despite the lack of major new series programing, noting that specials and limited series will fill the gap. Weil pointed out that PBS's Program Development Fund has provided seed money for several upcoming programs that previously would have relied on the funding sources that have been cut back.

John Fuller, PBS's director of research, summarized the past season as the best in public television's audience ratings, with the full-day cumulative audience totals up 20 points and prime time totals up 15 points since 1977-78 season. In a typical week last season, public television reached 56.6% of the available U.S. television audience. "On average," he said, "95 million per week have been watching public television this season," with that number expected to reach 100 million during the 1985-86 season. He attributed the continuing audience increase to strong prime time fare (especially nature and science programs), broader penetration among all demographic categories, and greater accessibility through cable and new broadcast outlets. A recent survey of cable viewer attitudes, Fuller reported, found that 67% of the audience were satisfied with PBS, second only to the 72% satisfaction level of the Disney Channel's viewers.

In a Thursday luncheon address, CPB



On board. Making the rounds in Washington last week were some of the National Association of Broadcasters' newly elected board of directors. Seated, l-r: Frank Flynn, WCTV(TV) Tallahassee, Fla.; Fred Baker, KFSA(AM)-KISR(FM) Fort Smith, Ark.; Jerry Lee, WEAZ(AM) Bala Cynwyd, Pa., and Paul Hedberg, Hedberg Broadcasting Group, Blue Earth, Minn.

Standing, l-r: Bayard Walters, WKCM(AM), WWKY(AM)-WFMI-FM Nashville; Dean Phelps, WIVS(AM)-WXET(FM) Crystal Lake, Ill., and George Hyde Jr., WOBA-AM-FM Miami, Fla.

They came as part of an annual orientation session for new directors held prior to NAB's June board meeting. They conferred with NAB's executive committee which was conducting one of its last meetings before new officers are elected in June. In addition, they heard from the candidates.

In other NAB news, the executive committee voiced strong objections to public broadcasting legislation offered by Representative Michael Oxley (R-Ohio) that would permit noncommercial stations to participate in a three-year advertising experiment (see "In Brief"). "Any attempt to inject commercial advertising into the mix," the committee stated, "would change the flavor, purpose and intent of public broadcasting as it exists today." The broadcasters cited the findings of an NAB task force on public broadcasting that concluded that "adequate federal funding as well as fund-raising assistance by commercial stations are solid alternatives to any advertising proposal." The executive committee will meet once more to discuss the results of an audit of NAB's public affairs department.

Chairman Sonia Landau told PBS affiliates that the primary purpose of public television "must be public education." She said that the implementation of that responsibility has taken on urgent importance as adult illiteracy has become more widespread. "We can't look to commercial television to [address the issue]," she declared. "I think this is our special mandate, and I think we can get help from corporations, local businesses and

foundations that understand the tragic, even threatening, implications of the problem."

Landau also presented CPB's annual Ralph Lowell Award for 1985 to David O. Ives, former president of WGBH-FM-TV Boston, citing his "imagination, intelligence, persistence, grace and good will." Ives is currently vice chairman of the board of trustees and chairman of the executive committee, WGBH Educational Foundation. □

McGraw-Hill expresses interest in UPI

Giant publishing house latest firm to entertain purchase; talks with Reuters do not prove fruitful

McGraw-Hill Corp. emerged last week as the latest suitor for United Press International, the financially troubled wire service.

McGraw-Hill spokesman Peter Haas confirmed that the publishing-broadcasting concern has talked with UPI officials about a takeover. "We are still evaluating UPI to see if there is a fit with McGraw Hill," he said. "There has been no bid yet simply because we are still looking at it."

McGraw-Hill joins a number of other companies and investors that have expressed an interest in acquiring the wire service,

which filed for Chapter 11 bankruptcy last month.

The most prominent of the other suitors is Reuters, the London-based wire service. Peter Holland, manager of Reuters overseas, met with UPI Chairman Luis Nogales and President Ray Wechsler in Washington last Wednesday, but the talks, which lasted less than an hour, produced little of substance.

UPI spokesman David Wickenden characterized the talks as "purely preliminary and exploratory." Reuters made no "concrete or specific proposal," he said, and the parties scheduled no further meetings.

Despite the apparent lack of progress at the meeting, said Reuters spokesman Michael Reilly, there was "still a possibility"

that Reuters could strike a deal for the wire service. "It's fair to say that as far as we are concerned, the discussions are continuing."

Neither Wickenden nor Reilly would elaborate on what happened at the meeting.

Other names that have popped up in connection with a UPI takeover are Pedro Lopez, a Miami-based banker, and International Moneyline of California, a financial publishing company.

UPI has received "expressions of interest in acquiring or entering some kind of business arrangement with UPI" from several entities, said Wickenden. UPI has referred some of the proposals to Bear, Stearns & Co., for evaluation, he said.

In an interview with a UPI reporter last Tuesday, UPI co-owner Doug Ruhe said he doubted the wire service would be sold to

Reuters. "They would not be our first choice," he told UPI, suggesting that Reuters might attempt to dismantle elements of UPI's general news operation.

The ability of UPI to find a buyer or major investor has been hampered by the running battle over control of the company between UPI owners, Ruhe and William Geissler, and Nogales and other top managers. But after a nine-hour meeting last Thursday in the Washington offices of William White, the U.S. bankruptcy trustee assigned to the case, the owners and managers agreed to share information and work together in trying to salvage the wire service.

Ruhe and Geissler voluntarily turned over control to the managers for 120 days in early March to give them a chance to work out a reorganization plan with the company's

creditors. After the managers filed for Chapter 11 protection on April 28, however, Ruhe and Geissler tried to regain control of UPI, charging that Nogales had "not adequately followed up" on offers from Reuters and Lopez and was acting in a "maverick and dictatorial fashion." On May 10, a chancery court in Wilmington, Del., issued a temporary restraining order removing Nogales and two others from the board of Media News Corp., the Delaware-based parent company of UPI.

At first, it was thought that the owners would press their case in federal bankruptcy court in Washington to dismiss the managers from UPI, but in Ruhe's Tuesday interview with UPI, he was conciliatory. He said he and Geissler "don't really care" if Nogales and the other managers remain in office. If a prospective buyer prefers to retain Nogales

Broadcasters hope for solution to UPI's financial woes

The vast majority of broadcasters surveyed last week were virtually unanimous in proclaiming the need for at least two major national wire organizations serving the Fifth Estate to avoid giving the Associated Press a monopoly.

UPI reports that about 2,850 radio and 400 television stations subscribe to its wire service and approximately 1,000 stations are affiliated with the UPI Radio Network.

In the last round of personnel cutbacks at UPI, about 80 employees were released, at least half of whom were news staffers, said a UPI spokesman.

"The national broadcast department has not been hit hard by these cuts," said Bill Ferguson, vice president and executive broadcast editor for UPI, who is based in Chicago. But Ferguson said that, in some cases, state reports have been streamlined. "We are using our regional and national broadcast desk to help soften the blow where there have been staff reductions," he said.

UPI sent letters to all its subscribers last month seeking a 9.9%, across-the-board, rate increase, a move that upset many broadcasters.

Lou Giserman, news director for the UPI Radio Network, said there has been no reduction in service. "We only lost three staffers," he said. Giserman noted that the network will close the Dallas bureau, but will open a Miami office. The UPI Radio Network offers five-minute, top-of-the-hour newscasts, 24 hours a day, and two-minute, half-hourly newscasts from 5:30 a.m. to 9:30 p.m., Monday through Friday (The UPI broadcast wire and network service are offered separately to stations. AP requires broadcasters to subscribe to its wire service before joining the audio network.)

"The demise of UPI would remove the incentive for AP to consider pricing as an element of competition," said Doubleday Broadcasting President Gary Stevens, whose WHN(AM)-WAPP(FM) New York and WLLZ(FM) Detroit are UPI subscribers. "It would be Arbitron revisited," he said, in reference to the absence of competition in radio ratings.

"There's a concern that without competition, AP would raise its rates," said Bill O'Shaughnessy, president of WVOX(AM)-WRTN(FM) New Rochelle, N.Y., whose stations subscribe to AP. "I'm not as concerned about that aspect as I am over having only one, exclusive, national newsgathering service in this country," he added.

UPI's Ferguson concedes that a number of subscribing stations are "nervous" about the organization's immediate future. "There has been no flood of defections, but there have been more cancellations than usual," he said.

"We are taking a 'wait-and-see attitude,'" said Steve Dag-

gers, news director for WBSW(FM) Kankakee, Ill., which relies exclusively on UPI. Gene Milner, president and owner of WBSW, said that if Reuters took over UPI, it would be a "small tragedy." Reuters's wire copy is written in newspaper style and unsuitable for radio broadcast, he said. "But we must have an alternative to AP." Milner attributed UPI's recent rate hike to "bad management."

"We have contacted AP and are prepared to take their service if UPI goes under," said Johnny Walker, news director for WKEF-TV Dayton, Ohio. Walker said he hasn't been particularly satisfied with UPI's overall news coverage over the past year, especially state news. "The station is not receiving the information it needs," he said.

As for UPI's rate increase, Walker said station management is questioning it, noting that WKEF-TV has a signed agreement at a specific rate through the early part of next year. "If their service was doing well, we'd be more willing to discuss the rate increase," he said.

"We have no contractual obligation to pay the 9.9% increase," said Radio-Television News Directors Association President Lou Adler, vice president and director of news for RKO's WOR(AM) New York, who was speaking on behalf of the station. WOR subscribes to both the UPI and AP wire services and is affiliated with the UPI Radio Network, ABC-Entertainment, Mutual Broadcasting and United Stations Radio Network II. Adler, who was recently chairman of UPI's national broadcast advisory board, said the news organization's demise would be a "blow" to the industry. "UPI is a damn good service, and I've always been happy with it."

UPI and AP offer better service because of competition, which also tends to keep their rates down, said Jack Hogan, a past president of RTNDA and news director for WZZM-TV Grand Rapids, Mich., which subscribes to both AP and UPI.

RTNDA Executive Director Ernie Schultz said he believed news directors in many medium and major markets would want to use two wire services for several reasons, principally to check a conflict over the same news story.

One broadcaster who doesn't necessarily see a "serious problem" arising from UPI's possible demise is Ed Giller, president of Gilcom Corp., owners of WFBG-AM-FM Altoona, Pa., and WLEE(AM) Richmond, Va.

Although noting that a monopoly situation is unhealthy for any industry, Giller said AP is not faced with a profit motive. "Its primary goal is to satisfy the needs of AP members," he said. (The Associated Press, established in 1848, is a nonprofit news cooperative.) AP executives declined to comment on the UPI situation.

as chairman, he said, "that's fine with us." UPI filed for bankruptcy protection after the Internal Revenue Service placed a lien on the company for failing to pay \$1.8 million in employe withholding and social security taxes in the fourth quarter of 1984. The IRS also notified Ruhe and Geissler could be held personally liable for the unpaid taxes, according to Ruhe.

U.S. Bankruptcy Judge George Bason, citing the First Amendment, rejected an attempt by the IRS to block UPI's \$190,000 settlement with Prudential Insurance assuring UPI's some 1,000 employes continued medical coverage.

The IRS argued that the settlement would "irreparably harm" its efforts to collect the \$1.8 million in unpaid taxes. But Bason let the settlement stand, saying that if it were set aside, UPI would suffer "immediate and irreparable harm... through massive defections of necessary personnel and extreme adverse impact on the morale of remaining employes."

Bason also said the public's interest in saving UPI was "rare and, perhaps, unique in this case." The need to preserve a free marketplace of ideas and to protect the First Amendment, he said, were a "tremendous and powerful reason for denying" the IRS's motion.

The UPI saga is far from over. "This thing is sure to take some more twists and turns before it's all over," said Wickenden. "It's going to take a while." □

Beer/wine controversy generates counterad bill

Broadcasters, cable operators would have to give equal time to warning of dangers of alcohol

"The Fairness in Alcohol Advertising Act," a bill requiring broadcasters and cable operators to provide equal time for beer and wine counteradvertising messages, was introduced in the House last week.

The measure, offered by Representative John Seiberling (D-Ohio), would amend the Communications Act to "specifically provide that in order to air commercial messages promoting alcoholic beverages, a radio or television licensee or a cable operator must insure that equivalent advertising time for the broadcast of counterbalancing messages is given to responsible spokespersons." Seiberling is scheduled to testify at the House Telecommunications Subcommittee hearing on beer and wine ads, Tuesday, May 21. The debate over beer and wine ads has shifted away from a ban to counteradvertising since Seiberling announced his plans to offer a bill. It's unclear how much support it might generate in Congress, and Seiberling

has not begun to seek co-sponsors for the bill.

Some Capitol Hill observers feel there is no immediate danger and even doubt the legislation will generate much support. Indeed, National Cable Television President Jim Mooney predicted the measure "won't go anywhere in this Congress." The cable industry, he noted, "certainly has as much concern about the problems of alcohol abuse, but we don't think advertising has very much to do with alcohol abuse."

Broadcasters are poised to fight the counteradvertising bill (BROADCASTING, April 22). "We will defend against impediments placed against responsible advertising for lawful products including beer and wine, especially since the overwhelming majority of beer and wine users consume these products in moderation, posing no harm to themselves or others," said National Association of Broadcasters President Eddie Fritts.

Under the bill, Seiberling said, free air time would be provided, but the groups requesting the time would have to bear their own production costs. "With regard to the equivalent time requirement, the bill provides that the counterbalancing messages be afforded air time which is of equal duration to that used for the presentation of alcoholic beverage advertisements, and which has an audience size and composition approximately equivalent to that received by the alcoholic beverage advertisements," Seiberling explained.

The congressman said he doesn't believe beer and wine commercials "promote the misuse of alcohol or directly cause its misuse." He said many factors were responsible for alcohol problems including stress, parental behavior, peer pressure and lack of health information.

"But whatever the other factors, it is clear that the nature of alcohol itself plays a big role," said Seiberling. "Unfortunately, you would never know the extent of the problem from viewing the large number of slick advertisements promoting the sale and consumption of alcohol which are saturating the airwaves."

He also emphasized he is not seeking a ban on the ads or a prohibition on alcohol. "I am not saying that people should become teetotalers. But I do think people should know about the risks associated with drinking, even in moderate amounts."

Fritts said that broadcasters "have been in the forefront of campaigns to alert the public to the dangers and tragedies associated with substance abuse, not only alcohol but also drugs... We will continue to do so through news, public affairs, dramatic programming and public service announcements," he said.

The bill, explained John Summers, NAB executive vice president for government relations, will ask the Congress, for the first time, to legislate a specific ruling under the fairness doctrine. He noted that the doctrine is a creation of the FCC, which has been the sole determiner of what is a controversial issue. "It's a tremendous step with tremendous implications and the ramifications for Congress are most horrifying," Summers said. □

Rescue mission for Citizens

The Citizens Communications Center, the oldest public interest law firm dealing with communications issues, has won a reprieve. It appeared destined to run out of financing in June (BROADCASTING April 8). But a major effort on its behalf persuaded Georgetown University Law School and its Institute for Public Representation, where Citizens is now located, to commit to the \$40,000 needed to continue Citizens in operation until January. In the meantime, supporters will attempt to develop a plan for long-range financing.

The law school faculty, by a vote of 23-17, and the IPR each agreed to provide \$20,000 to the Citizens cause after letters and calls urging that action came from members of Congress and members the Federal Communications Bar Association, some of whom once served Citizens and many of whom have defended clients against suits brought by Citizens. Its principal client now is the Telecommunications and Research Action Center.

The congressional support was contained in letters from Senator Edward M. Kennedy (D-Mass.) and Representatives John Dingell (D-Mich.), chairman of the House Energy and Commerce Committee, and Timothy Wirth (D-Colo.), chairman of its Telecommunications Subcommittee. A statement supporting Citizens collected 150 signatures of individuals from a broad spectrum of pursuits before being filed with Georgetown. A memorandum requesting signatures was circulated among FCBA members by Albert H. Kramer, Citizens' founder in 1969; Frank Lloyd and Jeffrey Olson, who also are Citizens alumni; former FCC Commissioners Kenneth A. Cox and Tyrone Brown; Erwin Krasnow, former general counsel of the National Association of Broadcasters, and Michael Bader, Washington attorney.

The effort to establish long-term support was promised in a letter to Georgetown Law School Dean Robert Pitofsky. It was signed by Henry Geller, assistant secretary of commerce for communications and information in the Carter administration; Everett Parker, former head of the Office of Communication of the United Church of Christ; Kramer; Lloyd; Nolan Bowie, another Citizens alumni; Angela Campbell, a former Citizens fellow; Oscar Gardy, of Howard University; Harrison Lawford, a Washington attorney, and Simon. The group will function as a committee to redeem the promise.

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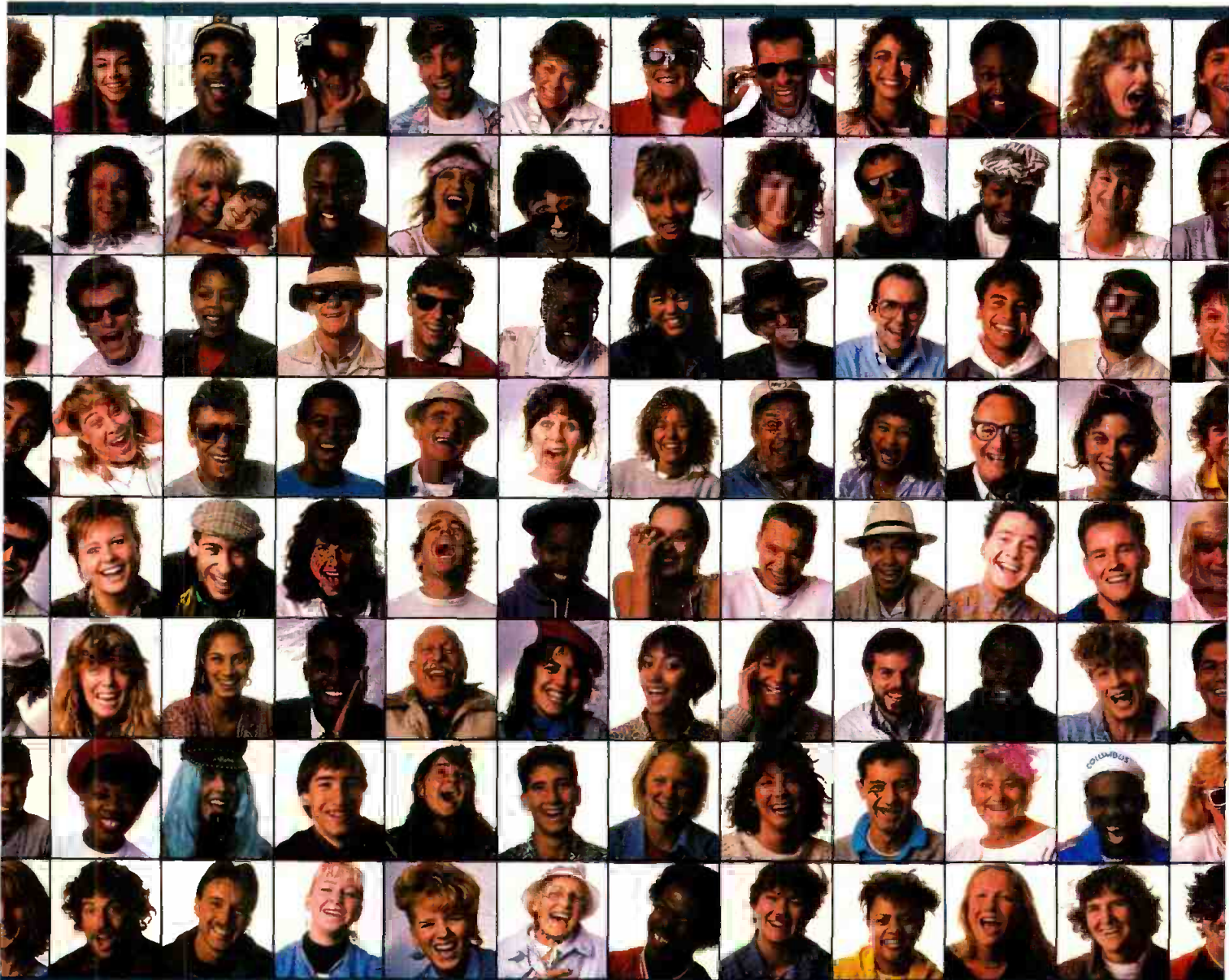
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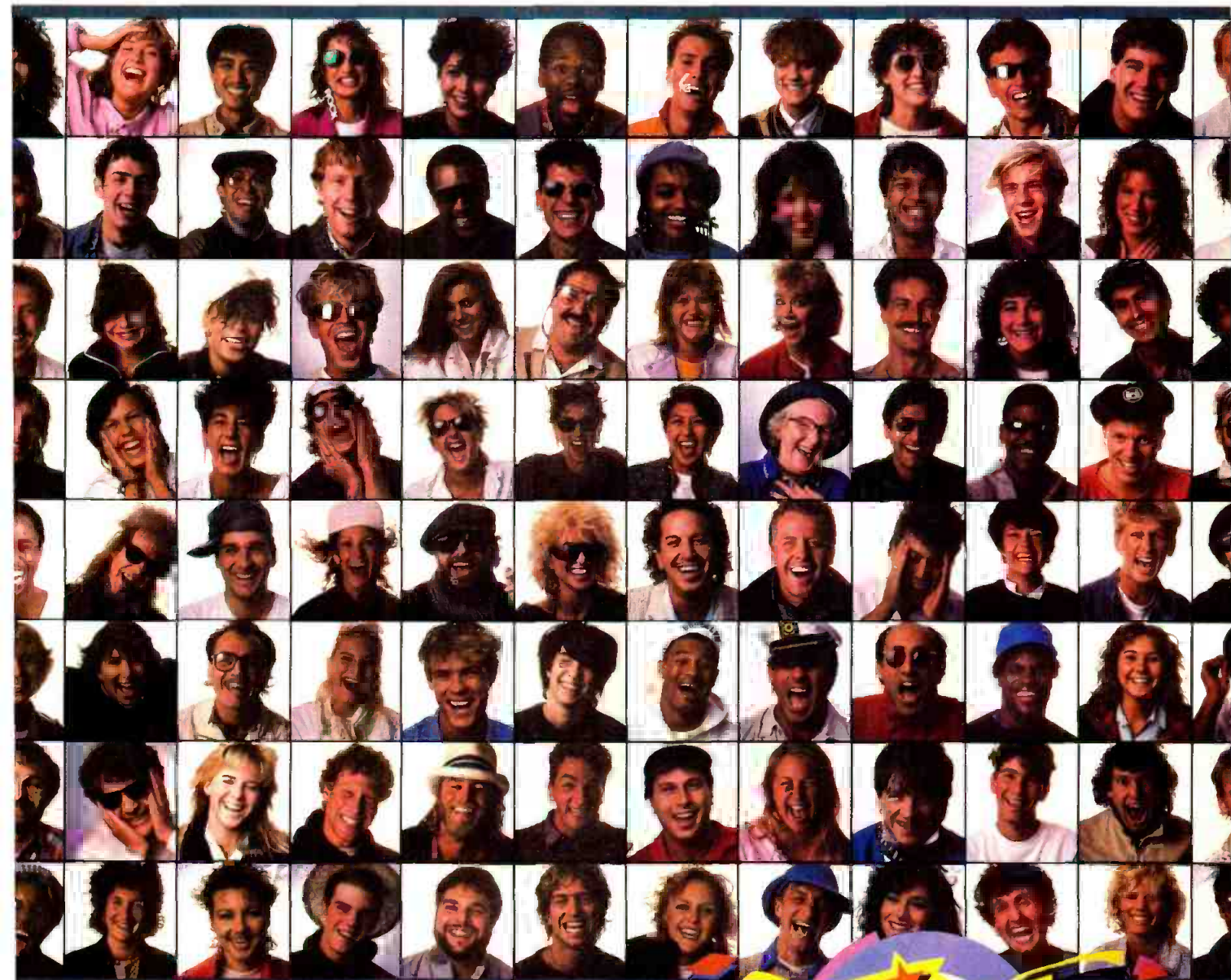
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Sorting out the lessons of 'Westmoreland'

It has been three months since General William Westmoreland dropped his \$120-million libel suit against CBS just before the case was to go to a jury (BROADCASTING, Feb. 25), but there are still conflicting answers to the question of who won or who lost, if either. David Boies, a partner in the New York law firm of Cravath, Swaine & Moore, who headed the team of lawyers that defended CBS, thinks nobody really can win when the costs of such litigation are considered. Boies says cases like Westmoreland's never should get to court. Boies, a 1966 graduate of Yale Law School, has specialized in intricate cases that take years to prepare and months to try. Westmoreland vs. CBS was his first libel case. In the following interview, he reflects on the experience.

Do journalists get a fair shake in present libel laws?

One of the curious things about the libel laws is that a journalist has to talk to people who are reluctant to talk to him, and he is without the power of subpoena. He has to make judgments about very complex judgments and events. And then he gets tested by people who have access to all of the historical documentation and power of subpoena and everything else. The actual-malice standard has got to give some room for journalists, and not lawyers. If journalists had the power of subpoena, the power to examine people under oath and demand their documents and the power to do the kinds of things we lawyers do in a libel case, I think you could hold them to a somewhat stricter standard.

But the practical matter is they don't, and I think it's really unfair to test journalists by what comes out in a lawsuit. Not only do lawyers have higher budgets than most journalists, but they have the power of subpoena, they have the power to demand documents, all kinds of things at their disposal.

Isn't that the way it should be?

Yes, I think that's as it should be. I'm not at all advocating giving journalists the power of subpoena. Journalists ought to be journalists, and not have government powers. I think that would be a

terrible mistake.

This was your first libel case?

Yes.

Having gone through it, you concluded that journalists ought to be held to a looser standard when it comes to malice, is that it?

I'm not sure I'd say looser standard. The way I'd express it is that the actual-malice standard is the right standard for most kinds of journalists. But that I think there are some kinds of journalists, just as there are some kinds of political debate, that are not an appropriate subject for libel litigation under any standards, whether it's actual malice or not.

Are you saying that public figures shouldn't be able to sue for libel concerning events in which they were directly involved?

Exactly. It's not 100% clear to me how far that principle ought to extend, but certainly with respect to policy-making officials—and in the Westmoreland case we were dealing with a very high-level, policy-making official—it seems to me that they ought not to have the right to, in effect, penalize or try to restrain criticism of their official doings through a libel case.

Perhaps, ironically, that was very much what General Westmore-



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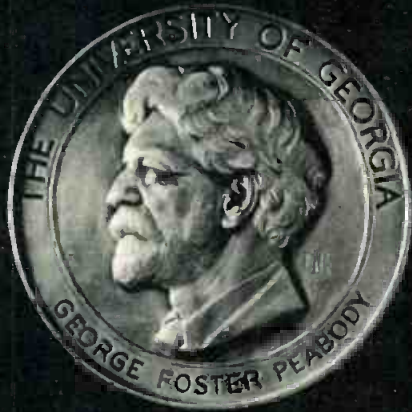


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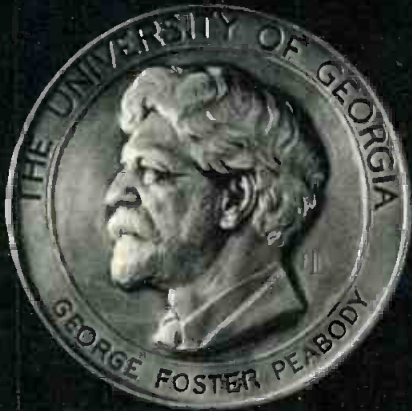
1976

Harambee—For My People
Everywoman—The Hidden World



1979

Race War In Rhodesia



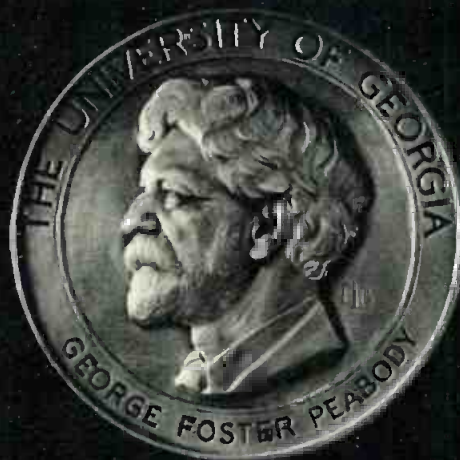
1979

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land said after the case was over. He said that the courts were not the right forum to resolve these kinds of issues. And that's what we have been saying all along. I think that the experience of going through the litigation and of seeing how litigation examines these issues as opposed to maybe how history shows politicians doing, I think may have convinced him that this was not the right forum. I think it's not the right forum for a couple of reasons.

First, it's not the right forum, because as Judge Leval said at the end, these are not the kinds of issues that will ever be resolved by a jury. Did our government deceive us during the Vietnam War? Did different parts of our government deceive other parts of our government during the Vietnam War? Those are the kinds of questions that you're never going to prove one way or another to peoples' satisfaction. It's the kind of thing that people will debate for decades, and maybe for centuries.

Subject to interpretation?

Subject to interpretation, subject to dispute, different people coming at it from different perspectives.

Now I think those issues are not the proper subject of a libel action for a second reason, and that is, libel cases are very expensive. They're very expensive to defend. Even if you win, they're very expensive, because you don't get your costs back in this country. That's the irony. In England you can, but in this country you can't get your attorneys' fees, even if you win. So the result is that you go through a case, and even if you win, it costs you your attorneys' fees.

Now happily for lawyers, perhaps unhappily for the rest of society, and certainly unhappily for journalists, lawyers' are very expensive these days. Trying a lawsuit is very expensive, particularly when the witnesses are all over the world and you've got to go find them and subpoena them and review their documents.

Now for a company like CBS, *Newsweek*, the *Washington Post*, the *New York Times*, that cost is probably not going to deter it from aggressive, objective journalism. But you take a smaller publication, a small broadcast station, an independent television station that doesn't have a few million dollars—or even a few hundred thousand dollars—to spend every year or so defending live wires, and just the

cost of defending can begin to have a potentially inhibiting effect. So if you're going to have a class of cases like political debate, where you're criticizing the official conduct of a high government official, it seems to me we are greatly advantaged both from the standpoint of journalism and from the standpoint of society as a whole—and from the standpoint of the courts—not to have those cases come to trial at all.

How much did CBS spend litigating and preparing for this case? I think we reported something in the area of \$10 million. Is that in the ballpark?

Just for CBS, that's substantially too high. For the entire case, if you counted both sides, that may be in the ballpark.

The rationale for your theory of libel immunity is that public officials can argue their case in other forums?

That's part of the rationale, yes. They have access to the media. Certainly General Westmoreland had access to the media. And in addition, they have absolute immunity from suits. That is, if General Westmoreland while in Vietnam had called somebody a traitor or a coward for not going to war, he would have absolute immunity for that—even if he did it maliciously, even if he knew it was false when he said it. And the reason for that, the courts say, is that you don't want public officials to be deterred in the conduct of their jobs by the threat of libel litigation, because they say even if you win, the costs and disruption of defending are very great.

I think those same arguments apply when the public official is the plaintiff, and not the defendant; or, as the Supreme Court's opinion in *New York Times vs. Sullivan* put it, the citizen critic ought to have a fair equivalent of the protection that is given to an elected political leader.

So I think that's a second rationale. The third rationale is what I was saying before, which is that when you're talking about official government conduct, a citizen's point of view about that is not the proper function for a libel case, it is not the proper function for any court determination. That is the essence of political debate, and I think it ought to be left in the form of political debate.

As for modifying the law as it stands now, it's got to come through some kind of a case, right?

Yes, if it were to change, it would have to come through a case. In the Westmoreland case, we were really defining because no court had ever answered the question of what is the scope, if any, of a high public official's right to sue for libel for criticism of his official conduct?

Are you disappointed that the question still remains unanswered?

No, not if he's going to drop the case and go away. If the plaintiff wants to drop his case, we get to go on vacation.

Did you imagine that that's the way it would end?

No, I really tried in the beginning to convince the other side that they ought to drop the case, that it wasn't a proper case, it didn't belong in the courts, it would end up hurting Westmoreland's reputation more than if he just left it alone. I kept telling him that in bringing people like McChristian and Hawkins and House in and Blascak and George Allen and having them testify, we were going to be creating a historical record that was just going to be devastating to General Westmoreland and that the general would be best served by simply letting the case drop.

From time to time I thought they would see the light, so to speak. But as the case dragged on and they endured that testimony, it did not occur to me that they would drop it just on the eve of going to the jury. Particularly right after Hawkins and House and McChristian testified.

There was one commentary in *The American Lawyer* to the effect that dropping the case may have been better than losing it. But if he were going to drop the case, he dropped it at the worst possible time, because it dropped it immediately after this devastating testimony, which made it clear to everybody that he knew he was going to lose.

Of course, their position may be that they couldn't have anticipated how devastating that testimony was going to be, but they had

Looking back. George Vradenburg III, vice president-general counsel of CBS Inc., offered another postmortem last week on the conclusion of General Westmoreland's celebrated \$120-million libel suit against CBS. And in his view, the settlement reached just before the case was to have gone to the jury, in February, provided the best result possible for CBS, Westmoreland and the country. Westmoreland got neither money nor an apology from CBS as a result of its 1982 documentary, *The Uncounted Enemy: A Vietnam Deception*. Instead, he accepted a statement of CBS's expression of its respect "for his long and faithful service to his country" and of its belief that the general was not "unpatriotic or disloyal in performing his duties as he saw them." Vradenburg, who played a major role in arranging the settlement, reviewed the history of the case in remarks at a Federal Communications Bar Association luncheon in Washington last week. And he said if the case had gone to the jury and Westmoreland had lost on the issue of the truth of the broadcast—an outcome Vradenburg said was likely—Westmoreland would have suffered "a disaster." He would have been remembered in the history books as a general who misled a President. Instead, Vradenburg noted that Westmoreland, in a speech at the National Press Club in March, said he feels he achieved the goals he had sought of "vindication" and of holding CBS "accountable." A jury verdict for CBS would not have ended the debate about the truthfulness of the broadcast, Vradenburg said. Those who did not believe it was true would not have been persuaded by a jury. But he said CBS believes that, during the trial that began in October, it "successfully defended the editorial integrity of the broadcast"—although he acknowledged "flaws" in it, the violations of CBS News guidelines that had been uncovered by CBS News executive Burton Benjamin. As for the country's benefit in the settlement, Vradenburg said, "A victory or loss for either party would have damaged one of two key American institutions—the American military or the press." Then he said, "We don't always need to find a winner and a loser in these more complex events."



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depositions. It's not as though these people were surprise witnesses. Once we had developed the pretrial record, I think it was clear to somebody who had gone through it that we were going to win on truth—that they were going to lose. They didn't have to go through the agony of a trial to see that.

Now, I think it is true that the trial probably went worse for them than they anticipated. They could have seen the writing on the wall before the trial.

Almost every piece of evidence that we produced had first been identified by the people who prepared the broadcast. All we had to do really was go back and retrace their steps, find the people and convince them to say under oath what they had already told George Crile, Mike Wallace and others during the preparation of the program. What we had to do was essentially redo their program, but redo it under oath, if you will.

Was there a particular point during the case when you knew in your heart that you'd get a jury to return a favorable verdict?

I think after Westmoreland's testimony. I always believed that we were going to win this case ultimately from the judge. The only concern was if you had a jury that was particularly sympathetic to Westmoreland, they would try to give him something because they felt sorry for him.

I think at the end of Westmoreland's testimony that enough jurors recognized that he had not been completely honest on the stand, and there had been enough contradictions in his testimony. I did not think that they were going to feel sufficiently sorry for him to come out in his favor.

At the end of his cross-examination, that's when I personally began to believe that we had won over the jury.

What's your assessment of Westmoreland as a person and as a military man?

Well, that's complex. Somebody wrote that Westmoreland appeared to lie to advance his vision of the truth. I've thought a lot about that,

and I think that may be perceptive. I think Westmoreland believed that the deception in which he participated was a deception that was in the interests of the country in the sense that he believed he knew better than the American people or the American government as to what we ought to be doing in that war.

I thought at the beginning of the case, and I thought even more at the end, that he had been badly used by the people who put him up to this lawsuit. I think the people that promoted this lawsuit did it not out of an interest for him, but out of an interest in trying to score some points against the media—and as soon as they saw that they couldn't score any points against the media, they just dropped him. And they dropped him at the worst possible time, at the end of the trial.

You know, the country made him commander-in-chief of a war that probably no one could have won, given the constraints that we had. And then, 15 years later, people put him into a lawsuit that no one could have won.

What has the case contributed to the body of libel law, if anything?

Well, there is a sense in which you say not very much, because, basically we won the case on the facts—and if you win a case on truth, then all of the legal arguments we're making don't make any difference.

On the other hand, I think it contributed, to some extent, some additional analysis that will be picked up and used later in terms of the proper role of libel cases, where you have a high, policy-making public official suing for criticism of his official power.

But in terms of this particular case, basically we won on facts.

What did you think of all the press coverage surrounding the trial?

On balance, I thought it was pretty good. People tended to bend over backward to be sure that they were not favoring CBS, and I think people gave the Westmoreland side every benefit of a doubt. That was probably appropriate. The press tends to cover itself fairly harshly, but I think that's probably, on balance, a healthy thing. ■

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Appeals court explains decision in Storer case

Judges say commission has no clear guides in making "fine distinctions" when determining what constitutes substantial changes of control

The FCC was operating without the help of precedent when it decided that a substantial change in control was not at stake in the effort by a group of Storer Communications Inc. stockholders to wage a proxy fight for domination of the board of directors, even though the group intended to liquidate the company. But the commission's consideration of whether the proposed transfer of control would be accompanied by a change of ownership or voting rights in determining whether the change is substantial was, a three-judge panel of the U.S. Court of Appeals in Washington has held, "entirely reasonable." It also indicated that there are no clear guides to decisions in such cases: the commission must make "fine distinctions" regarding gradations of the control being transferred.

The panel had issued its decision affirm-

ing the FCC order on May 2, within hours of hearing oral argument on the appeal brought by Storer, and five days before the stockholders meeting—at which Storer management appears to have turned back Coniston's effort to win a majority on the board (BROADCASTING, May 13). The panel released its 15-page, unsigned opinion explaining the decision on Tuesday.

At issue in the case was the question of whether the commission had erred in holding that Coniston could proceed with its solicitation of proxies in advance of the stockholders meeting without meeting the requirements of a "long-form" transfer—which would subject its proposal to public scrutiny and possible petitions to deny for a 30-day period. Storer had acknowledged that since there would be no change in ownership, *de jure* control was not involved. But it said that replacing the present board with a new one would constitute a voluntary *de facto* transfer of control, which would require long-form procedures. The commission, by a 3-2 vote, held that the change of

control would not be substantial, and said a "modified" short-form application, which would not require a comment period, would be sufficient.

And the panel, in upholding the commission, said that determining issues of control "is a complex task which must be done on a case-by-case basis." It noted that there may be varying degrees of control—that corporate officers or station managers may exercise substantial day-to-day working control but that commission approval would not be required before a corporation was allowed to replace those officials. Nor would the evolutionary changes in the membership of a board require more than a report to the commission.

"The commission, thus, is required to engage in making fine distinctions with respect to gradations of control in determining whether any particular transfer of control is a substantial change," the panel said. "We find that the commission's reliance on whether a transfer of control is accompanied by a change of ownership or voting rights as a

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LPTV grants. The FCC has tentatively granted low-power television applications of Mountain TV Network for channels 40, 44, 46, 48, 56, 64 and 66, all Reva, S.D.; channel 42, Hazen, N.D.; channel 54 and channel 60, DuBois, Wyo., and channel 22, Cut Bank, Mont. It has also tentatively granted the applications of Full Gospel Businessmen's Fellowship International Peace Garden Chapter for channel 20 in Rollete, Candu, Rugby and Witlow City, all North Dakota; Ideal American Television for channel 2, Peoria, Ill.; Kentel for channel 22, Pierre, S.D.; International Union, United Automobile, Aerospace and Agriculture Implement Workers of America for channel 59, Grand Rapids, Mich.; Eric Jacobsen for channel 20, Pierre, S.D.; Second Local Power Television Inc. for channel 25, Paragould, Ark., and Sandra A. Engle for channel 8, Hammonton, N.J.

major factor aiding in the determination of whether a change is substantial to be entirely reasonable." The panel added that, in the Storer case, the shareholders could elect the new board members at the annual meeting and subsequently decide not to approve their liquidation plan or even to remove them and reseal the old board. On the other hand, the panel said, an incumbent officer with actual working control "possesses a measurably greater degree of control—one which is not exercised solely by the grace of others possessing the ultimate authority or control."

The panel also rejected a number of procedural arguments raised by Storer, including the assertion that Coniston's proposal to sell off the company's assets might not be in the public interest and that the commission should compare such policies with the policies of the incumbent board. But the panel said the court has held that, where permission is sought to assign a valid permit, "the only question is whether the proposed assignee possesses the minimum qualifications" consistent with the public interest. And the commission's modified short-form procedure, the panel added, "adequately assured that the proposed nominees were qualified."

The panel did not confine itself to the legal questions. It endorsed the commission's action on policy matters, as well. It noted that "there was a need for prompt action [on the matter] in the face of a pending proxy contest," adding, "The commission has a duty to implement the Communications Act but also must attempt to do so in a manner as consistent as possible with corporate and federal security laws' protection of shareholders' rights." Coniston had informed the commission of the plans for the proxy fight on March 19, almost two months before the shareholders meeting was to be held. But the panel noted that if a long-form procedure had been followed and a petition to deny the application had been filed, it might have taken "a significant additional time" beyond the 30-day waiting period for the commission even to have determined whether the petition warranted a hearing.

The panel said use of the long form "could

very well result in unduly insulating incumbent directors from challenge." And that, it said, would be inconsistent with federal securities laws protecting "corporate democracy" but also Section 309 of the Communications Act that was drafted "to prevent parties from using the commission's procedures for purposes of delay and to minimize the burden on commission resources." □

1983 cable royalties: program suppliers make their claims

MPAA, sports claimants join in CRT filing; broadcasters seek larger share than year before

The battle among copyright holders over 1983's cable royalties has officially begun, as representatives of program suppliers last week filed their claims with the Copyright Royalty Tribunal for the nearly \$80-million pool. Each of the parties asked for a larger share than it received from the 1982 fees.

The current proceeding is complicated by the existence of three discrete royalty pools: the basic royalties (about \$45 million for signals paid for at the basic or normal rates); the 3.75% royalties (roughly \$11 million for the carriage of signals paid for at the new 3.75% rate adopted in 1982), and the syndicated exclusivity royalties (syndex—some \$14 million representing the surcharge payment the tribunal adopted in 1982 for cable systems in the top-100 markets to reflect the repeal of the FCC's elimination of its syndicated exclusivity rules).

The CRT is being asked by the National Association of Broadcasters, the Motion Picture Association of America, joint sports claimants, American Society of Composers, Authors and Publishers, Broadcast Music Inc., SESAC, the Public Broadcasting Service, National Public Radio, religious programmers and Canadian claimants to divide the 1983 royalty pool. Now that the parties have filed their claims, the next major step involves hearings, scheduled to begin June 19. Witnesses for the MPAA will testify first, followed by the sports claimants, PBS, NAB, music claimants, religious broadcasters, Canadians and NPR.

This proceeding also represents the first time the tribunal will implement some of the new procedures it adopted to improve the process. In preparation for this year's hearings, the tribunal retained an outside law firm to evaluate its past procedures and recommend improvements.

The MPAA, professional sports and NAB have laid claim to major portions of the funds. According to a statement issued by NAB, the association is seeking an "increase over what has been won in the past for television stations (about 5% of the fund) and to convince the tribunal to allocate, for the first time, a share to commercial radio." And in a special filing with the tribunal, NAB asked the CRT to issue a declaratory ruling stating that "NAB-represented stations are entitled to a major share of the syndicated exclusiv-

ity portion of the 1983 royalty pool." The NAB's claim represents 19.4% of the total basic fund and 97% of the syndex fund.

In stating its case for a major share of the syndex fund, NAB argues: "This surcharge was paid to compensate copyright owners who lost the protection of the FCC's syndicated exclusivity rules when those rules were repealed by the FCC, effective 1981. The relevant copyright owners for this purpose are broadcast stations, and they are entitled to virtually all of the syndex fund."

However, the MPAA wants 100% of the syndex pool. It maintains that as "a matter of law," its members are entitled to all of the pool. Hollywood also is seeking a joint award with the professional sports groups for the other royalty funds. They are requesting 87% of the basic fund and 96% of the 3.75% fund. Just how the two parties will divide those funds is part of a confidential agreement. The joint sports claimants represent Major League Baseball, the National Basketball Association, the National Hockey League, the North American Soccer League and the National Collegiate Athletic Association.

It should be noted, they said, "that the combined share of distant cable viewing for movies, syndicated series and sports, as reflected in the 1983 MPAA/Nielsen viewing study, is approximately 94%." In addition, the sports interests and MPAA asserted that the "combined value of sports, syndicated movies and series in the distant cable marketplace was overwhelming relative to all other program categories in 1983." As for the 3.75% pool, they argue that PBS, the religious broadcasters and radio claimants are not entitled to any share because the "former FCC rules imposed no restrictions on the carriage of their programming."

Among the other program suppliers, the music interests are asking for 6.25% of the basic fund. Public television stations want 8% of the entire fund. "Public television's award in this proceeding should be measured by the value of its unique and alternative programming to cable operators in distant communities," stated the PBS filing. "While that value cannot be easily quantified (as in commercial 'ratings' or 'fee generation' formulas), it is nonetheless very real to the cable operators. This is reflected in their dedication of approximately 8% of their total distant signal inventory to public television distant signals," PBS maintained.

NPR's claim represents 0.5% of the fund. "As a noncommercial enterprise dependent upon direct listener support, however, NPR suffers an injury from retransmission not endured by commercial broadcasters who can profit from retransmission by raising advertising rates," NPR wrote. Religious broadcasters representing the Christian Broadcasting Network, Old-Time Gospel Hour and PTL Television Network are seeking 4.5% of the fund and Canadian broadcasters are asking for 3%.

The 1982 royalty pool which represented fees gathered for basic royalties only, was divided among the parties without dispute, roughly as follows: MPAA, 70%; sports, 15%; NAB, 4.5%; music interests, 4.25%; PBS, 5.25%; NPR, .25%; Canadians, .75%, and religious broadcasters, 1%. □

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Dish dilemma at FCC

Comments on commission plan to pre-empt local authority on zoning of earth stations finds broadcasters in favor, while cities are opposed

The FCC's proposal to pre-empt some state and local zoning regulation of satellite dishes (BROADCASTING, April 1) has received industry support in comments at the commission.

The cities, however, made their opposition to the commission's proposal known.

In its rulemaking, the FCC proposed to pre-empt zoning or other regulations that discriminated against satellite receive-only antennas, unless they had a direct and tangible relationship to health, safety or esthetic objectives and constituted the "least-restrictive" method to accomplish those goals.

In its comments, GTE Spacenet Corp. urged the commission to adopt its proposal. "It [the proposal] will assist in preventing unreasonable local and state governmental discrimination against communications antenna facilities and, at the same time, protect the local communities' interests in regulating the installation of antenna facilities with regard to health, safety and esthetic values," GTE said.

The Satellite Television Industry Association (SPACE) said it supported the "thrust" of the FCC's proposal. But it urged the commission, among other things, to modify the proposed pre-emption "to restrict the role that esthetics may play in support of local ordinances."

The National Association of Broadcasters suggested that the pre-emption apply to broadcaster dishes of up to 10 meters in diameter. "It is our view that the extension of such a policy to larger dishes would be acceptable, especially considering that broadcasters' operations are confined to nonresidential areas where strong local esthetic considerations likely would not attach," NAB said.

Mutual Broadcasting System Inc. proposed that the commission expand its proposed rule to provide that "satellite receive-only antennas of five meters in diameter or less which are located within 75 feet of an AM, FM or TV broadcast antenna, tower or an auxiliary broadcast antenna tower or facility [are] deemed to be consistent with local zoning, health, safety and esthetic requirements unless such presumption can be demonstrated to be arbitrary or capricious under the circumstances."

The Direct Broadcast Satellite Association suggested that the FCC set up a "rebuttable presumption of invalidity in regard to any local regulation of home receiving equipment suitable for DBS—that is, home equipment approximately one meter in diameter or smaller."

The Public Broadcasting Service urged an expansion of the proposal to include pre-emption of regulations that discriminated against transmission antennas.

The International Association of Satellite Users and Suppliers also urged the commis-

sion to extend its pre-emption to transmit antennas. It recommended that the commission "apply absolute pre-emption" to all antennas proposed for industrial, commercial and high-density residential areas, and to all antennas smaller than 3.5 meters in diameter in low-density or single-family residential areas. In addition, it recommended pre-emption for antennas larger than 3.5 meters in diameter in low-density and single-family residential areas, unless the regulations have "a direct and clearly articulated relationship to health or safety (but not esthetic) objectives."

Microband Corp. of America urged that the FCC expand its proceeding to pre-empt "local efforts which are directed toward, or have the effect of, impeding expansion of MMDS [multichannel multipoint distribution service] or MDS [multipoint distribution service] services nationally."

The National League of Cities, however, said the proposal should be scrapped. Among other things, it alleged that the FCC did not have the authority to pre-empt state and local zoning ordinances under the Communications Act.

House gives USIA less than administration had asked for

It sets lower figures for Voice of America, BIB and Worldnet services; Senate still has to act

The Voice of America's modernization program will not grow as fast as its parent, the U.S. Information Agency, would like. And Worldnet, the first international television network, remains to be sold to a skeptical Congress. Those are among the conclusions USIA can draw from House action approving a budget for the agency that, while providing for growth, provides for considerably less than the administration had requested. And prospects for USIA look no better in the Senate.

The House authorized \$922,286,000 for USIA in fiscal year 1986 and \$962,866,000 for fiscal 1987. Those figures compare with administration requests of \$973,639,000 and \$1,154,177,000, respectively—and with the less than \$800 million appropriated for USIA in the current fiscal year. But the Senate Foreign Relations Committee, whose version of the authorization bill is yet to be acted on by the full Senate, has recommended only \$835,653,000 for USIA next year and \$845,600,000 for 1987 (BROADCASTING, April 8).

The funds provided by the House would allow VOA \$136,594,000 for its modernization program, \$31 million less than the administration had requested. However, the House Foreign Affairs Committee, in recommending the lower figure, talked of "deferring" rather than cutting funds. It said the agency in the past has not been able to use all

of the modernization funds in the year for which they were appropriated. And a USIA official said the funds provided would enable the agency "to maintain our momentum." VOA is embarked on a multiyear, \$1.5-billion program to improve and replace aging broadcasting equipment.

As for Worldnet, the committee transferred \$3.3 million of what was to have been an increase in funds for the television service to USIA's international book program. The cut would come out of funds to have been spent on television receive-only earth stations to expand Worldnet's audience, as well as for talent, travel and translation. The television service would be left with a total of \$29.1 million, about half of that for Worldnet.

Among other cuts was one of \$8 million the administration had requested to establish a television version of the radio service now operated in West Berlin as the RIAS (Radio in the Allied Sector) program. Under the proposal, the West Germans would have operated the new station. The House Foreign Affairs Committee expressed the view that, in the light of so many other programs in need of funds, there was no point in seeking money on a new one for which planning was not far advanced.

In another matter, the House cut the administration's request for the Board for International Broadcasting from \$142,125,000 to \$122,325,000 in 1986 and from \$139,977,000 to \$136,677,000 for 1987. The cuts are intended to even out over a three-year period a \$77,250,000-program to modernize the equipment used by BIB's Radio Free Europe and Radio Liberty. Instead of most of those funds being authorized in the first two years, the radios would be given \$20 million the first year, \$30 million the second and \$27,250,000 the third.

The House also went along with a proposal by Representative Matthew J. Rinaldo (R-N.J.) directing the BIB to examine "the advisability and feasibility" of increasing broadcasts directed to the Jewish population in the Soviet Union. The BIB would report to the Congress within six months on the findings of the task force to be created—"the Radio Macabee task force." □

State Department approves Tel-Optik's plan for fiber-optic transmission plan

It supports FCC grant to Tel-Optik for rights to lay two cables across Atlantic

Tel-Optik Ltd. has cleared another major regulatory hurdle to becoming the first privately owned company to provide trans-Atlantic telecommunications services by cable. The State Department, in a letter to the FCC last week, gave its conditional concurrence to the commission's grant of Tel-Optik's application for landing rights for the two fiber-optic cables it plans to lay in cooperation with Great Britain's Cable & Wireless PLC. Thus, a new competitor for Intel-



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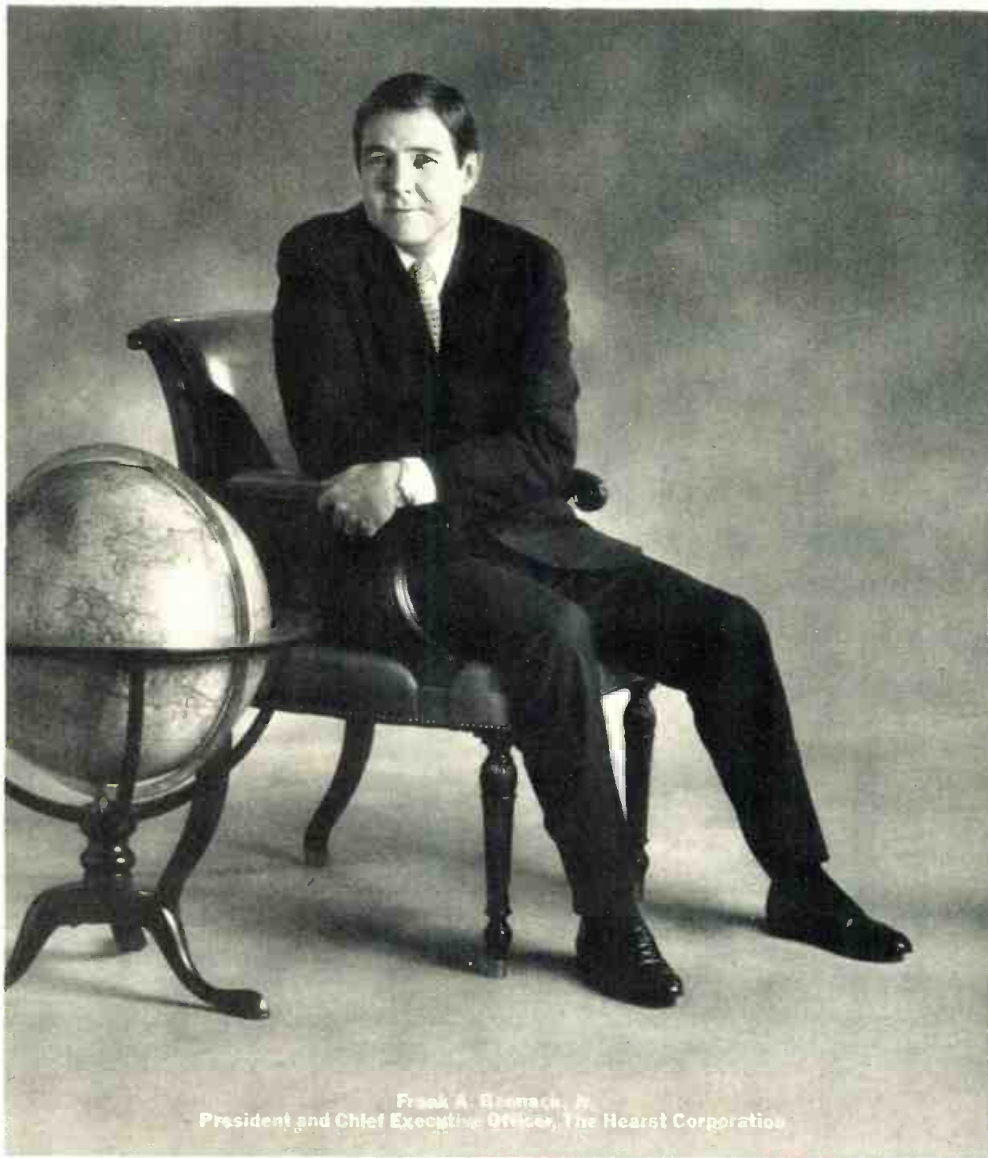
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sat, as well as the owners of the seven trans-Atlantic cables now in service, is emerging.

The commission on March 1 granted Tel-Optik's application, subject to State Department approval, in an order endorsing telecommunications service by private trans-Atlantic cable. It said the provision of such service on a noncommon-carrier basis would "introduce more meaningful competition" in telecommunications services in the North Atlantic area. It also said that the increased competition "would provide the same user benefits that are now offered by the private sale of domestic satellite transponders and would further stimulate technology and service development to the benefit of international users."

The State Department, which reviewed the matter from a foreign policy standpoint, said it would approve Tel-Optik's "precedential" application "without prejudice" to the department's raising with the commission foreign policy considerations that may arise from Tel-Optik's sale or lease of capacity to foreign or domestic entities. The department

asked the commission to remain in a position to act in the event "practices develop that are antithetical to U.S. interests." The commission, in its order, has already indicated it would be concerned if capacity were provided to an "affiliated switched or enhanced service provider. . . on terms far more favorable than those offered to U.S. companies providing similar services."

Despite State's letter, the way is not yet clear for Tel-Optik to proceed. The commission must dispose of a petition filed by a would-be rival, Submarine Lightwave Cable Co. It filed its application for a single private, noncommon-carrier, fiber-optic cable linking North America and Europe a few weeks after Tel-Optik's application was filed, last September. Earlier this month, SLC petitioned the commission to reconsider its order tentatively approving that application. The FCC delayed action on the SLC application pending the receipt of additional information, which has since been supplied.

The Tel-Optik-Cable & Wireless operation, in offering competition for Intesat as

well as the owners of the separate satellite systems seeking FCC authorization and the trans-Atlantic cable systems owned by U.S. carriers and foreign governments, envisages a \$600-million project. It would consist of a northern cable, to be operational by June 1989, and a southern cable, to be in use by June 1992. Each cable is designed to carry three fiber pairs, each of which will operate at a rate of 280 million bits per second. All told, the cables will offer a capacity of up to 13,000 voice channels or 18 video channels.

The principal shareholder in Tel-Optik is E.F. Hutton, with 25%. Others are Kalmann Schaefer, former international affairs adviser to the FCC, who owns 15% and is president and chief executive officer; Ronald Coleman, a Washington attorney, 15%; Brian Hughes, a former space insurance underwriter who is executive vice president, 15%; James J. McGillan, secretary, 7.5%, and former Representative Lou Frey Jr. (R-Fla.) and former Senator Joseph Tydings (D-Md.), both now practicing law in Washington, 7.5% each. □

Programming

Turner, NBC on minds of CBS affiliates

While there are some areas of concern on eve of annual meeting in San Francisco, broadcasters are also pleased with network's progress

CBS affiliates appear united in one aspect about their affiliates meeting which begins today (May 20) in San Francisco: Ted Turner is not invited.

Indeed, Turner's unfriendly bid for CBS Inc. is probably the topic uppermost on the minds of affiliates gathered for the three days of meetings and program previews with key network executives. It is also a topic that some affiliates feel might overrun the entire convention and leave less time for the "housekeeping" chores at hand—although network executives are adamant that the "Turner issue," as one put it, will not upset the agenda and instead will be handled in a specific time and forum.

"I suppose the Turner thing will be on a few minds," said Joseph Carriere, general manager of KBIM-TV Roswell, N.M., and chairman of the CBS Affiliates Advisory Board. "I would hope it would not take anything away from the meeting. There are a lot of other things to discuss."

Some of the items in that "other" category, Carriere predicted, will be the "usual discussion" about sports programming. He said there would also be the network's "whole pitch" on ratings—a subject that is bumpy in spots but overall is a point of pride with most affiliates. The May sweeps, Carriere said, are "too close to call," and he recalled that many affiliates "last year were unhappy with the May lineup. But this year is considerably

better. The effort was made to [CBS network executives'] credit. I wasn't saying that a year ago."

Carriere added he didn't think there were any "burning issues" among affiliates at this time, although he ventured one important item would be CBS's planned roll-out of the regionalized affiliate newsfeed. Affiliate board members met with network executives in New York last week regarding expansion of the service, which is now available only to affiliates in the Southwest.

"It's important to note that we plan no presentation at the affiliates conference dealing with Turner during the business sessions," said Tony Malara, president of the CBS Television Network. He said that when affiliates return from lunch on Wednesday for a closed-door meeting with network executives, "obviously at that point we're prepared to answer whatever questions come up in a Q and A forum."

Malara also noted that affiliate board members would have an opportunity to ask questions of CBS Chairman Thomas H. Wyman at a private lunch on Monday.

But there are other issues on the minds of the affiliates. For starters, there's concern over the performance of the *CBS Morning News* with Bill Kurtis and Phyllis George which, despite a much-publicized new format that premiered in January, is still third in the ratings behind NBC's *Today* and ABC's *Good Morning America*.

And despite CBS' sixth consecutive prime time season ratings victory, there are some affiliates far from complacent. Affiliate board member Gus Baily, general manager of WJXT(TV) Jacksonville, Fla., said, "Right

now I feel more concern about [CBS's] status in prime time than at any time in the last three or four years. NBC has come out of nowhere, and they have done it with a fairly imaginative mix of programming." Agrees WIVB-TV Buffalo, N.Y., general manager Les Arries, also a board member, "To me [CBS] is playing it very safe and I'm not comfortable with how they're meeting the challenge of NBC."

But Malara points out that most affiliates, although they've seen the next season's new prime time schedule and brief descriptions of the new series, have not yet had a chance to preview the pilots in their entirety—which they will be able to do this week. "I think we're going to get some high marks from some of the changes we've made," ventured Malara. "There won't be any finger pointing." □

CBS's new crop of fall programs

Lineup ranges from new version of 'Twilight Zone' to program similar to movie 'Big Chill'

CBS's new fall schedule, announced two weeks ago (BROADCASTING, May 13,) will include five hours of new programming. The network's new shows will include four comedies (three hours total), a mystery/suspense anthology (one hour) and one action-adventure series (one hour). The new shows join 15 returning series, or 22 hours of program-

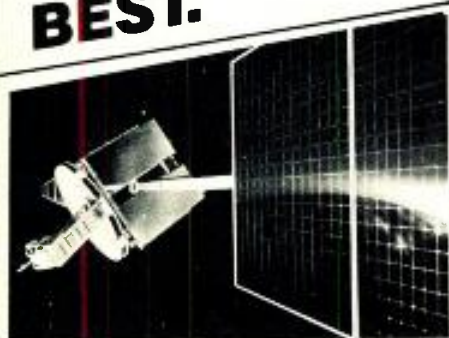
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ing.

There will be replacements on Tuesday at 8-9 p.m., a problem time period for CBS because of NBC's *A Team*, which has won the slot for most of the year. Also, *Detective in the House*, which replaced *Dukes of Hazard*, will itself be replaced. Finally, CBS's entire Wednesday night schedule will be re-designed, with *Double Dare*, a late season replacement at 8-9 p.m., and the *CBS Wednesday Night Movie*, 9-11 p.m., falling by the wayside.

There is still the possibility that CBS will return *Mickey Spillane's Mike Hammer* to its lineup when the program's star, Stacy Keach, is released from a British jail where he is serving time for narcotics possession.

The new shows:

■ *Hometown* (Tuesday, 8-9 p.m.)—This "Big Chill"-style comedy explores the lives of a group of college friends from the 1960's who have become the yuppies of the 1980's. The show contrasts the two decades and life styles, emphasizing today's worries. The program stars young and unknown actors: Jane Kaczmarek, Franc Luz, Christine Estabrook, Daniel Stern, Margaret Whitton, John Bedford Lloyd and Andrew Rubin. Their roles include that of a successful businessman who has traded dreams of being a novelist for dreams of wealth; a "once and future dancer" who has become a housewife; a college professor who is confused about relationships; a single father who cannot hold down anything but a menial job; a presidential adviser in need of professional advice; a neurotic wife coping with divorce, and a rock star. Dick Berg, Julie Kirgo and Dinah Kirgo are executive producers of the show for Paramount Television Productions.

■ *Stir Crazy* (Wednesday, 8-9 p.m.)—Based on the movie of the same name. The comedy follows two men ("Skip" played by John Guzaldo and "Harry" played by Larry Riley), falsely convicted of murder, in their flight across the country from the authorities and in search of the actual murderer. They are pursued by a sheriff, Captain Betty (Polly Holiday), and are left to trust their only friend, a beautiful attorney, Cynthia Sikes. The Larry and Larry production is produced by Larry Rosen and Larry Tucker in association with Columbia Pictures Television.

■ *Charlie and Company* (Wednesday, 9-9:30 p.m.)—Flip Wilson and Gladys Knight are Charlie and Diana Robinson, who along with their three children, ages 7-16, are a middle class family from the south side of Chicago dealing with the problems of maintaining traditional values in the 1980's. Charlie, an administrative assistant for the highway department, is tough in dealing with his opinionated children. Diana, an elementary schoolteacher, has a gentle and loving approach. Allan Katz is executive producer and Bob Henry is producer of this Allan Katz production in association with 20th Century Fox Television.

■ *George Burns's Comedy Week* (Wednesday, 9:30-10 p.m.)—Burns provides the comic lead-in and lead-out for this anthology series. Each will feature a new story and cast with "the best contemporary comedic talent, including writers, actors and directors from motion pictures, television and stage." Steve Martin is executive producer and Carl Gott-

lieb is co-executive producer for this 40 Share production in association with Universal Television.

■ *The Equalizer* (Wednesday, 10-11 p.m.)—Edward Woodward stars as Robert McCall, a former government spy who is now a one-man security company operating out of a Manhattan penthouse. He accepts clients on one condition: that they have exhausted all conventional means of law enforcement. A government agency watches the *Equalizer*, through "control" (Robert Lansing) and Lieutenant Burnett, since he represents a high security risk. The show was created by Michael Sloan and is a Universal Television production.

■ *The Twilight Zone* (Friday, 8-9 p.m.)—This updated version of the series returns after 21 years, featuring new directors and writers such as Ray Bradbury, Philip DeGuere, Harlan Ellison and Stephen King. Executive producer for CBS Entertainment is DeGuere and producer is James Crocker. □

New production company created by Cox, Landsburg

Cox Communications announced last week it will be 80% owner of a newly formed production company, The Landsburg Co. Alan Landsburg, president and chief executive officer, and his partner of 15 years, Howard Lipstone, will own the other 20%.

Cox is owner of newspapers, 12 radio stations, seven television stations, a major cable MSO and TeleRep, a station representative firm.

Landsburg resigned from Alan Landsburg Productions, a unit of the Reeves Communications Corp., on March 31. Landsburg said



Landsburg

"objectives differed" between the two companies. "I have been taken too far from the activities that satisfy me the most," he said. When he left Reeves, Landsburg carried with him all production projects in development and Reeves took all programs currently on the air—*Kate 'n' Allie*, *Gimme a Break*, *Life's Most Embarrassing Moments* and *World's Funniest Commercial Goofs*.

The development projects on which the new company is working are said to be dramatic, although they hope to produce a comedy. There are nine made-for-television movies in production, five series, one mini-series and two documentaries for superstation WTBS(TV) Atlanta. The company was also recently signed as a special consultant by Group W for its *PM Magazine*. □

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NBC wins third week in a row

For the third consecutive week, and the fifth time in six weeks, NBC won the weekly prime time ratings. Based on Nielsen's National Television Index (NTI) for the week ending May 12, NBC averaged a 14.6 rating and a 25 share. CBS had a 13.8/24 and ABC a 13/22. It was the third week since the end of the 1984-85 prime time season, April 21.

The combined network schedule of 69 programs featured only 25 repeats because the networks were in the midst of the May sweeps. There were 13 specials on the combined network schedule. Only one of the top 10 shows, fourth-ranked *Family Ties* (20.9/38), had aired previously.

The combined network rating/share totaled 41.4/71, compared to a 45.5/76.2 for the comparable week a year earlier. HUT (homes using television) levels averaged 58.7, down 3% from 60.3 for the comparable week a year ago.

In the top 10 programs were four NBC shows, including three of the top five, three ABC programs and three CBS programs. NBC won Monday, Tuesday and Thursday; CBS won Friday and Sunday; ABC took Wednesday and Saturday.

NBC's Monday victory was credited to the *Country Music Awards* (17.2/27), at 9-11 p.m. (NYT). The special's lead-in, *TV Bloopers & Practical Jokes* (15/25), helped, outperforming its competition slightly. The second part of the ABC mini-series, *Lace*, averaged a 16.4/25, ranking third in the 9-11 p.m. block.

NBC won a traditional Tuesday victory, but for a change, it was based principally on *Remington Steele*, which averaged a 19.5/32 and ranked sixth for the week, compared to *A Team*, which averaged a 17.2/30 (down 20% from its season-to-date average) and *Riptide*, down 11% from its season-to-date average. *A Team* ranked 15th and *Riptide* ranked 14th. CBS averaged a 10/16.5 for Tuesday evening based on two back-to-back 90-minute specials, *Bon Voyage*, *Charlie Brown* and an American Film Institute salute to Gene Kelly.

With CBS showing a made-for-television movie, *Going for the Gold—The Bill Johnson Story*, and a special, *Magic—David Copperfield*, that provided the lowest-rated night on any network (9.2), Wednesday belonged to ABC with the third- and ninth-ranked shows of the week, *Dynasty* (21.9/33) and *Hotel* (18.5/31).

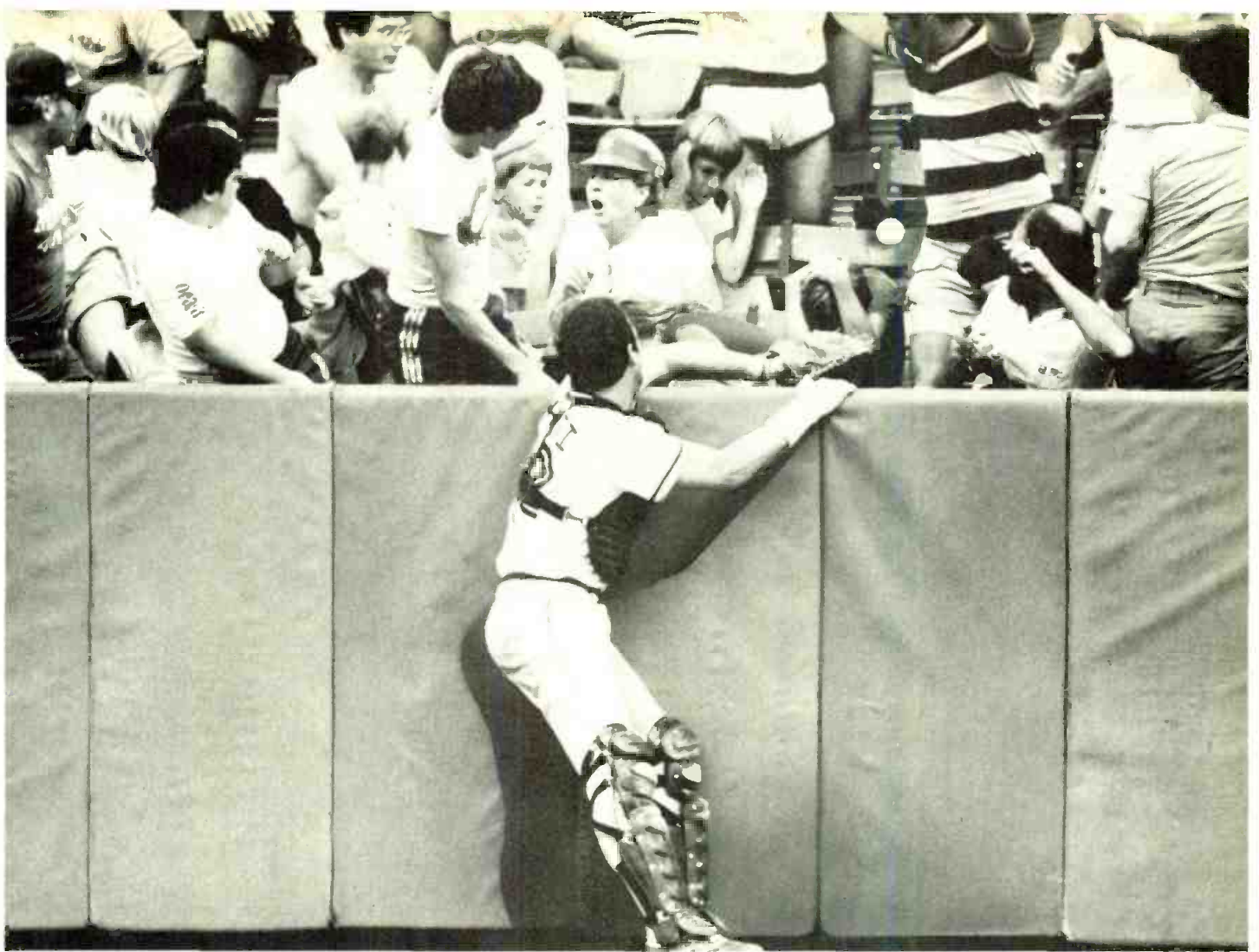
On the strength of the first hour of its regular schedule, NBC won Thursday night with top-ranked *The Cosby Show* and fourth-ranked *Family Ties* (20.9/38). The strongest challenge of the night came from CBS's 11th-ranked *Simon & Simon* (18.1/30) and its seventh-ranked *Knots Landing* (19.2/32), which together took the 9-11 p.m. time period away from NBC.

Friday belonged to CBS on the strength of the week's second-ranked program, *Dallas* (22.6/38), and the eighth-ranked *Falcon Crest* (19.1/32). CBS faced its only strong competition that night from *Miami Vice* (16.3/28) at 10-11 p.m. on NBC, which came in a close second.

Saturday night was a win for ABC, due to a special presentation of the made-for-television movie, *Letting Go* (15.1/28) at 9-11 p.m.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	24.1/45	36.	American Hero	CBS	12.8/25
2.	Dallas	CBS	22.6/38	37.	99 Ways to Attract the Right Man	ABC	12.5/21
3.	Dynasty	ABC	21.9/33	38.	Fall Guy	ABC	12.2/21
4.	Family Ties	NBC	20.9/38	39.	Hunter	NBC	12.1/22
5.	First Blood	NBC	19.6/32	40.	Magnum, P.I.	CBS	11.8/21
6.	Remington Steele	NBC	19.5/32	41.	Gimme a Break	NBC	11.7/22
7.	Knot's Landing	CBS	19.2/32	42.	Webster	ABC	11.5/23
8.	Falcon Crest	CBS	19.1/32	43.	St. Elsewhere	NBC	11.4/19
9.	Hotel	ABC	18.5/31	44.	Hardcastle & McCormick	ABC	11.4/19
10.	Malice in Wonderland	CBS	18.3/29	45.	Three's A Crowd	ABC	11.3/20
11.	Simon & Simon	CBS	18.1/30	46.	Knight Rider	NBC	11.1/20
12.	Newhart	CBS	18.1/27	47.	Airwolf	CBS	10.5/19
13.	Cheers	NBC	17.9/30	48.	Foulups, Bleeps & Blunders	ABC	10.5/17
14.	Riptide	NBC	17.4/27	49.	Under One Roof	NBC	10.4/19
15.	A Team	NBC	17.2/30	50.	Mother's Day	CBS	10.3/22
16.	Country Music Awards	NBC	17.2/27	51.	Benson	ABC	10.3/18
17.	Highway to Heaven	NBC	17.1/30	52.	Bon Voyage	CBS	10.3/17
18.	Kate & Allie	CBS	16.9/26	53.	Mike Hammer	CBS	10.1/18
19.	Lace II, part 2	ABC	16.4/25	54.	Love Boat	ABC	10.0/21
20.	Miami Vice	NBC	16.3/28	55.	Trivial Pursuit	ABC	9.9/17
21.	Night Court	NBC	16.0/26	56.	Magic of David Copperfield	CBS	9.8/16
22.	60 Minutes	CBS	15.7/35	57.	AFI Salute to Gene Kelly	CBS	9.6/16
23.	Murder, She Wrote	CBS	15.7/29	58.	Just Married	ABC	9.3/15
24.	Death in California, part 1	ABC	15.7/25	59.	Diff'rent Strokes	NBC	9.1/20
25.	Facts of Life	NBC	15.4/24	60.	Half-Nelson	NBC	8.9/15
26.	Letting Go	ABC	15.1/23	61.	Going for the Gold	CBS	8.9/14
27.	TV Bloopers & Practical Jokes	NBC	15.0/25	62.	Smurfc Games	NBC	8.8/18
28.	Scarecrow & Mrs. King	CBS	14.6/25	63.	Cover-Up	CBS	8.5/18
29.	Cagney & Lacey	CBS	14.6/23	64.	Ripley's Believe It Or Not	ABC	7.5/16
30.	Hill Street Blues	NBC	14.5/24	65.	Best Times	NBC	7.1/14
31.	Who's The Boss?	ABC	14.5/23	66.	Street Hawk	ABC	7.1/13
32.	Hail to the Chief	ABC	14.0/22	67.	Me and Mom	ABC	7.1/12
33.	Sara	NBC	13.4/20	68.	Punky Brewster	NBC	6.7/14
34.	World's Funniest Commercial			69.	Silver Spoons	NBC	6.3/15
	Goofs	ABC	13.3/24				
35.	20/20	ABC	13.0/22				

*indicates premiere episode



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In the syndication marketplace

Cluster Television, in conjunction with **Post-Newsweek** stations has begun distributing a package of 100 70-second inserts featuring newspaper columnist Miss Manners. Segments, which are designed for local news or talk-show programming, become available Sept. 16 for unlimited runs. Miss Manners, the pen-name of Judith Martin, writes a column on etiquette that appears in more than 200 daily newspapers. The insert will offer similar advice in a "tongue-in-cheek fashion," said a Cluster Television spokesman. The package is offered on a cash basis and has already been sold to Post-Newsweek's **WDIV(TV)** Detroit, **WPLG(TV)** Miami, **WFSB(TV)** Hartford, Conn., and **WJXT(TV)** Jacksonville. ■ **Metromedia's** independent **KTTV(TV)** Los Angeles has picked up **Group W's Hour Magazine**. The Gary Collins-hosted strip, sold for cash, was formerly carried on **KTLA(TV)** at 1 p.m., where it had been running since its debut in 1980. KTTV begins carrying the show on June 3, and will schedule it as a lead-out to the independent stations' midday newscast at 12:30 p.m. In total, Group W says it has renewed *Hour Magazine* in 25 markets, including **WNEW-TV** New York, **KUSA-TV** Denver, **KVVU-TV** Las Vegas and **KSVI(TV)** South Bend, Ind. ■ **D.L. Taffner Ltd.** has launched distribution of *Crime Inc.*, a seven-part documentary on the origins and growth of organized crime in the U.S. The limited series is produced by U.K.-based Thames Television. *Crime Inc.* is written and narrated by Martin Short, who spent four years on the project. "This is a view of organized crime in the U.S. from the outside," said Chuck Larsen, vice president of domestic syndication at Taffner, who added that much of the material—gathered from such sources including the FBI and regional crime "strike" forces—has never previously appeared on television. The series is being distributed on a straight cash basis. ■ **Lionheart Television International Inc.**, a subsidiary of Western World Television and the exclusive distributor of BBC and Australian Broadcasting Corp. programming in the U.S., has sold a seven-part documentary, *The Commanders*, in 23 markets, including stations in Chicago; Boston; Miami; Philadelphia; New Orleans; Salt Lake City; Jacksonville, Fla.; Orlando, Fla.; Tucson, Ariz.; Albany, N.Y.; Raleigh-Durham, N.C.; and Hartford, Conn. The series features one-hour portraits of World War II military leaders, including Douglas MacArthur, Erwin Rommel, Dwight Eisenhower and Isoroku Yamamoto. ■ **Best Entertainment Syndication Television Inc.** has entered the marketplace as a provider of first-run "event-type specials" for the barter syndication market. The company was founded by Richard Perry, former vice president of network sales with Keystone Broadcasting. Best-TV, as the new company is calling itself, has yet to announce any of its programming although it says it has lined up a number of projects. Perry said that Best-TV will make its programming debut in August. Its target will be viewers age 12-49, with an emphasis on women. ■ **Raymond Horn**, president of **Raymond Horn Productions**, is now the representative for national syndication for *Essence, the Television Program*, produced by Essence Television Productions. Essence Television Productions is owned by Essence Communications, publisher of *Essence* magazine. The black-oriented weekly information/talk series is cleared on 53 stations. ■ **Telepictures** has sold *Catch Phrase* in 83 markets. Debuting this fall, the show is sold on a cash-plus-barter basis with Telepictures withholding two 30-second spots. First-run episodes include 34 weeks of originals and 18 weeks of repeats. Stations that have bought the show include **WCBS-TV** New York, **KCBS-TV** Los Angeles, **WCAU-TV** Philadelphia, **KPIX(TV)** San Francisco and **KXAS-TV** Dallas. Telepictures is also selling *Love Connection* for its third season on the same cash-plus-barter basis, withholding two 30-second spots. Renewals of the show's 39 weeks of originals and 13 weeks of repeats thus far total 80 markets with Telepictures hoping to hit 130 markets. Among the stations renewing the show are **WNBC-TV** New York, **KHJ-TV** Los Angeles, **WMAQ-TV** Chicago, **WCAU-TV** Philadelphia, **KRON-TV** San Francisco and **WBZ-TV** Boston. ■ **King World** has cleared *Special Friends*, a look at celebrities and their pets, in 130 markets. The one-hour show is being sold for barter with six minutes being sold nationally by King and five minutes locally. The special will air in "June or July" and King hopes for an 80% clearance by then. Bruce Jenner will host. The show will be available for two runs and will appear on **WNBC-TV** New York, **KOOP(TV)** Los Angeles, **WLS-TV** Chicago, **KRON-TV** San Francisco, **WDIV(TV)** Detroit and **KPRC-TV** Houston. ■ The premiere of *Dempsey & Makepeace* is being sold on a straight cash basis by **Tribune Entertainment** for the



Don King and
LBS's Larry Greenblat



Tribune Entertainment's
Dempsey & Makepeace

fall of 1985. To date, the one-hour action/adventure series had been cleared in 27 markets. Produced in the U.K. and aired there by London Weekend Television, the series ranked among the top 20. The show has been sold to **WPIX(TV)** New York, **KTLA(TV)** Los Angeles, **WGN-TV** Chicago, **KTVT(TV)** Dallas, **WGNX(TV)** Atlanta and **WTOG(TV)** Tampa-St. Petersburg, Fla. ■ **Blair Entertainment** has added 16 markets to its *Divorce Court* lineup as a result of what it says was the show's "outstanding ratings in the recent February sweeps." The courtroom drama, which is set to premiere for its second season in September, is being sold on a straight cash basis for two runs and is carried on 96 stations. New stations include **KVQC(TV)** Austin, Tex.; **WOI-TV** Des Moines, Iowa; **KTNV-TV** Las Vegas, and **WTCN-TV** Minneapolis-St. Paul. ■ **Don King/LBS Sports** has signed up approximately 80 stations, or 78% of the country, to carry *D-Day Dynamite*, a three-hour prime time championship boxing event, which will air live from the Riviera hotel in Las Vegas on June 6. Terms of distribution are barter with local stations keeping 13 minutes. The event includes Michael Spinks' world lightweight title defense against Jim (Big Mac) MacDonald, Carlos DeLeon's WBC cruiserweight title defense against Alfonso Ratliff and Davey Hiltton's defense of his Continental America welterweight title against (Hungry) Dennis Horne. Sherman Hemsley, star of *The Jeffersons*, will host the event. ■ **Weiss Global Enterprises** has sold 42 first-run episodes of the *Bill Dana Show* for cash to the CBN cable network for six runs from 1985-1988. Weiss has also sold 26 first-run episodes of *Good Morning World* to USA Cable on a cash basis for unlimited runs through 1989. ■ **Guidelines Inc.** is currently offering at no cost, *Guidelines for Living*, a 30-minute, weekly, noncommercial spiritual program. The show is hosted by Dr. Harold Sala, founder and president of Guidelines. ■ **Syndicast** has sold two 90-minute Elvis Presley network specials never before seen in syndication in 41 markets, or 51% of the country. The specials, *Comeback* and *Aloha from Hawaii*, will be offered on a barter basis on the first run, with Syndicast keeping seven-and-a-half of the 15 minutes available in each show (the stations get the remainder). Two more runs over two more years will be available on a cash basis. *Comeback* will be aired in August, and *Aloha* will be aired next January. The shows are made available by The Estate of Elvis Presley and RCA Video Productions. ■ Based on the February sweeps **Embassy Telecommunications** says that *Diff'rent Strokes* was highest rated new off-network program. Show followed *M*A*S*H* and *Three's Company* in February NSI with average rating of 9. *Strokes* is cleared in 134 markets. ■ Singer Glen Campbell and actress Audrey Landers will co-host the second annual *From Hawaii With Love 1985*, first-run syndicated beauty pageant special, available on a barter basis from Los Angeles-based **Promark**. The two-hour program, with a \$1.5-million budget, documents competition for the Miss Hawaiian Tropic International contest and is produced by Tropic Productions. It is available for airing June 15 to July 18, 1985. ■ **Crown International Pictures** has formed a new division within the Beverly Hills-based film studio to be called **Crown International Television** and designed to handle in-house marketing of Crown's film library to television stations and networks. Sy Shapiro, president of Sy Shapiro Films, has joined Crown International Television as its first general sales manager. The initial offering from the new division is "The Crown Jewels," a package of 15 of the studio's first-run theatrical titles. Some of the titles will be available immediately, while others are being sold for 1986-87 telecast. Crown "will also be looking to other television (production) possibilities such as movie-of-the-week and mini-series development."

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The struggle over C-band direct

A number of firms are in competition to sell home earth stations right to consumers or dealers to unscramble pay cable services

All agree that C-band direct is a good business. The question is whose business?

At least four groups are vying to win control of it: Satellite Broadcasting Corp. (Canaan Communications), Hughes Communications, Showtime/The Movie Channel and a group of major cable MSO's led by Tele-Communications Inc. And the battle for control moved into the public arena in Denver last week at '85 Sat Expo, a communications satellite trade show.

Over the past five years, according to home satellite industry estimates, more than one million consumers have purchased C-band earth stations for their homes. With the backyard dishes, they have been able to tune in to the communications satellites and receive countless hours of cable and broadcast programming for free.

So far, only the manufacturers, distributors and dealers of home satellite equipment have made money in the booming market. C-band direct or low-power satellite broadcasting, as it is sometimes called, is an attempt by others to cash in on it by scrambling satellite signals and charging dish owners a monthly subscription fee for descrambling capability.

According to industry observers, the home satellite market is growing at a rapid pace. If cable services on the satellites continue to be available in one fashion or another, most believe the number of homes with dishes could reach five million by 1989.

The first formal step toward C-band direct was taken early this month when Home Box Office, announced that it would sell HBO and Cinemax to dish owners once the services are scrambled. Using the M/A-COM Videocipher II scrambling system, HBO should be ready to scramble the services later this year.

Satellite Broadcasting Corp. (SBC), Hughes and the TCI-led cable consortium, which were all represented at the trade show, seem to have the same general plan for creating and exploiting the C-band direct market. They would cover the costs of scrambling the major cable networks and buying the descramblers for each of the networks' cable affiliates. In exchange, they would demand the right to market the scrambled services to the home market and a share of the revenues.

John Sie, TCI senior vice president, said the MSO is trying to pull together the cable operators to scramble cable networks and offer a C-band direct service to "protect the product integrity in franchised areas"—in



C-band direct pioneers. L-r: Waldron, Sie, Blair Gilbert, Galaxy Broadcast Services, and Harden

other words, to keep SMATV operators from stealing cable programming and competing with the franchised cable operators.

There is a growing resentment among cable operators toward anybody who is receiving cable programming and not paying for it. The operators feel they have subsidized cable programming services, particularly the so-called basic services through their monthly subscriber fees. And they object to others—legitimate satellite dealers as well as outlaw SMATV operators—who use that programming to compete with them.

(The Cable Communications Act of 1984 affirmed that the home reception of unscrambled satellite signals was legal. At the same time, it said that unauthorized reception of signals for commercial use [SMATV, for instance] as well as any unauthorized reception of scrambled signals were illegal.)

"What TCI has proposed is a cable sponsored co-op," said Sie, "where we would . . . scramble all of the cable programming, not just the premium services, and provide an orderly transition so that the [home dishes] can have access to the programming at a reasonable fee."

Under the TCI plan, said Sie, cable operators, after paying for the scrambling of the cable services, would demand the right to market them to dish owners within their franchise areas, but not the exclusive right. "We are not asking [the programmers] for any exclusive distribution requirement," he said. "We are not excluding anyone from setting up similar types of cooperative arrangements."

Although Sie said the cable operators will not be asking for exclusivity, cable programmers may still extend it to the operators for the sake of maintaining good affiliate relations. Indeed, HBO, the first out of the gate, said operators would market its services within franchised areas. (With the help of a toll-free number, HBO would sell the services directly to dish owners outside franchised areas at fixed prices [\$12.95 a month for either HBO or Cinemax or \$19.95 for both]). According to industry sources, HBO

and American Television and Communications, the nation's second largest MSO (TCI is the largest), are supporting TCI's C-band direct plan. Both are owned by Time Inc. Sie called the HBO plan "positive in general."

If the cable operators' primary concern is "product integrity," Sie was asked, why not allow SBC or some other third party to step in to pay for the scrambling and control the C-band business? "We have enough middlemen already in the business," Sie said.

Hughes's objective in pursuing the C-band direct business is to demonstrate that satellite broadcasting, of which C-band direct is the most rudimentary form, is a good business with a good future. Hughes is intent upon making the point so that it can sell or lease transponders on its high-power, Ku-band direct broadcast satellite (DBS) system which is set for launch in 1989. The system is capable of beaming up to 16 channels of service across the country to subscribers equipped with dishes as small as .6-meters.

Because Comsat's Satellite Television Corp. and United Satellite Communications Inc. failed to make it in the Ku-band satellite broadcasting business, said Robert Waldron of Hughes Communications, "it's difficult to go to the market and get a Ku-band [service] started from scratch." Hughes believes, he said, that "C-band success in an operating company is critical" to the future of Ku-band satellite broadcasting.

According to Waldron, Hughes was the first to broach the concept of C-band direct. Prior to the launch of its Galaxy I satellite in the summer of 1983, he said, it began encouraging HBO and other major cable programmers on the bird to scramble their signals and offer a package of services to the home satellite market. According to Waldron, HBO was bullish on the idea until late 1984, when its growth began to level off and new management decided to concentrate on the pay cable business. Hughes decided to get in the business, he said, only after HBO decided to get out.

Hughes would market its service to dish owners directly and, where feasible, indi-

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Stereo TV making waves

Since authorization last year, the technology is gathering momentum; 15 of 20 markets on air

rectly through authorized local distributors, Waldron said. The local distributor, he said, could be anyone from a cable operator to a home satellite dealer who meets Hughes's yet-unspecified "standards."

To make a go of it in the C-band business, Waldron said, Hughes believes it needs a "critical mass" of between six and 10 prominent basic cable services. The package could get by with just one pay service, he said, as long as the other services were scrambled.

Unlike TCI and Hughes, SBC has no reason for getting into the C-band direct business other than to make a buck. Holmes Harden, president of the start-up company, claims that 15 cable services have indicated their interest in being a part of his C-band package. But, he said, he needs a few more, notably ESPN and CNN, before he and his bankers and other backers will feel comfortable spending between \$75 million and \$100 million to pay for the scrambling of all the participating services.

SBC would insist upon exclusivity in marketing the scrambled cable services to the dish owners, Harden said. SBC's backers "would look askance at our investing that kind of money with the possibility that we will have no revenue," he said.

Harden was skeptical of Sie's claim that the cable operators would not also demand—implicitly or explicitly—some kind of exclusivity from the programers. Nobody would invest tens of millions of dollars to scramble the networks to offer a C-band direct service, he said, and then allow others to piggyback on the scrambling system to offer competing services comprising some or all of the same networks.

According to Harden, cable operators should not fear competition from C-band direct. "You'll just see different niches in the marketplace with each of these delivery systems having an appropriate spot."

None of the would-be C-band direct operators at the trade show want to be in the hardware side of the business. Each of them is content to permit the numerous dish dealers to continue to sell and install the dishes as well as the home descrambling gear. Many dealers would like to handle the distribution of the programing and share in the revenues for the subscription fees. SPACE, a trade association representing the home satellite industry, strongly opposed HBO plan to exclude dealers from the marketing of its services in franchised area, calling it anticompetitive and "monopolistic."

Most expect that M/A-COM's Videocipher II scrambling system will be the one chosen for C-band direct. HBO has already purchased and shipped to affiliates more than 10,000 Videocipher II descramblers, putting it on track to become the cable industry's de facto standard. But if one of the prospective C-band operators with a large group of cooperating programers selects a different system, Harden said, that system could become the standard.

C-band direct has its best chance of succeeding, the competing proponents agree, if only one service is offered. If more than one is available, said Harden, all will suffer. "It gets too confusing for the consumer," said Harden. "It's like trying to buy a car from three different dealers." □

The TV stereo club is continuing to expand rapidly, with 15 broadcasters putting multi-channel sound on the air in recent weeks. By BROADCASTING's estimates, the total number of MTS stations is 49. Stereo is now aired in 37 markets, including 15 of the top 20.

The 15 new members include 10 stations that came on during a three-week period ending May 16. They are: noncommercial WGBH-TV Boston; WDIV(TV) Detroit; WJZ-TV and WMPT(TV) in the Baltimore market; WSOC-TV Charlotte, N.C.; noncommercial WYES-TV New Orleans; WJAR-TV and WPRI-TV, both in Providence, R.I.; WGAL-TV Lancaster, Pa.; WVIR-TV Charlottesville, Va., and KJTL(TV) Wichita Falls, Tex. Converting in late March and April were: WTBS(TV) Atlanta; KXTV(TV) Sacramento, Calif.; WXII(TV) Winston-Salem, N.C., and KTVA(TV) Anchorage.

The three-week spurt, one of the largest since the service was authorized last spring, may have been due in part to the release of still relatively hard-to-get stereo generators following the National Association of Broadcasters' annual equipment exhibition last month. But growth rates for the service have been on the rise since late winter, with new stations coming on at a rate of eight or nine a month since February, as opposed to one-to-three a month for the half-year since the service first came on the air last summer.

Eight of the top 10 markets now have stereo stations (with Philadelphia and Houston the exceptions) and 23 of the top 40 markets have broadcasters airing the service. In addition, markets with more than one MTS station have more than doubled, from four in early April to 10. Top 20 markets San Francisco, Boston and Seattle each have two stereo broadcasters. The Sacramento, Calif., market (20th) has also joined 22d Hartford, Conn., as the second with three MTS stations.

Independents remain the largest group of converted stations with 13, ABC affiliates follow with 11, PBS member stations are next with 10, NBC affiliates are fourth with eight (plus one NBC O&O) and CBS trails with six. [NBC affiliates got good news earlier this month when network officials notified them of plans to inaugurate its stereo feed this summer with the July 16 All-Star baseball game in Minneapolis (BROADCASTING, March 18).]

Along with the rise in new stereo stations has been the battle for market dominance by stereo generator manufacturers, with Orban Associates of San Francisco and Modulation Sciences of New York fighting it out well ahead of several other suppliers. The Orban unit is currently on the air at 26 MTS stations, MSI's generator is in use at 15, and two stations are switching between both.

Joining the top 10 markets with on-air stereo is number-seven Detroit, which got its first MTS station May 10 when NBC affiliate WDIV(TV) began test broadcasts using an

Orban synthesizer for pseudo-stereo programing. Discrete stereo broadcasts are expected to begin in June, according to Linc Reed Nickerson, chief engineer, who hopes to experiment with local sports and music production.

The Post-Newsweek station is testing both MSI and Orban stereo generators, he added, and will decide which to use permanently in a week or two. The engineering staff, which modified its own RCA F-Line transmitter, also expects to be the first in the business to convert an RCA E-Line, Nickerson said. (The station's unit is already upgraded with an F-Line exciter.)

In number-six market Boston, noncommercial WGBH-TV went on the air with MTS May 7 after completing \$20,000-plus in modifications on its Harris transmitter, according to Dave St. Onge, chief engineer. Using a MSI stereo generator, he noted, the station was able to achieve 45-to-48 db separation at the transmitter, a figure well over industry specifications for the the BTSC system.

The station is initially planning five hours or more a week in discrete stereo broadcasts, but about 70% of the daily schedule will be pseudo-stereo broadcasts using an Orban synthesizer, St. Onge added.

Meanwhile, in number-four Philadelphia, CBS-owned-and-operated WCAU-TV has reportedly taken delivery of its Modulation Sciences stereo generator. But, according to John Byrne Jr., operations and engineering director, the station will first complete off-line testing of its RCA F-Line transmitter during the summer before considering stereo broadcasts.

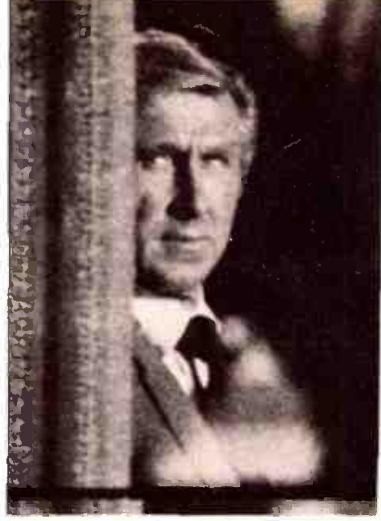
Rival station KYW-TV, an NBC affiliate owned by Westinghouse, is hoping to be ready for broadcasting during July, assuming delivery of its Orban stereo generator, according to a representative.

In other top 20 markets, Atlanta's WTBS(TV) has been broadcasting stereo using an Orban generator and Harris transmitter since April 12 (BROADCASTING, March 18). Stereo activity also continues to build in Sacramento, where a third station, KXTV(TV), has joined the two others that began MTS broadcasts in February, KRBK-TV and Stockton-based KOVR(TV).

KXTV(TV) began its broadcasts back on March 29 using an Orban synthesizer and a slightly modified RCA FH transmitter. So far, the CBS affiliate has been broadcasting pseudo-stereo with an Orban synthesizer, but expects its first discrete stereo broadcasts this week, culminating with a live, hour-and-a-half prime time special from a local jazz festival on Saturday (May 25).

Baltimore became a two-MTS-station market May 16, when ABC affiliate WJZ-TV began stereo broadcasts using an Orban stereo generator and synthesizer and a Harris transmitter. Noncommercial WMPT(TV), based in Annapolis, Md., first put stereo on the air in the number-21 market April 30, also using an Orban generator and synthesizer and Harris transmitter.

Another multiple-station market emerged in number 39 Providence, R.I., in early



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May, when NBC affiliate WJAR-TV began MTS broadcasts on May 3, followed by ABC affiliate WPRI-TV on May 12. Outlet-owned WJAR-TV, with co-owned KSAF-TV and KOVR(TV) already in stereo, is using an Orban generator with its RCA FH transmitter and is broadcasting pseudo-stereo using a Kintek synthesizer, according to Fred Weiss, chief engineer. WPRI-TV is using an MSI generator, RCA G-line transmitter and a Studio Technologies stereo synthesizer for its broadcasts, explained T. Arthur Bone, chief engineer.

Among the other top 40 markets to join the stereo ranks is Charlotte, N.C., market 31, which saw Cox-owned WSOC-TV begin

its MTS broadcasts using an Orban generator, slightly modified Harris transmitter and Orban synthesizer on April 30. On May 1, New Orleans noncommercial station WYES-TV began transmitting pseudo-stereo material with a Studio Technologies synthesizer, Orban generator and Harris transmitter with a stereo exciter retrofit. The PBS affiliate hopes to begin producing its own discrete stereo material in June, according head engineer Russ Abernathy.

Three other stations, all NBC affiliates, began their broadcasts using Orban generators and RCA transmitters. WGAL-TV Lancaster, Pa., went stereo on May 1, using 25 hours a week of discrete material. WXII(TV)

Winston-Salem, N.C., the 51st market, converted to MTS April 11 and is using pseudo-stereo material with an Orban synthesizer until it can begin discrete broadcasts from NBC in July. In Charlottesville, Va., WVIR-TV began MTS programming in on May 10. The station is broadcasting five hours a week of discrete stereo, as well as pseudo-stereo using a Kintek synthesizer.

In the 100-plus markets, KJTL(TV) Wichita Falls, Tex., began MTS broadcasts on May 14 using an Orban generator and Harris transmitter, and in Anchorage, KTVA(TV) began synthesized stereo broadcasts in late April with its Orban generator and NEC transmitter. □

In Sync

All satellite

By the summer of 1986, ABC will be distributing its programming to most, if not all, of its affiliates via satellite, according to Brent Stranathan, manager of planning, broadcast operations and engineers, ABC. In August 1982, the network began gradually implementing a C-band satellite system, region by region. But it had considered maintaining the microwave loop that now serves affiliates in the northeast. Stranathan, who appeared on a panel at '85 Sat Expo in Denver last week, said after studying the situa-

tion ABC concluded that converting the northeastern loop to satellite was the way to go. Still, a few northeastern affiliates may not be part of the satellite network, he said. ABC is still considering using fiber optics for the New York-to-Washington link, he said.

Stranathan said the network now feels "comfortable" with its decision to stick with the C-band satellites rather than move to Ku-band birds as NBC did. Although C-band signals are susceptible to terrestrial microwave interference, he said, 70% of the ABC affiliates that have installed dishes have been able to co-locate them with their

studios. What's more, he said, it looks as if ABC will be able to locate its main uplink at its operations center in Manhattan.

Although ABC has no immediate or definite plans to scramble its feeds, owners of backyard dishes may soon be discouraged from intercepting (some would say pirating) the ABC feeds. According to Stranathan, ABC is evaluating alternative audio transmission systems so that it can squeeze additional audio signals needed for stereo and second-language soundtracks onto its satellite transponders without degrading video or audio quality. Although the audio transmission systems would not scramble the audio, they would require dish owners, who wish to receive sound along with the pictures of ABC programming, to go out and purchase special demodulators.

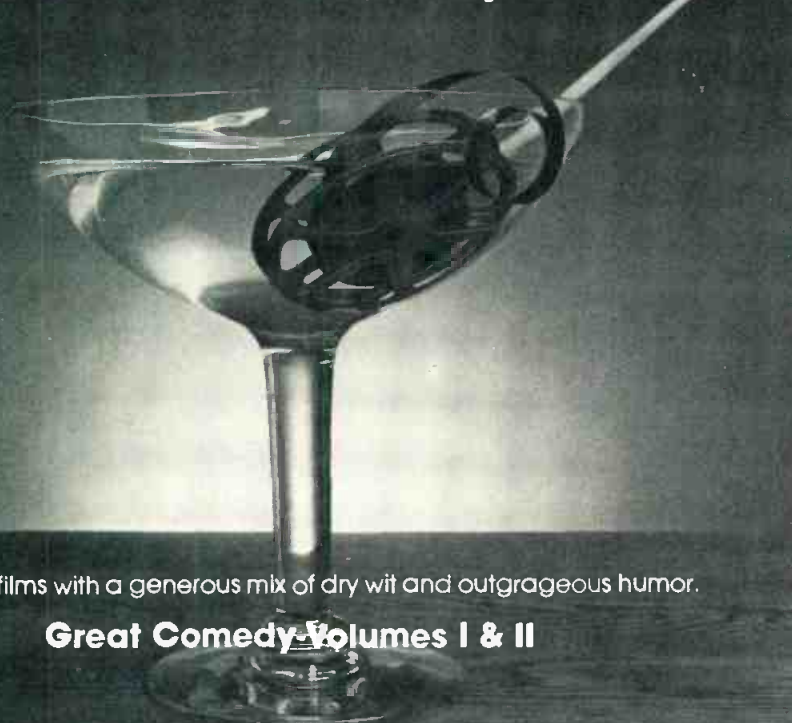
Gearing up

A new, switchless routing system for mode switching of parallel VHF TV transmitters has been designed by **RCA Broadcast Systems Division** in Gibbsboro, N.J. According to the company, the Opto-SX system operates in conjunction with the hybrid (3 db) coupler used to combine signals, with four hybrid couplers and two variable reactance phase shifters as the system's primary RF components. The company has applied for a patent on the coaxial LC phase shifters used in the system. □

Panasonic has introduced three new stereo mixing consoles, the 16-input WR-S216 and portable 12-input and eight-input models. The mixers range from \$1,300 to \$2,000 and each features three send circuits, three main outputs and a pair of stereo input channels. The Secaucus, N.J.-based company also has available a new \$250 studio monitor speaker with an eight-inch woofer and twin Bessel tweeter. □

A new audio program analyzer has been developed by **Potomac Instruments** of Silver Spring, Md. The Quantaural QA100 displays measurements such as maximum peak level, average level, peak density, tonal balance and consistency, stereo image width, pre-emphasis and a special "aural intensity" measurement on an LED meter and four LED bargraphs. The unit costs \$3,500.

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TELECASTINGS

Services rate

Arbitron Ratings and the A.C. Nielsen Co. announced, separately, new accreditations by the Electronic Media Rating Council for their respective local TV metered measurement services. EMRC accreditation means that after an audit the council has concluded that a service meets council standards and performs essentially as the service claims to perform.

Arbitron said the EMRC accredited the Arbitron Television Meter Service in Houston, Detroit, Miami, Boston and Washington, the five markets Arbitron had most recently metered. With those, Arbitron said it now has accreditations in all 11 markets where it operates meter services (the others are New York, Chicago, Los Angeles, Dallas-Fort Worth, Philadelphia and San Francisco).

Nielsen said it received accreditations for its metered market services in Boston, Washington and Dallas, and that this means it is accredited in all of its metered markets except Houston, where service has just been started (May 1) and for which an accreditation application has been filed.

The accreditation process normally takes about 12 months and is conducted for EMRC by nationally known independent accounting firms. The rating services involved pay all audit charges and provide office space, staff and computer time.

ABC's specials lineup

A two-hour motion picture based on the autobiography of former First Lady Betty Ford, a 24-hour presentation of two John Jakes novels and extended treatments of other subjects ranging from Casanova to the Statue of Liberty were among the mini-series, made-for-TV movies and specials announced by ABC-TV to its affiliates at their annual meeting (BROADCASTING, May 13).

Brandon Stoddard, president of ABC Motion Pictures, said David L. Wolper acquired rights to the former First Lady's "Times of My Life" and that a two-hour movie was now in development by Wolper and Warner Bros. Television for showing on ABC-TV. Stoddard also said Jakes's pre-Civil War story, "North and South," now in production by Wolper and Warner, will be expanded to 12 hours and continued with a 12-hour adaptation of Jakes's best-selling sequel, "Love and War," both for showing during the 1985-86 season.

Other mini-series planned for 1985-86 or later, Stoddard said, include:

Thurston House, a five-hour ABC Circle Films dramatization of the Danielle Steel best-seller; *Lady Liberty*, a five-hour Procter & Gamble/Martin Tahse production dealing with the origins of the Statue of Liberty; *Lawrence of Arabia*, six hours about the British officer who led the Arabs, by Warner Bros. in association with Goldcrest Produc-

No more renting. Public television station WNET(TV) New York has purchased its nine-floor broadcasting facilities in a building in mid-Manhattan for \$15 million.

John Jay Iselin, president of the station, said the \$15-million condominium purchase was financed by the sale of tax-exempt bonds issued on behalf of the Educational Broadcasting Corp., the station's licensee, by The Trust for Cultural Resources of the City of New York, a public benefit corporation created in 1976 by the New York state legislature. Melvin Ming, senior vice president and director of finance and administration for WNET, said the station would pay \$1.9 million each year in interest, fees and repayment of the bonds until 2005. He noted the station now pays \$2 million a year in rent. Ming said the station would save from \$8 million to \$10 million over the 20-year period by keeping its housing expenses fixed and avoiding rent increases.

The station has been occupying floors one through nine in the 27-story building since 1972, with the upper floors functioning as a hotel. Iselin said the acquisition of its own facilities "further diminishes" the prospects that the station would seek new income by exchanging its desirable VHF allocation for cash and a UHF frequency. The station management had been considering this possibility, but Iselin said it's now highly unlikely.

tions; *Queenie*, a five-hour dramatization of the Michael Korda novel, by Highgate Pictures; *Out on a Limb*, five hours based on the Shirley MacLaine best-seller, by Stan Margulies Co. in association with ABC Circle Films; *Forever Amber*, starring Raquel Welch in a six-hour dramatization of the 1944 romance novel, by Raquel Welch Productions in association with 20th Century Fox; *Amerika... USSR*, an eight-to-10-hour drama about life in the U.S. 10 years after the Soviet Union has taken it over, by ABC Circle Films, and *Vietnam*, originally announced as *The Black Rainbow*, a 12 to 14-hour story of the Vietnam era, by ABC Circle Films.

Among the specials scheduled for 1985-86, according to Lewis H. Erlicht, president of ABC Entertainment, is one featuring Carol Burnett. It will be an hour long, with guests to be announced. For younger viewers, actress Pearl Bailey will be in an *ABC Afterschool Special*, in the role of a bag lady who turns out to be a fairy godmother in *Cindy Eller: A Modern Fairy Tale*, and Drew Barrymore will appear in a modern, female version of *Tom Sawyer and Huckleberry Finn* in an *ABC Weekend Special*, according to Squire D. Rushnell, ABC Entertainment vice president for long-range planning and children's programming.

Two- and three-hour made-for-TV movies include *The Defiant Ones*, about two prisoners who hate each other but escape from a chain gang still shackled together; Farrah Fawcett in *Living Arrows*, about a woman's slow reconciliation with her ill and estranged mother-in-law; Elizabeth Taylor in *From This Day Forward*, about a woman coming to terms with her own alcoholism; *Casanova*, starring Richard Chamberlain; and *The Further Adventures of the Ewoks*.

Some of the *ABC Theater* presentations planned for 1985-86 are: *The Jeanne Eckmann Story*, starring Ann-Margret as a former nun who is raped, elects to raise her child and as a result is fired by the Catholic school where she teaches; *The Execution of Raymond Graham*, about the last two hours in the life of a condemned murderer, and

Escape from Treblinka, about one of the few groups of Jewish prisoners to succeed in escaping from a Nazi death camp.

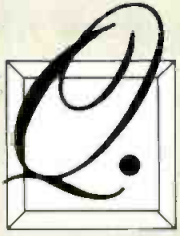
P&G theater

Procter & Gamble says it will assign Orbis Communications to distribute a package of films P&G has acquired from the Time Inc. library, formerly part of Time's subsidiary, Home Box Office. The library contains 193 titles, 49 theatricals and 144 made-for-television movies. Among the theatricals going into syndication for the first time are "Fort Apache, the Bronx," available in 1986, and "Cannonball Run," available in 1987. Other theatricals include "Tribute," "Nashville" and "Harper Valley P.T.A." P&G was selected from more than 20 bidders. The exact value of the package has not been released, but estimates place it in the \$40-million range. Time will get a pay window for the resale of the pictures to its Cinemax and HBO operations after the pictures have been in syndication for an unannounced number of years. The exact terms of the deal were not discussed by either P&G or Orbis.

Good news

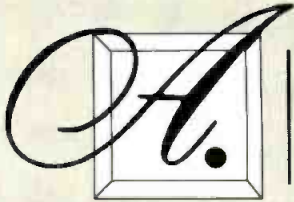
Highlights of the Roper Organization's latest poll for the Television Information Office are being distributed by TIO today (May 20) via satellite, to give TV stations material with which to customize their own reports for local use. The survey, 14th in a series conducted by Roper for TIO since 1959, asserted once again TV's dominance as a news medium and as the most credible news source (BROADCASTING, May 13).

Today's five-minute satellite feed will include statistical highlights with Burns W. Roper, chairman of the Roper Organization, plus historic and current news footage for stations to use in putting together their own reports. The feed will be carried on Newslink at 10:30-11 a.m. NYT and repeated at 1:15-1:45 p.m. NYT on Westar 4, transponder 5X, audio subcarriers 6.2 and 6.8.



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BFMA gets down to business

Association's annual gathering in Chicago features panels on new technologies, news and the recent take-over craze

There was both the new and the old at last week's 25th annual conference of the Broadcast Financial Management Association. With the recent trading and takeover activity, financial officers had a lot to talk about, both from a professional and a personal point of view. At the same time, familiar questions were being asked in panel sessions, such as whether financial officers adequately communicated with or understood other departments such as engineering, news and sales.

Panel sessions at the Palmer House in Chicago were well attended. (Almost 900 attended the convention). An informal sampling of opinion found some wishing for more technical sessions and, at a later hour in the day, the technically oriented roundtables began at 7 a.m. Some of the exhibitors—selling collection services and computer management information systems—also would have been glad to start later but most said the accommodations were better than at last year's New York conference where there were complaints that not enough attendees made their way to the exhibitor suites. This year all the exhibitors were in a centrally located hall, in the Palmer House.

New technologies and their meaning to financial officers were explored Monday morning at a session attended by several hundred people.

The virtues of comprehensive long-range equipment planning and involvement and cooperation among departments were extolled by Hal Protter, president and managing partner of WNOL-TV New Orleans. "My definition of new technology is simply new equipment," he said, adding that today's equipment has a strong impact on productivity and is software-based rather than hardware-based.

Previously, people requesting equipment purchases were supposed to fill out forms, "that purported to show the rate of return on capital investment. What a joke! If you know how to measure the incremental revenue of such things as going stereo or buying a helicopter, I'd like to shake your hand," Protter said. Not only is it difficult making such projections, he said, but most upper management feels unqualified: "I believe today that many decisions are made by middle management."

At WNOL-TV, Protter said the station had the luxury of planning the whole capital outlay from scratch: "We knew what we wanted to achieve before we started—maximum productivity for the least cost and power—



Winner. Receiving the Broadcast Financial Management Association's third annual Avatar award is Hal Christiansen, senior vice president, finance, Metromedia Television.

and we had no old equipment to embrace."

Most stations do not have the luxury of starting from scratch, but Protter said that through long-range planning, it is still possible to rationalize the new equipment/new technology acquisition process. "Ask all the department heads for their equipment needs over the next five years. Then ask your equipment chief what is state of the art and what will be state of the art five years from now. Visit a few state of the art operations and ask their financial people what the rate of return is," Protter suggested. The strategy behind this, he said, was to turn the departments' "individual shopping lists into a total station plan."

Even with the plan there had to be further vigilance, including sitting in on some equipment negotiations and making sure the engineering people asked questions about the cost of modifying software, the availability of training schools, equipment compatibility and the availability of manufacturers' discounts.

Financial officers and engineers are similar, said Art Hutzler, senior vice president of engineering for Heritage Communications: "They both see things black or white and they both use a private language." Hutzler then talked about the differences: "Engineers want enough inventory to provide good maintenance; finance people can only think of inventory as a figure. Engineers are task driven, finance people are time driven and worry about the time value of money. Engineers want to spend dollars today to make big revenue tomorrow; finance people are worried about the next annual report."

Yet Hutzler said cooperation between the two is essential and then went on to discuss some of the recent technological developments that demand good financial analysis.

Saying that the biggest issue in cable TV today is "poor pay TV performance,"

Hutzler added that "Heritage reacted to this problem by setting up videocassette rentals and VCR sales but we arrived just when prices were being slashed in half." Another response to the problem is pay per view. "That requires two items to be successful: movies early enough to be competitive with videocassettes and the technology to include a \$50 black box for the consumer.

Two new technologies that might provide MSO's with profit are fiber optics and satellite dish installation. Hutzler said that his company has begun to bid on jobs—for financial institutions, for instance—that were previously considered phone companies' work. As for backyard dishes, Hutzler said the market will be weak by 1990 but it is "very strong" today and one worth getting into: "Home earth stations are now legally blessed by Congress, and their reliability is good, as is their quality." He said the cable industry right now installs less than 1% of the dishes while at the same time there is a lack of stability—60% churn rate—among installation companies.

To bring accountants and engineers together, Hutzler suggested "joint field trips." He also noted that Heritage has a voluntary lunchtime classroom where professionals in one field are exposed to other disciplines, such as law, accounting and computers.

Two examples (one for AM, one for FM) of additional new technologies aiding the bottom line without adding significantly to payroll or operating costs were provided by George Capalbo, vice president, engineering, RKO Radio.

For FM stations, Capalbo talked about the subsidiary communications authority (SCA) and how it is used at RKO's WRKS-FM New York to provide stock exchange information to subscribers who have a receiver "about the size of a pocket calculator."

Capalbo said that the system needs just routine maintenance and therefore "drops over 90 cents of each dollar to the bottom line." The "downside" of such an enterprise, he said, is that the company that markets the service to subscribers is usually a start-up enterprise and rewards may have to be deferred for a while: "You can reach an agreement where you can grow with the new company."

For AM stations, the RKO vice president talked about the new technology being developed by utility companies to remotely control appliances using the AM subcarrier. The utility would give power users an incentive (e.g. reduced rates) if they would allow a centralized monitoring station to cut off appliances in case of strain on the system. The disconnecting of appliances would be done via a sub-20 hz digital signal transmitted in the AM radio signal. Although the

system is still in the experimental stage, according to Capalbo, and is somewhat complicated by AM stereo, he said he believes the problems will be overcome.

Robert Butler, group executive vice president, NBC, was Monday's luncheon speaker and he sounded a note that was heard often during the four-day Chicago conference: "Broadcast finance, more than bookkeeping."

"Broadcasting needs the financial perspective," said Butler. "We can't afford to become euphoric just because of new technologies. Some of the wreckage on the landscape today is testament to the fact that some of them are inoperative."

A forgotten maxim of the business is that new technologies are software driven, not hardware driven. "Sound analysis should have acted as correctives to overenthusiasm. Now today there is a feeding frenzy as stations are being gobbled up. As I looked at prices being paid and funny money being offered I throw up my hands altogether," he said. The ability to avoid making mistakes is dependent on financial analysis and value assessment, and their being communicated properly, Butler said.

Another justification for the recognition of the financial officer was that, "contrary to outside impression, broadcasting is an extremely complex business. We make one thing and sell another. There is no relationship between cost and revenue. Our revenue is based on SWAG (systematic wild-ass guessing) based on a sample of .000014% of the audience. Yet that is the basis of the business," Butler said.

But the NBC group executive vice president also said the key to success in broadcasting is not cost but sales: "You are never going to reduce your way to profitability. Even in the depths of our problem we did not reduce development costs. This is not to say we don't control costs," and he mentioned NBC's efforts with in-house productions and Ku-band distribution as two examples.

Those business managers and other financial officers who were not feeling needed received words of support from all four speakers on a panel composed of general managers. "There are only three people who I approach with fear and respect," said John Gardwood, president and general manager,

KTUL-TV Tulsa, Okla.: "my wife, my chief engineer and my business manager."

With general managers being given a lot of autonomy, they are very dependent on a good "business partner," he said, "yet business managers don't tend to believe that. They don't tend to buy into the concept that their position is critical. General managers don't need bean counters, they are trying to devise competitive promotional strategies, competitive programming strategies," he said.

Gardwood added that decentralization within a station requires a talented financial officer who has a good relationship with other employees: "With a decentralized operation, each department head develops their own budget and then goes out and executes. The best person to oversee that is the financial officer and it is important that he or she be able to relate well."

"The role of general manager is to provide moral and creative leadership to the enterprise," said Edwin Pfeiffer, vice president and general manager of WDMV-TV Washington. All of that would be worth nothing if it were not for expense controls and some sort of planning.

"Certainly we look for analysis. We tend to great enthusiasm and we need keepers from time to time," Pfeiffer said. One part of a station's operation that needs oversight is news. "It has not only a lot of people, but people on the move with state of the art technology."

BFM is convinced that a good many people in the broadcasting industry want some numbers to compare themselves to and so it is financing a project that will attempt to obtain some revenue figures for the three television networks, radio networks and for stations in the top-20 markets.

The association's president and chairman-elect, Hugh Del Regno, of CBS Entertainment stressed the confidentiality of the numbers which he said would only be seen by a big-eight accounting firm which he anticipates will be hired this week. Revenue figures for individual networks and stations will not be broken out and totals would only be published if there is 100% participation.

Del Regno said he has received no negative response. Among the companies that have already agreed to cooperate with the BFM project are ABC, NBC, CBS and Metromedia.

"Basically the driving force is to serve our



Offering advice. Interaction between the sales and business departments was one of the topics discussed at the BFM. From left to right: Merrell Hansen, general manager, KUSA(AM)-KSD(FM) St. Louis; Anthony Durpetti, executive vice president, central division, McGavren-Guild; moderator, Janet South, business manager, WEX-TV Richmond, Va.; David Summers, general sales manager WXII-TV Winston-Salem, N.C.; Al Devaney, general sales manager, WFLD-TV Chicago, and Madelyn Nagel, vice president, marketing director, ABC-TV Network Sales, New York.

Q

Dear Miss Manners:

If I'm living with somebody but not married, and having an affair with somebody else on the side can this technically be called 'cheating'?

A

Gentle Reader:

It can be, and Miss Manners knows just the person who will do so. So do you.

Miss Manners

Timely, witty advice for your news or talk show.

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—Edward H. Jennings
President
The Ohio State University

SOCIAL SCIENCES AND PUBLIC AFFAIRS

"Climate of Death," KRON-TV News, San Francisco, CA ★ "Hot Freight," WPLG-TV, Miami, FL ★ "Kids 4 Kids," WNBC-TV, New York, NY ★ "L.A.: Above and Below," KABC-TV, Hollywood, CA ★ "Stopped for Questioning," KRON-TV News, San Francisco, CA ★ "The Kesterson Dilemma," KGO-TV News, San Francisco, CA ★ "The Sizzle Behind the Sell," WBZ-TV, Boston, MA ★ "Video from Russia," KABC-TV, Hollywood, CA ★ "A & E Furnace Repairs," KCTV, Fairway, KS ★ "Saving Grace," KCTV, Fairway, KS ★ "TV Repairs," KCTV, Fairway, KS ★ "Children of Faith," WTHR-TV, Indianapolis, IN ★ "Crisis Close to Home," WTHR-TV, Indianapolis, IN ★ "Electroshock Therapy: The Practice, The Controversy," KAET, Tempe, AZ ★ "Lost in Time: Early Alabama Indians," Auburn Television, Auburn University, AL ★ "The Mormons—Living in Zion," KUTV, Salt Lake City, UT ★ "Behind Closed Doors: Battered Dreams, Family Violence in America," WVLV Radio, Lebanon, PA ★ "Good Work," TVOntario, Toronto, Ontario, CN ★ "Annenberg Series: Sound Studies in Sociology," WHA Radio, Madison, WI ★ "Faces of Culture," KOCE-TV, Huntington Beach, CA ★ "Portrait of America," SuperStation WTBS, Atlanta, GA ★ "Congress: We the People," WETA, Washington, DC, The American Political Science Association, & Toby Levine Communications, Potomac, MD ★ "The Toxic Timebomb: Illegal Dumping in the Tri-State Area," WNBC Radio, New York, NY ★ "The Phone Mess," WCBS Newsradio, New York, NY ★ "The State of the Unions," KMOX Radio, St. Louis, MO ★ "The Immigration Problem," KNX Newsradio, Los Angeles, CA ★ "Grampa's Place," Radio New Zealand, Wellington, New Zealand ★ "D-Day—ABC News Nightline," ABC News, New York, NY ★ "Crime of Silence: The Sexual Abuse of Children," Independent Producers Janis Ball and Portia Franklin, & National Public Radio, Washington, D.C. ★ "D-Day Anniversary," NBC Radio Network, New York, NY ★ "Hawkins Point: The End of the Line," Independent Producers Deborah George and Moira Rankin, Adelphi, MD, & National Public Radio, Washington, D.C. ★ "Dead Wrong—The John Evans Story," CBS Entertainment, New York, NY ★ "Your Children, Our Children," KTCV-TV and MGW Productions, St. Paul, MN

NATURAL AND PHYSICAL SCIENCES

"SEA SCHOOL/Alaska Fisheries," Alaska Department of Education (OIS), Arctic Environmental Information and Data Center, Alaska Department of Education, Juneau, AK ★ "Moment to Moment: Living with Parkinson's," Lancit Media Productions/Intramed Communications, New York, NY ★ "Up Close and Natural," New Hampshire Public Television, Durham, N.H. ★ "Johnny Ball's Math Games," British Broadcasting Corporation, London, England ★ "The Making of a Continent," WTTW/Chicago, Chicago, IL ★ "Nature," WNET/Thirteen, New York, NY ★ "The Total Artificial Heart: The Technology, The Issues," KAET-TV, Tempe, AZ

PERFORMING ARTS AND HUMANITIES

"Reading Rainbow's," Lancit Media Productions, Ltd., New York, NY ★ "English as a Second Language: The Verb to Be, Part 1," WMTJ-TV, Rio Piedras, PR ★ "Studio One: Life on the Mississippi," Voice of America - U.S. Information Agency, Washington, DC ★ "Music Under Fire," KUSC-FM, Los Angeles, CA ★ "By His Bootstraps," National Radio Theatre of Chicago, Chicago, IL ★ "Castaway's Choice," KCRW, Santa Monica, CA ★ "Arthur Fiedler: A Man and His Music," WBZ Radio, Boston, MA ★ "Lincoln's Music in America: The San Francisco Opera," Concert Music Network, Chicago, IL ★ "American Prose Series," American Audio Prose Library/KOPN Radio, Columbia, MO ★ "New England Almanac: Portraits in Sound of New England Life and Landscape," Independent Producer, Thomas Looker & WFCR, Montague Center, MA ★ "Blake (or) The Huts of America," WGBH Radio, Boston, MA ★ "Expressions," Provincial Educational Media Centre, Richmond, British Columbia, CN ★ "Welcome Home, Jellybean," Cynthia A. Cherbak Productions, Hollywood, CA & CBS Entertainment, New York, NY ★ "Andrea's Story: A Hitchhiking Tragedy," ABC Afterschool Special, ABC, New York, NY ★ "Breadwinner," Capital Cities Television Productions, Philadelphia, PA ★ "Crumpet Corners Christmas in the Colonies," WCVB-TV Metromedia, Boston, MA ★ "Visions in Bubblegum, Canvas & Stone," WDIV-TV, Detroit, MI ★ "Adam," produced by Alan Landsburg Productions, Los Angeles, CA & Broadcast on NBC-TV, New York, NY ★ "George Washington," CBS Entertainment, New York, NY ★ "Something About Amelia," ABC Theater, New York, NY ★ "Smithsonian World," WETA-TV & Smithsonian Institution, Washington, DC ★ "Dreams Can Come True," WSPA-TV, Spartanburg, SC ★ "The International Violin Competition of Indianapolis," WRTV/Cathedral Arts, Indianapolis, IN ★ "Annie Special," KYTV, Springfield, MO ★ "Rock 'n Reality," KYW-TV, Philadelphia, PA ★ "Olympic Gold: Local Heroes," KIRO-TV, Seattle, WA ★ "Europe by Song," WXIA-TV, Atlanta, GA

(The Ohio State Awards, broadcasting's oldest program competition, honor excellence in educational, informational, and public affairs broadcasting. Begun in 1936, they are sponsored by the Institute for Education by Radio-Television at The Ohio State University.)

industry, so that all those participants then know what their share is," he said. "We found that people are really just interested in the revenue."

Shortly after the Federal Communications Commission discontinued financial reporting requirements for stations, five trade associations, including BFM and the National Association of Broadcasters tried to continue the same format on a voluntary basis, according to Del Regno, but the effort did not work.

There was a feeling, he said, that a burden had just been lifted from the backs of broadcasters and no one wanted to resume it voluntarily. That effort also sought to gather cost and other information. "There were a lot of no reports," said Del Regno.

BFM hopes to have some revenue numbers in the next 90 days and if the project is successful, Del Regno hopes it will be expanded to include the top-20 or top-50 markets.

Tuesday afternoon, Dan Cordtz, ABC News economics editor, helped explain what was behind some of the recent Fifth Estate take-over activity. "I think it is the latest fad in a long series of takeover waves in this country's history," he said.

The current wave started about 1974, said Cordtz, and was helped along by relatively cheap stock prices that made it easier to expand through buying other companies than starting from scratch. Deregulation of banks had lowered their rate of return and led them to search out riskier deals.

Other reasons the ABC News editor cited included faster write-offs for purchased assets and relaxed antitrust enforcement by the government.

Cordtz talked about the importance of junk bonds (notes that are poorly rated by Moody's, Standard & Poors' and other investment rating services) to take-overs and buyouts: "Junk bonds are a way around stock purchase margin requirements [requiring that most buyers of stock purchase it with no more than 50% borrowed money] that were discovered back in the 1920's to be needed."

Junk bonds are borrowed money, he said, and they were being used to purchase all the stock of companies. He cited Ted Turner's proposed tender offer for CBS as an example.

"The fact is," he said, "that a lot of junk bonds are being bought by institutions [such as insurance companies and pension funds] that will be bailed out by the government when they go down the chute."

Cordtz ended his talk by citing a study from the California School of Professional Psychology that said half of all take-overs proved to be "financial failures." The study explained that by noting that "take-overs were an intense and stressful threat to employees who spend time worrying and looking for jobs elsewhere. The threat takes away from peak performance."

"Does the News Department Care About Costs?" was the title of a Tuesday afternoon session. Reid Johnson, director of news at WCCO-TV Minneapolis, answered in the af-

firmative but he also told the audience of financial officers unanticipated events may lead to budget overruns.

He said WCCO-TV is in a very competitive news market—"When the barracks were blown up in Lebanon five local news crews went, three of which were from Minneapolis"—requiring him to be ready to commit station personnel.

Another recent news event demanding coverage, he noted, was the crash of a plane on its way from Reno to Minneapolis-St. Paul.

Despite the uncertainties of the news business, Johnson said there were still many procedures that could both reduce the friction between the business and news departments and reduce costs, as well.

He recommended the establishment of a per-diem expense policy for news personnel. He suggested that negotiation training for the news director would be financially prudent: "Along with the general manager I negotiate union contracts, talent contracts, and with the coach of the local football team to do a show."

But the WCCO-TV news director said the business office should forget about trying to impose an absolute freeze on overtime: "To me the most productive people are news people. Just because of the interest in their business, they are really busy and on-call all the time. Stories go at odd hours and I think it hurts the credibility of the business department to insist on the point."

The secret of a successful relationship between the news department and the business department is communications, he said, adding that, "I talk to my business manager on a daily basis."

The professions of journalism and finance are inherently different, said Larry Maisel, vice president and station manager off WBNS-TV Columbus, Ohio: "The accounting department likes thing to work and to have a certain amount of predictability whereas news by definition deals with chaos."

There are certain areas of common interest, he said, and one is that more and more news is business news. Maisel said there was no doubt that capital costs for news operations would increase rather than decrease: "The problem with any new technology is that it raises viewer expectations."

Max Smith, news director at WREX-TV Rockford, Ill., put both the cost and revenue of the news operation in perspective for the audience. Serving the 111th ADI with a news department staff of 21 members for three half-hour weekday newscasts, the station has five vehicles including two remote units. The annual budget is close to \$500,000.

But if some in the audience thought that high, he mentioned a station in the smaller Beaumont, Tex., market with a staff of 25 and a budget of \$700,000. On the revenue side, he said that 30% is either in or immediately adjacent to WREX-TV news programs.

Arnold Klinsky, vice president and general manager of WHEC-TV Rochester, N.Y., and a former news director, also agreed that communications between the news director and business manager could help keep friction between the two departments to a minimum. □

Dear Miss Manners:

While waiting in a line recently, I noticed a woman gradually take cuts ahead of me. I simmered, but said nothing. Should I have?

Gentle Reader:

Miss Manners does not allow anyone, although legitimately provoked, to be rude to strangers (or even loved ones). However, it would have been a kindness to point out to this person, who was obviously lost, exactly where the end of the line was.

Miss Manners

Timely, witty advice for your news or talk show.

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Stock Index

	Closing Wed May 15	Closing Wed May 7	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	110	109 7/8	1/8	0.11	17	3,181
N Capital Cities	218 3/4	215 3/8	3 3/8	1.57	22	2,809
N CBS	111 1/4	108 7/8	2 3/8	2.18	13	3,306
O Clear Channel	17 3/4	16 1/2	1 1/4	7.58	20	52
N Cox	75 1/4	75 1/8	1/8	0.17	25	2,124
A Gross Telecast	29 3/4	29 3/4			7	24
O Gulf Broadcasting	14 7/8	14 7/8			62	652
O Jacor Commun.	4 1/4	4 3/8	- 1/8	- 2.86		24
O LIN	29	27 1/2	1 1/2	5.45	25	609
O Mairite Commun.	14 7/8	15 1/4	- 3/8	- 2.46	18	124
O Orion Broadcast	0 1/32	1/32				2
O Price Commun.	10 1/8	10 5/8	- 1/2	- 4.71		51
O Scripps-Howard	39	38 1/2	1/2	1.30	23	403
N Storer	74 5/8	75 1/2	- 7/8	- 1.16	44	1,223
O SunGroup Inc.	3 1/2	3 1/2				2
N Taft	72 1/2	66 3/8	6 1/8	9.23	16	656
O United Television	23	22 3/8	5/8	2.79	38	253

BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	26 7/8	29 1/4	- 3/8	- 1.28	23	176
A Affiliated Pubs	46	42 1/2	3 1/2	8.24	14	374
N American Family	30 1/2	28 1/2	2	7.02	15	601
O Assoc. Commun.	26 3/4	25 1/4	1 1/2	5.94		128
N A.H. Belo	54 5/8	51 3/4	2 7/8	5.56	20	632
N John Blair	21	20 5/8	3/8	1.82	12	168
N Chris-Craft	48 1/2	50	- 1 1/2	- 3.00		310
N Gannett Co.	57 7/8	57 3/4	1/8	0.22	23	4,638
N GenCorp	46 3/4	44 7/8	1 7/8	4.18	13	1,004
O General Commun.	85	85			19	42
N Jefferson-Pilot	43 5/8	41	2 5/8	6.40	13	1,396
O Josephson Intl.	9	9			69	44
N Knight-Ridder	34 1/8	34	1/8	0.37	17	2,209
N Lee Enterprises	40	38 1/2	1 1/2	3.90	22	533
N Liberty	30 3/8	30 1/2	- 1/8	- 0.41	15	305
N McGraw-Hill	49 1/4	47 1/8	2 1/8	4.51	18	2,472
A Media General	80 3/8	81 3/4	- 1 3/8	- 1.68	15	561
N Meredith	68 1/2	66 1/8	2 3/8	3.59	17	645
O Multimedia	56 1/2	55 7/8	5/8	1.12	25	943
A New York Times	45 5/8	44 3/8	2 1/4	5.07	21	1,842
O Park Commun.	35 1/2	35 1/2			26	327
N Rollins	25	22 3/8	2 5/8	11.73	37	365
T Selkirk	24 1/2	23 3/4	3/4	3.16	53	199
O Stauffer Commun.	64	62	2	3.23	11	64
A Tech Operations	56 7/8	57 3/4	- 7/8	- 1.52	19	52
N Times Mirror	49 3/4	49 3/8	3/8	0.76	15	3,418
N Tribune	48	44 3/4	3 1/4	7.26	22	1,939
O Turner Bcstg.	19 3/4	19	3/4	3.95	395	403
A Washington Post	116 1/2	118	- 1 1/2	- 1.27	21	1,630

PROGRAMING						
O American Nat. Ent	1 5/8	1 9/16	- 1/16	- 3.97	8	4
O Barris Indus	18 5/8	17 1/8	1 1/2	8.76	310	106
N Coca-Cola	68 1/8	67 1/4	7/8	1.30	15	9,021
N Disney	79 3/8	77 3/8	2	2.58	130	2,677
N Dow Jones & Co.	42 1/8	42	1/8	0.30	21	2,708
O Four Star	4 3/4	5	- 1/4	- 5.00	5	4
A Fries Entertain.	9 1/4	8 1/2	3/4	8.82	17	31
O Gulf + Western	37 1/2	38 5/8	- 1 1/8	- 2.91	11	2,623
O King World	26 3/4	24 3/4	2	8.08	37	134
O Robert Halmi	2 7/16	2 5/16	1/8	5.40	49	41
A Lorimar	35 3/8	33 1/4	2 1/8	6.39	18	251
N MCA	54 1/2	50 1/2	4	7.92	23	2,642
N MGM/UA	13 7/8	13 7/8			16	689
N Orion	11 3/4	11 1/4	1/2	4.44	26	111
O Reeves Commun.	10 1/2	10 1/8	3/8	3.70	39	130
O Sat. Music Net.	8 1/2	8 1/2				58
O Telepictures	23 1/8	23	1/8	0.54	21	178
N Warner	28 1/4	30 1/8	- 1 7/8	- 6.22		1,713
A Wrather	19 3/4	19 1/4	1/2	2.60		135

	Closing Wed May 15	Closing Wed May 7	Net Change	Percent change	P/E	Market Capitali- zation (000,000)	
SERVICE							
O BBDO Inc.	50 1/2	49 3/4	3/4	1.51	14	319	
O Compact Video	4 1/4	4 3/8	- 1/8	- 2.86		18	
N Comsat	31 3/4	31 1/2	1/4	0.79	13	574	
O Doyle Dane B.	23 3/4	23 1/4	1/2	2.15	19	126	
N Foote Cone & B.	57 1/4	57 3/4	- 1/2	- 0.87	11	196	
O Grey Advertising	182	181	1	0.55	12	108	
N Interpublic Group	40 3/4	39 1/4	1 1/2	3.82	14	440	
N JWT Group	30 3/8	29 1/2	7/8	2.97	9	182	
A MovieLab	9 1/8	8 1/2	5/8	7.35		15	
O Ogilvy & Mather	41	40 1/2	1/2	1.23	18	375	
O Sat. Syn. Syst.	7 1/4	6 3/4	1/2	7.41	11	41	
O Telemation	5 1/2	5 1/2				5	6
O TPC Commun.	0 3/16	3/16					
A Unital Video	5 3/8	6 1/8	- 3/4	- 12.24	10	12	
N Western Union	11	8 3/8	2 5/8	31.34		265	

CABLE						
A Acton Corp.	3 1/2	3 3/8	- 1/8	- 3.70		21
O AM Cable TV	2	2 1/8	- 1/8	- 5.88		7
N American Express	45 1/4	44	1 1/4	2.84	24	9,746
N Anixter Brothers	15	14 1/4	3/4	5.26	18	273
O Burnup & Sims	8 7/8	8 1/2	3/8	4.41	127	80
O Cardiff Commun.	1	9/16	7/16	77.62	100	5
O Comcast	27 1/4	26 5/8	5/8	2.35	31	336
N Gen. Instrument	17	18 1/8	- 1 1/8	- 6.21	18	550
N Heritage Commun.	17 1/4	15 1/2	1 3/4	11.29	33	131
O Jones Intercable	6 1/4	5 1/2	3/4	13.64	20	56
T Maclean Hunter X	12 1/2	12 1/4	1/4	2.04	17	461
A Pico Products	4 3/4	4 3/8	3/8	8.57	22	17
O Rogers Cable	8	7 1/4	3/4	10.34		179
O TCA Cable TV	22	19 3/4	2 1/4	- 11.39	15	53
O Tele-Commun.	31 1/8	29 1/2	1 5/8	5.51	100	1,302
N Time Inc.	55 1/4	53 1/4	2	3.76	19	3,353
N United Cable TV	39 3/4	39 3/8	3/8	0.95	66	437
N Viacom	44 7/8	41 1/2	3 3/8	8.13	18	607

ELECTRONICS MANUFACTURING						
N Arvin Industries	20 3/4	20 1/4	1/2	2.47	6	156
O C-Cor Electronics	7	7 3/4	- 3/4	- 9.68	100	21
O Cable TV Indus.	3 7/8	3 3/4	1/8	3.33	23	12
A Cetec	6 7/8	6 3/4	1/8	1.85	8	15
O Chyron	6 3/8	7 1/8	- 3/4	- 10.53	12	59
A Cohu	9 3/8	8 3/4	5/8	7.14	10	16
N Conrac	13 3/8	13 5/8	- 1/4	- 1.83	13	82
N Eastman Kodak	63 1/2	62	1 1/2	2.42	12	10,468
O Elec Mis & Comm.	10 1/4	9 1/2	3/4	7.89		29
N General Electric	59 3/8	59 1/8	1/4	0.42	13	26,879
O Geotel-Telemet	1 7/8	1 3/8	1/2	36.36	21	6
N Harris Corp.	27	27 1/4	- 1/4	- 0.92	13	1,078
N M/A Com. Inc.	19 3/4	19 1/4	1/2	2.60	24	855
O Microdyne	6 7/8	6 7/8			20	31
N 3M	77 3/4	76	1 3/4	2.30	13	9,101
N Motorola	32 3/8	31 3/4	5/8	1.97	11	3,832
N N.A. Phillips	40	37 5/8	2 3/8	6.31	10	1,149
N Oak Industries	1 3/8	1 1/2	- 1/8	- 8.33		22
A CMX Corp.	2 1/8	2 1/4	- 1/8	- 5.56		5
N RCA	41 3/8	41	3/8	0.91	13	3,390
N Rockwell Intl.	34 7/8	34 3/4	1/8	0.36	12	5,187
N Sci-Atlanta	11 1/8	11 1/8			22	258
N Signal Co.s	38 7/8	33 3/4	5 1/8	15.19	16	4,239
N Sony Corp.	15 5/8	16 1/4	- 5/8	- 3.85	15	3,608
N Tektronix	57	58 1/2	- 1 1/2	- 2.56	9	1,097
A Texscan	2 7/8	3 3/8	- 1/2	- 14.81	4	19
N Varian Assoc.	30 1/4	28 1/2	1 3/4	6.14	12	652
N Westinghouse	32 1/8	31 1/2	5/8	1.98	11	5,624
N Zenith	20 7/8	19 7/8	1	5.03	8	461
Standard & Poor's 400	204.20	200.08	4.12		2.06	

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research.

Stakelin accentuates the positive of radio

RAB president, in speech to Washington Adclub, outlines the medium's best points

Bill Stakelin, president and chief executive officer of the Radio Advertising Bureau, was the keynote speaker at a luncheon held last Wednesday (May 15) in Washington to celebrate radio day. Sponsored by the Adclub of Metropolitan Washington, the luncheon was attended by radio station representatives, advertising agency executives and members of various groups and associations, including the National Association of Broadcasters.

Stakelin discussed a number of radio's



Stakelin

selling points. After quoting a line from a hit country record that describes a woman who has been deserted by her husband—"She found her salvation on the local station. She's got a radio heart."—Stakelin told his audience: "This is an important announcement for radio, because that songwriter hit upon radio's most vital strength. . . that personal, one-on-one relationship that has been developed since the time that radio was America's first mass medium." That relationship, he said, is not available in any other medium. People depend on radio, he said, and that dependence has grown.

Stakelin compared radio to television, a medium in which "people think in terms of programs. They can tell you that they love *Dallas*. I'll bet you lunch eight out of 10 people out there can't tell you what station *Dallas* is on. They can't even tell you the name of the network. But [they can tell you] their favorite radio stations, the call letters, the personality. Research shows that everybody has about two favorite radio stations. Now that is brand loyalty."

Stakelin continued by highlighting radio's use of human speech. "The most persuasive and the best sales tool that was ever devised has to be the power of the human voice," he said. Listeners are receptive "to the tone and to the tune and to the nuances of our commercial messages." But he warned the salespeople in the audience that often "this amazing tool, the tool we want to work for us, is taken for granted. It's taken for granted, I think, because it's so close to us. It's such a part of our everyday life."

Targetability, said Stakelin, is another im-

portant feature of radio. "Radio today is ripe with opportunities," he said, "to link your products, your services, your brands, with their best potential customers." According to Stakelin, there is a consensus among today's mass producers: "No longer can we afford to send our message out to the masses. . . . We must find out who our specific customers and users are, and then target to that advertiser." And thus radio, said Stakelin, had the biggest year in its history last year, and is growing at a rate of 16% or 17%.

Radio's final asset, according to Stakelin, is its responsibility. The radio industry has learned, he said, that it must have "a client-customer focus." Said Stakelin: "The call we want to get from the client is the call that says: 'Hi, I'm Bill Jones. I have a large department store. Will you help me?'" When the radio station is in that position, he said, "it's not just peddling 60's, 30's and 10's." He noted: "We in the business bear the burden of demonstrating the link between the client's program and radio."

After presenting radio's positive attributes, Stakelin talked about RAB's new advertising campaign theme, "I Saw It on the Radio." A pipe-puffing pike is the symbol of the campaign, and "has to do with creating," he said. The campaign is an answer to the cry from advertisers: "It's hard to create for radio; I have to have a picture." Radio is visual, he said. "It is one of the most visual mediums if not the most visual medium in existence today. Where else can you see 5,000 albino rhinos stampeding down Pennsylvania Avenue? Only on the radio. Radio is visual, and as you plan for it, as you create for it, as you write for it, think of it visually." Advertisers are even using storyboards for radio commercials now, he said.

Stakelin talked briefly of the beer-wine advertising controversy. He said of the efforts of groups to remove alcohol advertising from broadcasting or obtain equal time for counteradvertising, "My personal opinion is that it is not going to happen." Stakelin claimed broadcasters' First Amendment rights are being directly infringed upon. Beer and wine are legal products and have not been proved health hazards, he said. But if the ban is accomplished, he said, "can print and newspaper and billboard be far behind?" Stakelin commended the efforts of broadcasters in running anti-alcohol abuse public service announcements. "That effort is working and it is helping and it is needed, and it is your future that you're looking to protect."

In closing, Stakelin offered an "inspirational thought": "Life is just like a dog sled—if you ain't the lead dog, the scenery don't never change." □

Winner of the games. The William Morris Agency, New York, will serve as exclusive agent in negotiating broadcast rights and corporate sponsorships for the Pan American Games in 1987. The New York-based talent agency will also negotiate use of the licensed logo of PAX/Indianapolis, organizer of the games, which will be held in Indianapolis Aug. 7-23, 1987.

Q

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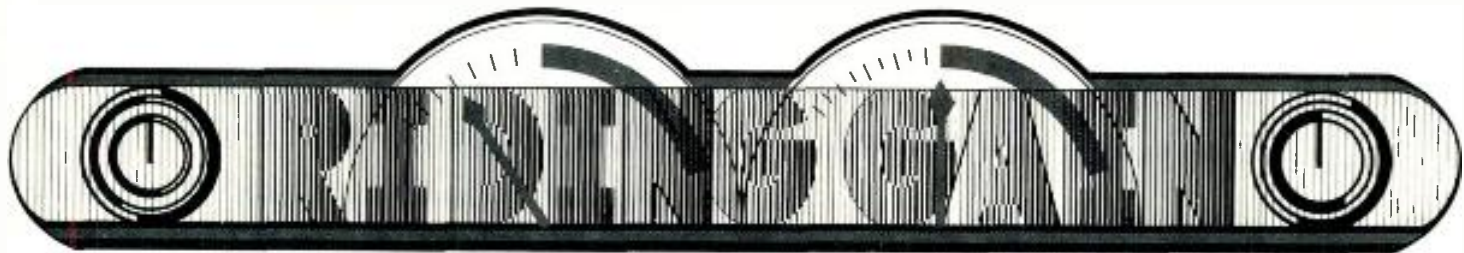
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Poll position

Adult contemporary remains the leading format for FM and full-time AM stations, while country is the top format for AM daytime and AM-FM simulcast outlets, according to the just-released National Radio Broadcasters Association's 1984 radio programming survey ("In Brief," May 13).

The third annual NRBA survey drew its highest response rate, association officials said. Of 7,600 questionnaires mailed to commercial radio stations, 3,513 or 46% of were usable. The total tabulation was composed of 1,856 AM and 1,657 FM stations representing a cross-section of geographic regions and market sizes.

Among the survey's other findings was that there was no significant change in the average time among AM and FM stations' newscasts per hour in 1984 over 1983. The average time actually increased slightly for FM, full-time AM and AM-FM simulcast stations, with AM daytime outlets register-

ing a jump from four minutes and 47 seconds in 1983 to five minutes and 32 seconds last year. Commercial minutes per hour and spots per hour also remained relatively unchanged from 1983.

Regarding network affiliation, the biggest change is in the growth of national network affiliation for FM radio—79% of those stations were affiliated with a network in 1984, up from 56% in 1983.

As for AM stereo, 13% of all responding AM stations are now broadcasting in stereo, as compared to only 4% in 1983. Another 11% are planning to go stereo within the next year.

The survey also showed that there were 8% more FM stations that increased their use of syndicated music programs in 1984 over 1983 while 5% more AM stations programmed syndicated music. In addition, 17% of FM respondents and 21% on the AM side acknowledged plans to increase syndication, up 4% and 5%, respectively, over 1983.

Group gathering

A meeting on the "common problems and opportunities" of radio group owners is being held today (May 20) at the Stouffer Breckenridge Concourse hotel in St. Louis. Sponsored by the National Radio Broadcasters Association, the forum addresses several topics including: central control and operations in relation to group discounts; internal financial controls and budgeting; the role of middle management on the national and local levels of a group operation; personnel management (employment contracts, non-compete agreements, compensation, incentives, performance evaluation reviews, promotions and EEO responsibilities); the state of the national rep business, and the current market for buying and selling stations. The meeting, which is chaired by NRBA Director-At-Large Joe Dorton, president of Gannett Radio was limited to 50 participants.

Getting together

The board of directors for TM Communications Inc., Dallas, and Video Image Inc., Oklahoma City, have agreed in principal to a proposed merger of the two firms, according to TM Communications President Pat Shaughnessy. Plans call for the new company to operate under the name of TM Communications with Shaughnessy continuing as president and principal stockholder in addition to assuming the position of chief executive officer. John V. Hazleton, chairman of the board of Video Image, would retain the same title with TM.

TM Communications is a privately held firm specializing in radio and television broadcast services including the programming of some 250 radio stations and the development of jingles and television campaigns. Video Image Inc. is a publicly held company which develops instructional video products for the home and educational markets. It completed its initial public offering on Jan. 17.

Shaughnessy said the merger, which should be finalized in about 60 days, facilitates TM's move to go public. "The move brings more equity into the company and puts us in a position to grow faster," Shaughnessy said, noting that the company's long-term goal is to acquire radio station properties in medium-sized markets. Video Image's current value is in excess of \$2 million, which includes outstanding warrants, he said.

TM will remain in Dallas and its seven current officers will retain their titles. Jerome Welch and John Simonelli, president and VP of Video Image Inc., respectively, will become officers and director with TM.

Roots and radio

The emphasis will be on creativity during the 18th annual Association of National Advertisers (ANA) and Radio Advertising Bureau (RAB) workshop slated for June 18 at New York's Waldorf-Astoria hotel. Keynoting the event will be Edward A. McCabe, president and worldwide creative director for Scali, McCabe & Sloves, who will explore the "roots" of the creative process and Joseph A. Campana, vice president/marketing for the Chrysler Corp., who plans to discuss the company's new strategy for using radio. ABC Sports commentator Frank Gifford is the luncheon speaker. Several other speakers as well as three afternoon panel sessions round out the day.

Catching an Eagle

Westwood One, Culver City, Calif.-based radio program network, has signed Geffen recording artist, Don Henley, to an exclusive agreement for radio concert broadcast rights through the end of 1986, said Westwood One President Norm Paitiz. The Henley pact provides that Westwood's mobile studios will record the former member of the rock group Eagles during his forthcoming U.S. tour, which begins in St. Louis on June 21, and that the network will have the exclusive right to broadcast the concert over the next year and a half as part of its *Superstar Concert Series*.

Guilt by association

National Radio Broadcasters Association President Bernard Mann has written to 60 *Minutes* correspondent Morley Safer to com-

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plain that radio was underplayed in a May 5 *60 Minutes* segment that examined the movement to ban beer and wine commercials from radio and TV or obtain mandated counteradvertising (BROADCASTING, May 13). Mann said the show was the "most equitable and cogent presentation of the controversy that we have seen in the major media . . ." However, the advertising examples offered, "and indeed the entire tenor of the program, was primarily television oriented. Even though radio is included by reference, it was obvious that radio is being dragged in under the general heading of 'broadcasters,'" Mann said.

Recommendations

The technology and distribution committee of National Public Radio's board of directors will propose at the NPR annual meeting in Denver today (May 20) that the noncommercial radio network continue to manage the public radio satellite system for the benefit of participating licensees. Some NPR members want the system turned over to outside management. The NPR board also has passed a resolution asking the Corporation for Public Broadcasting to increase its fiscal 1986 commitment to NPR's base budget for national program production by \$1.2 million.

Priorities

The National Radio Broadcasters Association's "continuing fight against the prohibitionists who seek to ban the advertising of beer and wine from our airwaves" is the organization's first priority, according to a first-quarter report by its president, Bernard Mann. It is a subject that NRBA "must continue to pursue until the subject is never brought again to the halls of Congress," he added. Also high on his list is NRBA's quest for repeal of the fairness doctrine and a "new schedule of 'administrative fees' proposed by the FCC." The fees, Mann said, "would place an estimated additional \$50-million-a-year burden on broadcasters."

King re-crowned

Mutual Broadcasting System has signed a new contract with radio talk show host Larry King that will keep the popular overnight personality with the network for another five years ("Riding Gain," May 6). The signing was presided over by Ron Nessen, vice president, news, Mutual, and Mutual president, Jack Clements. Sources say King's new contract puts his yearly salary in the \$350,000 range. His previous annual compensation with Mutual is said to have been just over \$150,000.

According to a network spokesman, *The Larry King Show* will continue with its usual five-hour format during the early-morning hours from Tuesday through Saturday. King will be heard live for the first four hours of the broadcast (12:06 a.m. to 4 a.m., NYT), with the first hour of the show repeated in the 4 a.m. to 5 a.m. time period. That change is likely to take place in the next 90 days, the spokesman said.

King's new contract went into effect on May 4. (King's old agreement expired on May 4, 1986.) "We essentially tore up the old agreement," the network spokesman said.

The *King Show* was launched in January

1978 with an affiliate base of 26 stations. Today, the program is aired on 253 stations including WOR(AM) New York, KMPC(AM) Los Angeles, KCBS(AM) San Francisco, WXYT(AM) Detroit and WTOP(AM) Washington.

Separately, King also signed a contract with the Cable News Network (CNN) to host a one-hour talk show each weekday evening ("Cablecasting," May 13). The broadcast, *Larry King Live*, will air at 9 p.m. NYT, filling the time slot vacated by Sandi Freeman of *Freeman Reports*. King will reportedly receive around \$250,000 from CNN.

Election time

Balots for election to network seats on National Association of Broadcasters radio board were mailed last week, and results will be announced June 7. Seven networks, United Stations Radio Networks, ABC, NBC, CBS, Sheridan Broadcasting Corp., Mutual and National Black Network, are vying for six seats.



Royal treatment. Pictured at Mutual Broadcasting headquarters in Arlington, Va., after concluding deal with King are (l-r): Ron Nessen, vice president/news, Mutual; King, and Jack Clements, president, Mutual.

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NBC affiliates bask in ratings glory

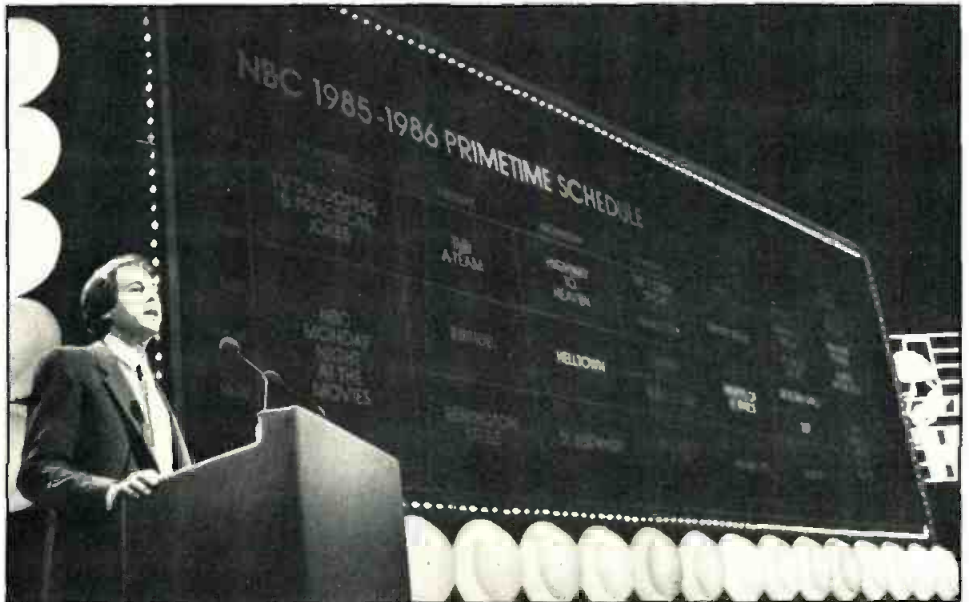
Network revels in success of season, but executives caution affiliates against complacency

Perhaps the mood last week in Los Angeles at the NBC television affiliates meeting was best summed up by Brandon Tartikoff, president of NBC Entertainment, at the start of his prime time presentation last Tuesday. "Last year we said we were cautiously optimistic," he recalled. Then, as this season progressed and NBC grabbed a firm hold on second place in prime time, he said, "we were cautiously aggressive." Now, having established itself as the solid second-place network, which is ahead after two weeks in the May sweeps and will likely give front-runner CBS a tough fight next season, said Tartikoff, "we are cautiously wetting our pants."

Other less colorful assessments of the moods of the network and its affiliates were also shared last week. *NBC Nightly News* anchor Tom Brokaw proclaimed, "We've been up, and we've been down, and isn't up a lot better!" NBC group executive vice president, Ray Timothy, recalled that two years ago he asked affiliates for patience in return for performance by the network. "Last year," he said, "our watchwords were action and results. This year we don't need a slogan, but if we did, a good one would be 'patience rewarded.'"

NBC is up, and up dramatically, over last year, having climbed out of the prime time ratings cellar this season for the first time in 10 years. The network has improved in other areas as well. As Timothy said last week, the network is "trending upward in every daypart." And according to Pierson Mapes, president, NBC Television Network, even though CBS was first in prime time in households, NBC was first in total viewers, with an average 25,250,000 viewers compared to 23,800,000 for CBS and 22,920,000 for ABC. How so? "Whereas CBS relies on homes with only one or two inhabitants," contended Mapes, "NBC is first in households with four or more people—leading CBS by five rating points."

Despite the network's success, NBC's Timothy pledged the network would not become complacent. Confident perhaps, but "not complacent, because although we've made some progress, we're not yet where we want to be—or where you want us to be—or where we feel we can be." He added that "as broadcasters we know how fickle audiences can be—each day and night we must earn our way into the viewer's home." Another reason for the network's confidence, said Timothy, other than the past season's turnaround, is the fact that despite some audience erosion, "because of the growth in the number of TV households and



Tartikoff

the viewers' usage, the three networks today are delivering bigger audiences in most dayparts than at any time in their history."

But despite the improvement, NBC is still lagging a full rating point and about five share points behind what network executives would acknowledge as a competitive standing in the daytime period. During the 1984-85 season NBC averaged a 5 rating in daytime compared to a 6.7 for CBS and a 6.1 for ABC. NBC had an 18 share, compared to CBS's 24 and ABC's 22.

Affiliates cited daytime first when asked about the problem areas at NBC, and the network is responding. Mapes told affiliates last week that improving the network's daytime performance is the "number-one priority at NBC." In exchange for that commitment, however, Mapes asked affiliates for better daytime clearances, especially for the noon-time game show, *Super Password*, which now has only a 69% clearance rate, and for *Search for Tomorrow*, the serial that follows *Super Password* at 12:30 p.m. and has a 74% clearance rate. "If we get a 94 [average daytime clearance rate]," said Mapes, "we will be competitive."

The network's daytime philosophy is that improved performance will come with better clearances and more aggressive promotion. The network is making only one program change for the coming season, said Brian Frons, vice president, daytime programs. Frons said the network is developing a new game show for the 10-10:30 a.m. period. *Time Machine*, a new game show that debuted in that period last January, was a failure, acknowledged Frons. The show was canceled two weeks ago, and *Facts of Life* and *Silver Spoons* reruns will air in the time period until Labor Day. It is hoped the replace-

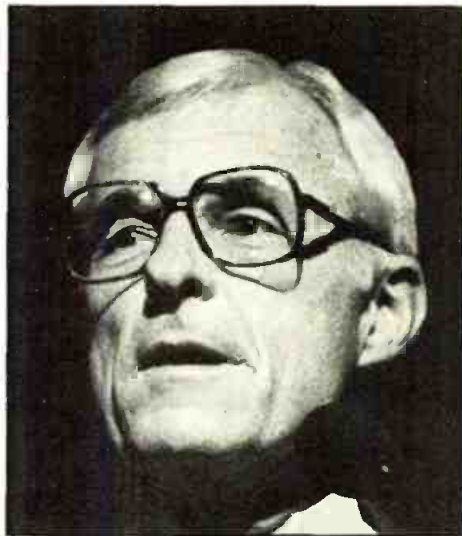
ment game show will be ready by then.

The rest of the NBC daypart schedule, Frons said, will remain intact. Game shows dominate the morning slots. *Sale of the Century* remains at 10:30 a.m., followed by *Wheel of Fortune* at 11 a.m., *Scrabble* at 11:30 a.m. and *Super Password* at noon. At 12:30 p.m., the afternoon slate of returning soap operas begins with *Search for Tomorrow*. *Days of Our Lives* continues from 1 p.m. to 2 p.m., *Another World*, from 2 p.m. to 3 p.m., and *Santa Barbara*, which debuted last September, from 3 p.m. to 4 p.m. There is a lot of concern about *Santa Barbara*, which is struggling to maintain a third place 12 share. It airs in the daytime period most crucial to affiliates because it leads into local time. Past experience has shown that serials take years to build a loyal audience and *Santa Barbara* has the added disadvantage of having replaced two games shows so that viewers were unaccustomed to seeing a serial in that time period.

The network has made the decision, however, to stick with *Santa Barbara*, and to give it aggressive promotional support in the coming months. Affiliates have been supportive so far, giving it a 95% clearance, soon to be 96% as Denver affiliate KCNC-TV has agreed to clear it. Referring to the program's on-air life, Frons said, "Nine months is a very young age in the world of soap opera. . . . Remember, last year we said *Santa Barbara* would take two years to build—to build an audience and build the show." Frons said NBC was running "unprecedented" four full-page *TV Guide* ads for the show in the May sweep period. He said the program would receive a "major promotional spotlight" this summer. He said the network would also continue to produce weekly 30-



Timothy



Tinker



Mapes

second promotional spots focusing on the show for use by affiliates, and that a network promo spot would be reserved for the show each Monday during the prime time movies.

It's difficult to get an exact fix on affiliate response to the network's efforts to resuscitate daytime. On the one hand, affiliates appear to believe that NBC is genuinely doing all it can to improve the situation, with an expanding promotional commitment and effort to improve daytime programming from a qualitative standpoint. On the other hand, running a local television station is a profit-making business where many program decisions are based on performance in the sweeps. And the market-by-market results for the current May sweep may be crucial to the future clearance rate of *Santa Barbara*, affiliate sources confide. As one source put it: "They'll take a hard look at the [*Santa Barbara*] number and make a tough decision, based on questions such as: 'Can I afford to wait?' and 'What options do I have here? ...'" In the current quarter to date, *Santa Barbara* is averaging a 3.8/11 in the first quarter compared to 7.6/23 for CBS's *Guiding Light* and 9.3/28 for ABC's *General Hospital*.

The network understands very well how much affiliates are concerned about the 3 p.m.-4 p.m. daytime slot. NBC Chairman Grant Tinker made a point of addressing the issue in his luncheon speech before affiliates last week. In most ways, said Tinker, the network's strategy for turning around both daytime and prime time is the same, except that "daytime takes longer. . . I don't know how often you get a chance to see *Santa Barbara*. Make a point of doing so. It's infinitely improved over what we started with and getting better still. If we're ever going to see it become our *General Hospital*, as I'm confident will happen, all of you—all of you—have got to hang in for the whole trip."

Frons also briefed affiliates on a new promotional theme the network has developed for its slate of afternoon soaps—"The Heat is On," designed to emphasize the passion and melodrama of the network's serial programming. But the new theme was chosen for a second reason, said Frons. "It reminds me and my staff that the heat's on us. We've had two years of real growth. We've got to deliver again in 1985-86."

One area that NBC has dominated for the last three seasons is Saturday morning, under the guiding hand of Phyllis Tucker Vincent, vice president, children's programs. Nevertheless, two new programs are being added to the Saturday morning lineup for the 1985-86 season. "We can't stand still," said Vincent in explaining the new additions. "Children are fickle. We have to give them something new to attract them to our schedule—new shows they'll talk about with their friends."

Next season's schedule starts off with the returning *Snorks* at 8 a.m., followed by the new *Gummi Bears*, produced by Walt Disney Productions, at 8:30 a.m. At 9 a.m. the *Smurfs* return for a 90-minute block, which will be followed by a new animated version of the prime time comedy, *Punky Brewster*. *Alvin and The Chipmunks* will follow at 11 a.m., with the returning *Kidd Video* at 11:30. The Saturday morning lineup will be rounded out by *Mr. T* at noon and *Spiderman and His Amazing Friends* at 12:30 p.m.

On the news programming front, NBC News President Larry Grossman briefed affiliates on the news division's long-term goals and strategies and reported that a new program for children, which has been in development for about a year, will debut next season. The program, *Time Out*, will not be scheduled regularly but will replace the hour-long after-school Special Treat entertainment shows currently appearing occasionally on weekday afternoons. There will be about eight *Time Out* programs next season, he said. The program will probably debut in October. It was also noted that the network's new prime time magazine program, debuting next August, has been titled, *America's Almanac*.

Noting that the affiliate news committee was recently briefed on network news plans in some detail, Grossman said "goal number one" is to "re-establish our programming leadership, first in quality, then in ratings." The second goal, he said, is the development of "successful new news programs, if only to help amortize the cost of our vast network news gathering and producing capacity." Third, said Grossman, NBC News will develop and market new services to affiliates at home and, hopefully, in new markets

abroad. And if those three goals can be accomplished, he said, so could the fourth—making the news division a profit center, which, in turn, would "encourage the company to invest in this important service."

Grossman said that to accomplish those goals he would focus first on the regularly scheduled programs. "If we have any single priority for every one of our news shows in the months to come," said Grossman, "it will be to clarify, to explain, to write our scripts and file our reports in a style that makes what is happening as fully understandable as we can possibly make it to every one of our viewers. That, I believe, is the single most important improvement we must now make in the vital service that NBC News provides." He said the network also has been working hard at improving clearances for *NBC News at Sunrise* and that as a result, the program is currently tied with *ABC This Morning* for the ratings lead with a 2.0.

"We set out to restore *Today* to the top of the morning programs by taking the show on the road and getting everyone talking about it again," said Grossman. "It's working." In the current quarter, according to NBC research, *Today* is just one-tenth of a rating point behind *Good Morning America* with a 5.1 rating, up 19%. *GMA* has a 5.2, down 12%. And to take advantage of the momentum the program has been building, it was announced last week that the network will air a one-hour, prime time *Today* special on Monday, Aug. 27, probably at 8 p.m. The special, the first of its kind for *Today*, is designed primarily to attract new viewers to the program—viewers that haven't been exposed to early morning television. *NBC Nightly News with Tom Brokaw*, said Grossman, must provide depth, clarity and perspective in its reports.

The strategy for special reports, such as the White Paper series, said Grossman, has changed too, so that they now follow up stories that are reported on the daily newscasts.

In addition to experimenting with regional news services for affiliates, and expanding A-News, said Grossman, NBC News has formed a new worldwide unit to promote the network's news services abroad.

Grossman also took a moment to address

the issue of press credibility with the American public. Part of the problem, he said, is perhaps that news organizations are reporting bad news in relatively good times. "These are times when the messengers get much of the blame because, thank heaven, we are not in the midst of a deep national or world crisis." Second, he said, journalists must be sensitive to the charge that they sometimes appear "arrogant, impolite and even smugly superior with our insider's knowledge and our privileged access." Civility and politeness, he said, "need not be incompatible with aggressive, enterprising, tough, competitive reporting." Third, he said, news organizations should be less sensitive to criticism and "more open than we have been to the views and concerns of the public we serve."

Of the long-anticipated new magazine program, *America's Almanac*, Roger Mudd, the network's chief political correspondent and anchor of the new show, said, "It will not be about Washington," but will instead focus on "useful, topical" stories about America. Mudd said every effort will be made to make the program as "panoramic" as possible.

On the sports front, NBC Sports president, Arthur Watson, said the long-term strategy for his division is four-pronged—renewing premier events, acquiring new ones, "reinvigorating" old program forms and creating new program forms. He noted that in the past year the network has negotiated long-term renewals for both the Fiesta and Orange bowls, and Wimbledon, as well as the World Championships of Track and

Field, scheduled for Rome in 1987.

Last week, Watson announced that NBC renewed—with a multiyear contract—its rights agreement with the Professional Golf Association Tour as well as for the so-called "Skins Game" (golf) where each hole is worth thousands in prize money. He also announced that NBC has renewed its college basketball rights agreement with the Atlantic Coast Conference for two more years, and that Dick Engberg, whom Watson described as the "voice of NBC Sports," has also just signed a new long-term contract.

Watson told affiliates that he would aggressively pursue the rights to the 1988 summer Olympic Games in Seoul, South Korea. Prior to that announcement there had been some concern that perhaps the network was not as committed to pursuing those rights as it might be. But last week in private sessions in Los Angeles, affiliate sentiment for an aggressive Olympic bid by NBC seemed "stronger than ever" according to affiliate sources.

In his presentation to the affiliates, Watson said that while the final ground rules have not yet been determined, it's possible that up to 80% of the games could be brought back from Seoul live (there is a 12-hour time difference), and that "prime time each night could be filled with live premier events." If that is the case, he said, "and if the price for the games is within a legitimate range, I'll make the announcement of acquisition within the next few months."

As to NBC's late-night schedule, Tartikoff reported that it would be renewed intact. He said that Johnny Carson had just signed a

new contract that will keep him with the network through 1987, his 25th anniversary as host of *The Tonight Show*.

One detail yet to be worked out with Carson, however, involves a syndicated program featuring the many characters Carson has portrayed on *The Tonight Show*. The program, which is licensed to Columbia Pictures Television, was barred from use in the 11:30 p.m. time slot where *Tonight* starts in most markets. However, Carson and Columbia have asked to renegotiate that point, although NBC says it hopes to work out a deal where the show is still barred from that time period.

Late Night with David Letterman, which follows *Tonight*, has also been renewed for a fourth year. Tartikoff said Letterman will do two special Saturday night late-night specials (the program is normally seen Monday-Thursday) in the fourth quarter. The program will also continue to travel on an occasional basis.

Friday Night Videos will also return for its third season. Tartikoff reported that both CBS Records and Warner Records have just adopted new policies of charging license fees to all outlets that use their music video product. The two companies account for 60% of the music video market, said Tartikoff. As a result, he suggested, it's likely that many local music video broadcast outlets, which have been accustomed to receiving the product free of charge, may be forced out of business, thereby diminishing competition for the network's music video program.

Saturday Night Live will return for an 11th season, reported Tartikoff. In November, the program will air as a two-part special highlighting the first 10 years of the program and designed to introduce new viewers to the show.

Tartikoff briefed the affiliates on the new prime time schedule, as he did for the New York advertising community three weeks ago (BROADCASTING, May 6). As was reported at the time, NBC is adding only four new hours of prime time programming next season, within which will fall six new programs, including two anthologies, two new situation comedies and one comedy/action-adventure and one straight dramatic program.

On the promotion front, John Miller, head of network promotion, said that the "Let's All Be There" theme would be retained for a second season due to the theme's popularity among affiliates. Miller previewed a new set of generic, prime time promotional spots, which will be sent out June 6. The new spots, eight in all, depict a situation where someone is missing an important commitment (as examples, a bride missing her wedding and the President of the United States, a Reagan lookalike, missing an appointment with a Russian general) because they are watching an NBC program. "It must be NBC," is the tagline of the spots. Reaffirming the importance of news promotion, Miller announced the network would be providing two additional 20-second news promos daily. Miller also announced the development and availability to affiliates of a new insertion device, dubbed the Namedropper, which automatically inserts a local station's



Daytimers' agenda. Members of the National Association of Broadcasters' daytime broadcasters committee gathered for a day-long meeting in Washington to discuss, among other things, daytimer preferences and divestiture provisions involved in the implementation of Docket 80-90. Seated, l to r: Eugene Sudduth, KPRA(AM) Paris, Tex.; Charmaine Grove, WNAK(AM) Nanticoke, Pa.; committee chairman Gary Capps, Capps Broadcasting Group, Bend, Ore.; Barry Umansky, NAB legal department, and David Palmer, WATH(AM) Athens, Ohio. Standing, l to r: David Parnigoni, NAB radio department; Edward Giller, WFBG-AM-FM Altoona, Pa.; Garry Bowers, WCLG(AM) Morgantown, W. Va.; William Saunders, WPAL(AM) Charleston, S.C.; Jim Wychor, KWOA(AM) Worthington, Minn.; Gerry Robins, WCMP(AM) Pine City, Minn.; Ken Carter, WROL(AM) Boston, and Richard Sommerville, WSMA(AM) Marine City, Mich. The committee suggested NAB ask the FCC to reconsider "whether any less drastic means than divestiture could be devised, while still satisfying the legal and policy concerns which resulted in the requirement." Also the committee recommended that:

- NAB urge Mexican broadcasters to ask their government to conclude the U.S./ Mexican bilateral agreement so that post-sunset operations on Mexican clear channels can be implemented.
- The FCC consider giving daytimers special consideration in applying for expanding AM band operations.
- NAB continue its efforts on behalf of AM stereo and AM technical improvement.
- All radio broadcasters support the All-Industry Radio Music Licensing Committee in its efforts to resist music use fee increases.

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call letters and logo at the end of network promotional spots. The new unit was developed by RCA, which retains the patent.

During a closed session between network executives and affiliates, sources said, there was little in the way of controversy. The network has already acknowledged there is a problem with daytime and has publicly targeted that daypart as the number-one priority and has laid out plans for improving the situation. Therefore, there was no discussion of that concern in the closed session. The network reaffirmed its intention to pursue the 1988 Olympics, if the terms are viable, and briefed affiliates on regulatory issues, particularly the beer and wine issue. Affiliates expressed satisfaction with the way the network is addressing it.

Also in closed session, Pier Mapes said the network was looking at ways to deliver a live satellite feed to the mountain time zone stations, which currently receive it on a delayed basis because of the hour time difference. Affiliates reaffirmed their commitment to stereo broadcasting, but told network executives that because of the costs involved it would probably take three years or more before all affiliates had stereo.

The NBC television affiliates board of advisers was re-elected largely intact. James Lynagh, president, Multimedia Broadcasting, was re-elected as board chairman for his second term. Re-elected to a second term as vice chairman was C.E. Pep Cooney, president and general manager, KPNX(TV) Phoenix. Newly elected as vice chairman (there are two) was Marvin Reuben, executive vice

president and general manager, WDAM-TV Laurel-Hattiesburg, Miss. He replaced James Edwards Sr., president and general manager, WJAC-TV Johnstown-Altoona, Pa., who was elected as the board's secretary-treasurer. Newly named to the board was Tom Goodgame, vice president and general manager, WBZ-TV Boston. Retiring board members are Fred Paxton, president, WPSD-TV Paducah, Ky., whom Lynagh succeeded as chairman two terms ago, and William Faber, chairman, Media General Broadcast Group, Tampa, Fla., outgoing secretary-treasurer.

Continuing members are Jim Sefert, president, Cosmos Broadcasting, Greenville, S.C.; Amy McCombs, president and general manager, WDIV(TV) Detroit; Harold Crump, president, broadcast division, H&C

Communications, Houston; Robert Leider, vice president and general manager, WSVN-TV Miami; Eric Bremmer, vice president, King Broadcasting, Seattle, and Bruce McGorill, executive vice president, Maine Broadcasting, Portland, Me.

As for predicting next season's outcome, there were not many at last week's meeting who said NBC would overtake CBS in the 1985-86 season. But there was a lot of talk about momentum and synergy. "Nothing succeeds like success," proclaimed Tinker during his luncheon speech. "If one daypart begins to work, it's going to have a beneficial effect on another daypart and then both on the third. Or one news program on another from the same division. Or the station or network you turn off at night tends to be the one you turn on in the morning." □

Changing Hands

PROPOSED

WPDE(TV) Florence, S.C. □ Sold by Eastern Carolinas Broadcasting Co. to Diversified Communications for \$14.5 million cash. **Seller** is owned by Jerry Condra, president, and 15 others. It has no other broadcast interests. **Buyer** is Portland, Me.-based station group of one AM, one FM and two TV's, principally owned by Horace Hildreth and family. WPDE is ABC affiliate on channel 15, with 1,290 kw visual, 129 kw aural and antenna 1,940 feet above average terrain. **Broker: Blackburn & Co.**

WCOV(TV) Montgomery, Ala. □ Sold by WCOV Inc. to David D. Woods for an estimated \$4 million. Station is losing CBS affiliation (see "In Brief"). **Seller** is owned by Harry Barfield, who also owns WLEX(TV) Lexington, Ky. **Buyer** is general manager of KARD(TV) West Monroe, La. WCOV is CBS affiliate on channel 20 with 550 kw visual, 112 kw aural and antenna 740 feet above average terrain. **Broker: Cecil L. Richards Inc.**

WSVI(TV) St. Croix, Virgin Islands □ Sold by Antilles Broadcasting Corp. to ELF Communications Inc. for \$4.35 million. **Seller** is principally owned by Barakat Saleh and Len Gawrych. They also have interest in WSJU(TV) San Juan, P.R. **Buyer** is Nashville-based station group of three AM's and three FM's, equally owned by John A. Lack and Jay Emmet. WSVI is ABC affiliate on channel 8 with 200 kw visual, 20 kw aural and antenna 1,141 feet above average terrain. **Broker: Blackburn & Co.**

KCWS(TV) Glenwood Springs, Colo. □ Sold by Western Slope Communications Ltd. to Royal Publishing Co. of Palm Beach Inc. for \$3.5 million, comprising \$100,000 cash, assumption of \$2,630,000 liabilities, and remainder note over five years with no interest. **Seller** is principally owned by David Sontag. It has no other broadcast interests. **Buyer** is owned by David Williams, who owns *The Palm Beacher*, newspaper in Palm Beach, Fla., daily in season and twice weekly remainder of year. KCWS is independent on channel 3 with 76.6 kw visual, 6.7 kw aural and antenna 2,530 feet above average terrain.

KAMX(AM)-KFMG(FM) Albuquerque, N.M. □ Sold by KFMG Inc. to Coastal Communications for \$2,125,000 cash. **Seller** is principally owned by S.L. Agnew, who has no other broadcast interests. **Buyer** is owned by John M. Ryan, chairman, and Richard D. Booth, president. It also owns KMJX-FM Little Rock, Ark. KAMX is daytimer on 1520 khz with 1 kw. KFMG is on 107.9 mhz with 100 kw and antenna 4,130 feet above average terrain. **Broker: Chapman Associates.**

KCIM(AM)-KKRL(FM) Carroll, Iowa □ Sold by Carroll Broadcasting Co. to Carroll Broad-

WPJB-FM/WEAN Broadcasting Company

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casting Co. for \$1.5 million. **Seller** is owned by Marvin Collison and family. It has no other broadcast interests. **Buyer** is owned by seller's son, Paul Collison (50%), Gerald Bretey (25%), and Lewis M. von Nostrand (25%). Bretey and von Nostrand own KGLO(AM) Mason City, Iowa. They were formerly vice president and president, respectively, of WMT-AM-FM-TV Cedar Rapids, Iowa. KCIM is on 1380 khz full time with 1 kw. KKRL is on 93.7 mhz with 100 kw and antenna 300 feet above average terrain.

WYUS(AM)-WAFI-FM Milford, Del. □ Sold by WAFI Radio Inc. to Pettyman Broadcasting of Delaware Inc. for \$1,250,000, comprising \$550,000 cash and remainder note. **Seller** is owned by Herb Schnall and James Kane. It has no other broadcast interests. **Buyer** is owned by William E. Pettyman and family. It owns WICO-AM-FM Salisbury, Md. WYUS is daytimer on 930 khz with 500 w. WAFI-FM is on 97.7 mhz with 3 kw and antenna 240 feet above average terrain.

WKLH-AM-FM St. Johns, Mich. □ Sold by Chase Broadcasting Corp. to Lansing Broadcasting Corp. for \$1.2 million, comprising \$350,000 cash, \$100,000 noncompetitive agreement and remainder assumptions of debts and note at 10% over seven years. **Seller** is principally owned by R. Charles McLavy, who also owns WLAJ-TV Lansing, Mich., and has interest in applications for new TV's in Toledo, Ohio; San Luis Obispo, Calif., and Venice, Fla. **Buyer** is owned by Randall H. Blair (45.26%), Carl P. Lanci (45.26%) and Carl Fazio (9.48%). Fazio is former director of Fisher Foods, Ohio-based food retailer. Blair and Lanci purchased WINW(AM)-WOOS(FM) Canton, Ohio, two weeks ago ("Changing Hands," May 13). WKLH is daytimer on 1580 khz with 1 kw. WKLH-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

KFBC(AM)-KFBQ(FM) Cheyenne, Wyo. □ Sold by Capitol Media Inc. to Capitol Radio Inc. for \$1 million, comprising \$670,000 cash and remainder note at 9% over 13 years. **Seller** is owned by Donald E. Jones, president, and Lawrence Birfelli. Jones owns KVSH(AM) Valentine and KCSR(AM)-KQSK(FM) Chadron, both Nebraska, and KWIV(AM) Douglas, Wyo., and has interest in KASL(AM) Newcastle, Wyo. Birfelli has no other broadcast interests. **Buyer** is owned by John Shideler (51%), general manager of KHX(AM)-KTCL(FM) Fort Collins, Colo., who has interest in KRAI-AM-FM Craig, Colo., and Stewart Haskell (49%), sales manager at KTCL(FM). KFBC(AM) is on 1240 khz with 1 kw day and 250 w night. KFBQ is on 97.9 mhz with 100 kw and antenna 580 feet above average terrain.

WFTP(AM) Fort Pierce, Fla. □ Sold by Media Investors Inc. to INGCO Inc. for \$700,000 cash, plus 75% of accounts receivable not to exceed \$25,000. **Seller** is limited partnership of Harold H. Grothouse, president and general partner, and 60 other limited partners. It has no other broadcast interests. **Buyer** is owned by Richard S. Ingham (88%) and his children, Frederick Ingham (10%) and Anelle Carney (2%). It owns WTRS-AM-FM Dunnellon, Fla., and KIEM-TV Eureka, Calif. WFTP is on 1330 khz with 1 kw day and 500 w night.

WNOU-FM Willamantic, Conn. □ Sold by Delta Communications Corp. to Nutmeg Broadcasting Co. for \$625,000 cash. **Seller** is principally owned by Frank A. Jacobs, who has no other broadcast interests. **Buyer** is principally owned by Herbert C. Rice and family. It also owns WILI(AM) Willamantic and WINY(AM) Putnam, Conn. WNOU-FM is on 98.3 mhz with 3 kw and antenna 300 feet above average terrain.

WIRO(AM)-WITO(FM) Ironton, Ohio □ Sold by Tri Radio Broadcasting Inc. to Spearman Communications Inc. for \$520,000, comprising \$100,000 cash and remainder note at 10% over 15 years. **Seller** is owned by Kenneth H. Auble and his wife, Rose. They have no other broadcast interests. **Buyer** is owned by Thomas M. Martin; his wife, Debra; Auble's son, Kenneth A. Auble; Forbes W. Blair, and Gene McCoy. McCoy has interest in WPMW(FM) Mullens, Wyo.; WGMD(FM) Rehoboth Beach, Del., and WXVA-AM-FM Charleston, W.Va. Martin is WIRO(AM)-WITO(FM) sales manager. Blair is communications attorney with Washington firm of Bilger & Blair. WIRO(AM) is on 1230 khz with 1 kw day and 250 night. WITO is on 107.1 mhz with 3 kw and antenna 125 feet above average terrain.

WMVQ-FM Amsterdam, N.Y. □ Sold by Ricbern Broadcasting Corp. to Metter Broadcasting of Amsterdam Inc. for \$400,000 comprising \$200,000 cash and remainder note. **Seller** is principally owned by Frederick Medeiros. It has no other broadcast interests. **Buyer** is principally owned by Michael L. Metter. It owns co-located WKOL(AM) and

WBSM(AM) New Bedford, Mass. WMVQ-FM is on 97.7 mhz with 3 kw and antenna 135 feet above average terrain.

WGEZ(AM) Beloit, Wis. □ Sold by Winger Communications Corp. to Seehafer Broadcasting Corp. for \$390,000 cash. **Seller** is owned by Eugene A. Winger, who has no other broadcast interests. **Buyer** is Manitowoc, Wis.-based station group of three AM's and three FM's owned by Donald W. Seehafer. WGEZ is on 1490 khz with 1 kw day and 250 w night.

KFNV-AM-FM Ferriday, La. □ Sold by Wilson Broadcasting Co. to Big River Broadcasting Co. for \$350,000, comprising \$50,000 cash and remainder note at 10% over 20 years. **Seller** is owned by George Wilson, who has no other broadcast interests. **Buyer** is owned by Tom D. Gay, who also owns KCTO-AM-FM Columbia, La. KFNV is daytimer on 1600 khz with 1 kw. KFNV-FM is on 107.1 mhz with 3 kw and antenna 273 feet above average terrain.

KBOR(AM) Brownsville, Tex. □ Sold by KBOR Inc. to Brownsville Broadcasting Corp. for \$325,000 cash. **Seller** is owned by Stephen C. DeWalt, president, and W.H. Sadler. DeWalt also has interest in KDAE(AM)-KIOU(FM) Corpus Christi, Tex. **Buyer** is owned by Geraldine F. Trevinio and her brother-in-law, Edgar Trevinio (20%). It owns petrochemical distribution firm in Brownsville. KBOR is on 1600 khz with 1 kw full time. *Broker: TRW & Associates.*

WVOJ(FM) Avon Park, Fla. □ Sold by Highlands Ridge Inc. to Highlands Media Co. for \$300,000, comprising \$70,000 cash and re-

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remainder note. Price includes \$60,000 non-compete agreement and \$40,000 consultancy agreement. **Seller** is principally owned by Ralph Hunter, who has no other broadcast interests. **Buyer** is equally owned by Robert L. Castellanos and James M. Johnson. It also has interest in WAFB-AM-FM Clewiston, Fla. WWOJ is on 106.3 mhz with 3 kw and antenna 380 feet above average terrain.

WKRP(AM) Dallas, Ga. □ Sold by WKRP Inc. to James and Jacqueline Pennington for \$275,000, comprising \$50,000 cash and remainder note at 12% over eight years. **Seller** is principally owned by James W. Rucker, who also owns WYYZ(AM) Jasper, Ga. **Buyer**, James Pennington is general manager at *WWVE(FM) Cumming, Ga. It has no other broadcast interests. WKRP is daytimer on

1500 khz with 1 kw.

For other proposed and approved sales see "For the Record," page 98.

CABLE

System serving Chowchilla, Calif. □ Sold by San Val Cablevision Inc. to Northland Communications Corp. for approximately \$3 million. **Seller** is owned by Keith Munger, Robert McVay and Steve Friedman. It has no other cable interests. **Buyer** is Seattle-based operator of systems serving 30,000 subscribers in five states. It is headed by John S. Whetzell, president. System passes 5,685 homes with 3,000 subscribers and 66 miles of plant. *Broker: Communications Equity Associates.*

Getting ready for 'Intelsat month'

The controversy over allowing separate satellite systems to compete with Intelsat looks to be coming to a head in June in Congress

The congressional battle over the policy the U.S. is to follow in authorizing separate international communications satellite systems that would compete with Intelsat shows signs of continuing at least for another month. A House Appropriations subcommittee last week adopted report language concerning the issue that separate-systems applicants describe as a victory for Intelsat in an effort to stall if not block authorization of their operations. But administration officials said they will continue their efforts to kill the language, as well as the thrust of the Bonker amendment to the State Department authorization bill approved by the House a week earlier (BROADCASTING April 13). Critics of the report language adopted by the subcommittee, on Commerce, Justice, State and the Judiciary, will have an opportunity to seek its removal when it is considered by the full committee on Tuesday. And beyond that is the likelihood of battles in the Senate.

The report language, offered by Representative Bob Carr (D-Mich.), that attracted the most attention expresses expectations regarding the action to be taken by the FCC. It would call on the commission neither to take final action on the five pending applications

for separate systems, "nor grant construction permits," until the process of coordinating the systems with Intelsat—assuring technical and economic compatibility—has been completed. And it would express the view the commission should act only on the basis of a rule to "ensure that separate systems operate in accord" with conditions established by the executive branch. Those conditions were designed to implement the President's determination that separate systems are in the national interest, provided specific steps are taken to protect the economic viability of Intelsat. The report language—accompanying a supplemental appropriations bill—would not be binding, but such expectations of the committee that sits in judgment on its funds would be difficult for the commission to ignore.

Backers of the language—including the Intelsat lobbyists who helped draft it—maintain that it and the Bonker amendment whose language is also reflected in the subcommittee report are intended to assure a congressional role in the separate systems policy being adopted regarding and, in the process, protect Intelsat. But administration forces see the language in a different light.

David Markey, assistant secretary of Commerce for communications and information, said the provision calling on the commission to refrain from issuing a construction permit until the coordination process is completed is a "Catch-22." He and

commission officials say that an applicant cannot, as a practical matter, obtain the foreign partner with whom to seek coordination with Intelsat until a construction permit has been issued. And the President's determination that separate systems are in the national interest specifies that coordination of those systems with Intelsat be initiated with a foreign partner. "The language reverses the normal sequence of events," said a spokesman for one of the separate systems applicants.

Furthermore, Markey and others see what they regard as unnecessary delay in the requirement regarding adoption of a rule, for subcommittee chairman Neal Smith (D-Iowa) made it clear the language does not refer to the commission's combined notice of inquiry/notice of proposed rulemaking now under way. Aides said Smith was referring to a separate proceeding in which the commission would propose a specific rule for comment. Although the present proceeding does not contain such a proposal, Markey noted that the President's determination regarding separate systems and the executive branch white paper fleshing it out provide ample indication as to the kind of rule the commission is considering. "This is just an effort at delay," Markey said of the call for a second rulemaking.

The report language drafted by Carr also appears intended to meet the concern of the separate systems' applicants that Intelsat would be in a position to delay FCC action by stalling the coordination process. The language would require Intelsat to complete that process within six months after receiving "requests for coordination along with the data necessary to apply the criteria for coordination. . . ."

Officials of some of the applicants are not impressed, however. Rene Anselmo, president of Spanish International Network and one of the principals of Pan American Satellite Corp., one of the five applicants for a separate system, noted in a letter to Carr last week that the Intelsat Agreement, as written, requires completion of coordination within six months. But, Anselmo said, "the Intelsat folks have a way of ensuring the six months clock never begins ticking." He cited SIN's experience of waiting eight years for the U.S. and Mexico to complete coordination of a U.S. satellite that was to link the two countries.

However, Anselmo, who made a number of trips to Capitol Hill, proved himself a successful lobbyist. Carr's language excludes PanAmSat from the restrictions that would be applicable to the other systems. The report says the restrictions would "not apply to domestic or transborder satellite services," nor would they bar the commission from issuing launch authority for the international aspects of those operations. And PanAmSat intends to provide domestic as well as international service to countries in the western hemisphere.

Earlier, Anselmo persuaded Representative Don Bonker (D-Wash.) to include in his amendment dealing with separate systems a definition of the term intended to exclude PanAmSat. It says a separate international satellite system is not one "established primarily for domestic telecommunications

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purposes and which incidentally provides services on an ancillary basis to points outside the jurisdiction of the United States but within the western hemisphere."

The language from the Bonker amendment that was incorporated in a section of the subcommittee report bearing on the State Department appropriation deals with Intelsat's contention that the agreement must be amended to permit flexible pricing if it is to face competition; Intelsat says its prospective competitors would engage in "cream skimming." The amendment says the U.S. shall "actively support an appropriate modification" of the provision in the agreement that requires global price averaging. But it also says the Secretary of State shall consult with Comsat and the Secretary of Commerce regarding the "appropriate scope and character" of an amendment. That and the colloquy that preceded the House vote approving the amendment left the precise meaning of the amendment in doubt. Bonker and others agreed that the U.S. would have "flexibility" in determining which proposed change it would support and that the legislation does not "mandate" a U.S. position.

In any event, administration officials are making it clear they will continue to oppose legislation on the separate systems issue. The State Department says none is needed. Indeed, Deputy Secretary of State Kenneth W. Dam, in letters to Representatives Dante Fascell (D-Fla.) and William S. Broomfield (R-Mich.), chairman and ranking minority member of the House Foreign Affairs Committee, respectively, said uniform pricing—which permits lower charges for developing countries than would otherwise be the case—was a major factor "permitting the conclusion" of the Intelsat Agreement in 1964. Accordingly, he said, "to call into question the principle of universal pricing for each service... would cast significant doubt over the future attractiveness of Intelsat to many of its members."

The department also contends that Intelsat has sufficient pricing flexibility, even if not on a route-by-route basis. As part of its argument, contained in a 24-page paper distributed to members of the House and Senate, State quotes the Intelsat legal adviser as saying in a document, "In establishing utilization charges, the board of governors has significant flexibility in determining the extent of cost recovery for each type of utilization and in defining types of utilization for which different charges may be set."

Representatives of the State and Commerce Departments and the FCC were reported last week to be planning their strategy for the battles ahead. Once the full Appropriations Committee of the House acts on the report language this week, the scene will shift to the Senate. Senator Barry Goldwater (R-Ariz.), chairman of the Communications Subcommittee, is planning a hearing on the questions involved in the separate systems issue next month. The Senate Foreign Relations Committee, headed by Richard Lugar (R-Ind.), will become involved if an effort is made to attach a Bonker-type amendment to the Senate State Department authorization bill which is expected to be scheduled for floor debate in June. The Senate version of

the House supplemental appropriations bill to which Carr attached his language is also expected to come up for a Senate vote in June.

In all of those cases, the separate systems' applicants would appear to have an edge. Goldwater is on record as opposing delay in the processing of their applications. Lugar, according to an aide, "has supported the administration position on Intelsat." And Senator Paul Laxalt (R-Nev.), chairman of the Senate Appropriations Subcommittee that will handle the supplemental appropriations bill, is the President's closest ally in the Senate; as such, he would be expected to support the administration's position. The ranking minority member of the subcommittee, Senator Ernest Hollings (D-S.C.), has endorsed the concept of competition for Intelsat.

Perhaps with that situation in mind, Intelsat has retained the services of two additional lobbyists—Al Drischler, who is described as "a Laxalt man," and Ronald Crawford,

who is said to be close to Goldwater.

Intelsat representatives on Capitol Hill are no longer describing their role as "educational." Stuart Eizenstat, a top domestic policy adviser to President Carter, and his deputy at the White House, Simon Lazarus, both now with Powell, Goldstein, Frazier & Murphy, have registered as lobbyists. So have two former Washington congressmen, Democrat Lloyd Meeds, of Preston, Thorgrimson, Ellis & Holman, and Republican Joel Pritchard, of Bogle & Gates. They say they decided to register as lobbyists once they found themselves responding to questions about legislation. "I didn't want to be on the Hill as an educator if legislation was involved," said Meeds. However, critics and congressional aides said they always regarded Intelsat's representatives' actions as "lobbying."

With the lines thus drawn, both sides are looking ahead to June—or as a Senate aide calls it, "Intelsat month." □



Wonder message. The broadcasting industry's campaign against drunk driving has enlisted a new ally—musician Stevie Wonder. Wonder is featured in a six-minute music video of his song, "Don't Drive Drunk," which will be distributed by the National Association of Broadcasters. The video, sponsored by the Ad Council and the Department of Transportation, will be broadcast along with other public service announcements via satellite to NAB members on May 24 over Telstar 301, transponder 12v, from 2 to 2:30 p.m. and on May 28, on Westar 4, transponder 6d, audio 6.8, from 9:30 to 10 a.m. NAB's monthly video magazine, *Telejournel*, which aired last week, May 17, included an interview with Wonder by Casey Kasem that will also be broadcast to NAB stations in those satellite feeds. In addition, NAB's camera crew was on hand for the taping of the video and will use outtakes from the session for its own TV and radio spots. The PSAs are being used in conjunction with NAB's Operation Prom/Graduation, a youth-oriented campaign against drunk driving and alcohol abuse.

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Future is now for AWRT convention

34th annual meeting, in New York, concentrates on future of broadcasting; Barbara Walters wins Silver Satellite

Forecasts of gains for all segments of the Fifth Estate were featured at the 34th American Women in Radio and Television convention at the New York Hilton.

"Approaching the year 2001," a session on radio, direct-to-home satellite broadcasting (DBS), cable and the television networks in the years ahead, was moderated by Marlene Sanders, CBS News correspondent. The discussion was opened by Richard Harris, president of Group W Radio, who said radio is on the threshold of a "second golden age."

Among Harris's predictions:

■ Radio's technological changes will put AM and FM on an equal footing, and audio quality will improve.

■ Stations' subchannels will be used to create pay networks.

■ Computers will streamline radio advertising.

■ Programing will become "more global, more diverse and more commercial free."

■ The number of women in professional or on-air positions will grow from 10% to 21%.

Harris also said radio must guard against "brain drain," or the loss of talent to other media outlets, and that given the FCC's free



Malara, Haimovitz, Hubbard, Harris and Sanders

market, radio will have to be increasingly careful not to offend the public and will have to make a voluntary effort to uphold standards of good taste.

The panel's second speaker was Stanley S. Hubbard, president and chief executive officer of Hubbard Broadcasting, which is planning a direct-to-home satellite broadcasting system. He said DBS will transmit a higher quality signal than cable now offers. Hubbard compared the signal quality to digitally recorded audio compact disks. By the end of the century, he predicted, 40 million homes will receive DBS. "It's like being hooked into the world's largest theater," he said.

DBS, said Hubbard, "will be able to fulfill the promise of narrowcasting" because it will reach the 3%-to-5% minority audience for particular programing in all markets. His

own DBS service will begin with three pay channels and three regular channels.

Whereas Hubbard's claims seemed to dismiss cable and its future market opportunities, Jules Haimovitz, senior vice president, Viacom, said cable's present picture quality is acceptable and that the channel selection it affords surpasses anything DBS can deliver.

Representing the network perspective was Tony Malara, president of CBS-TV. Focusing on demographic changes in the future, Malara said the number of women in the labor force will continue to grow as will the number of households of unmarried people.

State of the TV programing art outlined for AWRT

Assessing the future of the programing business on the final day of the AWRT conference, a panel discussed syndication, first-run opportunities and the latest developments in distribution cycles.

Said Joseph Greene, president of domestic syndication for 20th Century Fox Television, "Syndication is alive and well." But he added that first-run syndication for independents has "a tendency to be too expensive. We are the business of reruns," he said.

Added Robert Unkel, executive vice president of corporate affairs for LBS Communications, syndication "has helped raise the status of ad hoc networks," adding that the current use of barter arrangements in the syndication marketplace creates situations where "nobody really loses."

Greene noted that the syndication market will probably have to contend with competition from the networks in the future since "they have seen the money that can be generated" from syndication deals.

In the realm of programing recommendations, John Von Soosten, director of programing at Katz Television, said: "You have to look at individual market situations."

Von Soosten said that "local market innovation" and experimenting was really needed, as in the case of *Park Street Under*, a local production of WCVB-TV Boston. With some changes, the show went on to become *Cheers*, he said.

According to Dennis Gillespie, senior vice president of sales with Viacom, the "VCR will move down" the distribution cycle in the release of theatrical movies in the future. The eventual order of release, he predicted, will be theaters, pay per view, cable windows, and finally video stores.

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Radio is healthy, but needs more attention to programing

"Radio activity is not surviving, it's thriving," said Bob Mahlman, president of The Mahlman Co., a Bronxville, N. Y.-based radio brokerage firm, at a closing AWRT session on the future of the aural medium. "There are more people today discovering that owning a radio station is a good business," he said. "And there is no threat to radio on the horizon."

In response to a question on ownership opportunities arising from Docket 80-90, a move by the FCC that is opening up more than 1,000 new FM stations in 689 communities, Mahlman said that, for the most part, the channels are not good facilities. "In my opinion, the operators are not getting something economical. It will be hard to make money with these new stations," he said. "History has shown that, in certain circumstances, more has not proved to be better," added Ben Hoberman, president of ABC Radio.

Radio's future success will be determined by its past successes, which were linked to "innovative programing," said Hoberman. He added that the industry will soon demand more qualitative data from the rating services such as psychographic break-outs versus quantitative information.

The success of radio in the future will depend on its ability to satisfy the needs of its listeners, said Dr. Judith Kuriansky, talk show host for WOR(AM) and WCBS-TV, both New York. She said radio is becoming more interactive through talk-formatted stations and, in so doing, is satisfying at least one need for the listener: the need for information. But she wondered whether listeners are tuning in to the station for the subject matter or for the personality.

On the current health of the aural medium, Mahlman disputed a notion that about half of the radio stations in the country were losing money. That percentage is somewhat lower because, according to Mahlman, some owners are taking bigger salaries and sheltering part of it so they can report revenue losses to the Internal Revenue Service and save on corporate taxes.

But he noted that radio has "a low visibility" among advertisers. "We haven't effectively sold radio to advertisers for the last 25 years. . . . We have to stop fighting each other and take the time out to fight television and newspapers," he said.

NPR funding is annual meeting's bottom line

Executives from the National Public Radio membership and management will decide this week whether to embark on a major overhaul of NPR's funding mechanism during the noncommercial radio network's annual Public Radio Conference. More than 700 are expected at the convention, which will be held in Denver May 19-23 at the Marriott City Center.

Leading the topics to be discussed is the

proposed NPR business plan, which was set forth by NPR's board of directors last February (BROADCASTING, Feb. 11). Under the plan, NPR would be taken out of direct competition for federal funds from the Corporation for Public Broadcasting and would rely on its member stations for financial support. The general session Monday morning (May 20) from 10:30-12:30 will be used to present the revised plan which was amended by the NPR board May 4, with further discussion on Wednesday (May 22) as the system decides whether to adopt it.

In an interview with BROADCASTING last week, NPR President Douglas Bennet said he was "convinced the fundamental concept of [the plan] is sound. . . . A lot of people see that it offers promise." The revised version recently adopted by the board was "a considerable improvement" over the original plan, he said, but more amendments may yet be added to it this week at the convention. However, "the basic concept stays intact."

To Bennet, the business plan is a key component in NPR's recovery from its financial crisis in 1983. "NPR won't be completely healthy until the business plan is in place and until we've had experience as a membership organization in managing our own affairs. I predict then health will come very, very quickly." Bennet's message to the noncommercial stations at the PRC, he said, will be that "NPR would be a station organization. It should be a membership organization. The future of public radio depends partly on the success of the individual station and partly on the success of the stations operating co-

operatively as NPR, to realize the goals that no station can achieve on its own. I think this business plan is a very good vehicle for doing that." Asked if there was any danger that the plan would not be adopted, Bennet said: "It's possible, but I doubt it. It's a big step for this organization, but I think it's a big, positive step. I'm sure it will be adopted. . . famous last words."

In the meantime, much discussion of the plan is expected among the NPR membership stations. Asked about reports of a movement by some stations to drop their NPR membership if the plan is adopted, Wallace Smith, general manager of KUSC(FM) Los Angeles, said, "There are serious differences—not necessarily 'dissent' about managing NPR and its funding."

Said Tom Thomas, who helped draw up a position statement on financing NPR by 45 members of the [noncommercial radio] station resource group, about 20-25 NPR stations (or 10%) are "at risk" of dropping their membership in NPR if the plan cannot accommodate their "diversity of programing needs" as well as the "financial circumstances" of the stations. It is "a significant enough segment" for NPR to be concerned, Thomas said, but "with intelligent action," NPR could hold on to those 20 although "one or two will probably leave no matter what," he said.

On Wednesday morning, NPR will hold a membership meeting, at 10 a.m., to further discuss the plan. The NPR board will hold an open directors meeting later that afternoon. □

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Wall-to-wall TV for Chicago rape hearing



Dotson



Webb



Thompson

WBBM-TV provides three hours of live coverage giving it substantial ratings boost; other stations, CNN also cover proceedings

One of the major stories in the country in recent weeks was the clemency hearing Illinois Governor James Thompson conducted in the extraordinary case of the convicted rapist whose accuser recanted her accusation. And for 14 hours over a period of three days CBS's WBBM-TV Chicago provided live coverage of the hearing that resulted in commutation of Gary Dotson's sentence, but not the pardon he and Cathy Webb had sought.

"This was a story that had captured the public's attention—it was an international story, with television and press from around the world covering it," WBBM-TV News Director Greg Caputo said last week. The opportunity for live coverage of the hearing was one that does not come along often. "We decided to go for it," Caputo said. And the station's general manager, Gary Cummings, was "very heartened" by viewer reaction—"by the understanding of why we preempted regularly scheduled programming."

WBBM-TV devoted blocks of morning and afternoon time to the hearing on Thursday, Friday and Saturday (May 9-11)—and the ratings indicated the public agreed with the station's news judgment, and performance. An average of 300,000 viewers watched the hearing on WBBM-TV. That was almost twice

the average audience that watched the hearing on WMAQ-TV, the only other station in the city to preempt programming for live coverage of the hearing. WMAQ-TV devoted eight hours to live coverage, all of it on Thursday and Friday.

The national interest in the hearing was reflected in Cable News Network's live coverage. Its cameras were turned on the proceeding for three hours over the three days.

Beyond the story itself, Caputo said live coverage provided another benefit. Illinois permits broadcast coverage of its appellate but not its trial courts. "Our station has been fighting for years to get cameras into the trial courts," Caputo said. This clemency hearing, he said, provided an opportunity "to show cameras can cover judicial proceedings without causing problems." □

News study. The FCC's deregulation of radio appears to have had little effect on the amount of news broadcast by, or on the staffing of, most radio stations, according to a study done for the RTNDA. Staff size and total news air time remained generally constant at more than 80% of the stations surveyed since radio deregulation became effective in 1981.

It also said that, at stations where the percentage of air time devoted to news had changed, more stations had increased that percentage than had decreased it. But, in public affairs programming, where staff size remained unchanged at 92% of the stations, the amount aired has dropped 16%, in both local and other public affairs time.

The survey, by Dr. Vernon Stone, director of the School of Journalism at Southern Illinois University, also sought to assess the likely impact of deregulation on news and public affairs of TV. News directors, when asked how they expected deregulation to affect news and public affairs programming at their TV stations, said, by a substantial margin, 'not at all.'

For the Record

As compiled by BROADCASTING, May 9 through May 15, 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.

80-90 action

The FCC last week released a list of the 152 vacant commercial channels on its FM table of allotments. It also announced that it will open its first FM window under its new processing system—to accept applications for those vacant channels, and applications for modifications of existing FM licenses and construction permits—June 13. The window will close July 13. All existing licensees and permittees may file for modifications during that window period—and they should file to protect themselves if their proposed changes would affect or be affected by operations on one of the vacant channel allotments or by modifications to other existing stations. An FCC official said he thought an additional 16 channels will be added to the window, before it opens, as a result of individual allocation orders being processed now. The 152 vacant channel allotments follow:

Alabama—Citronelle 270A. **Alaska**—Cordova 265A. **Arizona**—Ajo 252A; Comobabi 276A; Pinetop 294C; Winslow 236C, 286C. **Arkansas**—Humnoke 269A; Texarkana 292A. **California**—Central Valley 257A; Coalinga 261A; Corcoran 272A; Ellwood 233B; Fenndale 257A; Fort Bragg 249A; Greenfield 300B; Johannesburg 280A; Julian 261A; Kerman 232A; San Clemente 285A; Sutter Creek 269A; Woodlake 281B. **Colorado**—Aspen 296A; Grand Junction 282C; Grand Junction 300C; Silverton 257A; Silverton 297C. **Florida**—Marco 224A; Mexico Beach 257A; Port Saint Joe 228A. **Hawaii**—Kaneohe 282C; Waimea 256C. **Idaho**—Blackfoot 268C; Preston 244A; Sun Valley 237A; Wallace 264C; Wallace 282C. **Indiana**—Kentland 269A; Van Buren 257A. **Kansas**—Downs 231C; Dureka 228A; Kingman 257A; Salina 285A; Seneca 221A. **Kentucky**—Somerset 272A. **Maine**—Caribou 249A; Kennebunk 257A. **Michigan**—Baraga 282C; Crystal Falls 264A; Glen Arbor 240A; Harbor Springs 280A; Houghton 242C; Houghton 272A; Leland 232A; Mackinaw City 232A; Mio 280A; Norway 232A; Oscoda 261A; Pentwater 276A; Sault Ste. Marie 252A; Sebawaing 280A; Stephenson 257A; Tuscola 269A. **Minnesota**—Duluth 269A; Ely 221A; Slayton 276A; Worthington 228A. **Mississippi**—Bruce 233A; Calhoun City 272A. **Missouri**—California 232A; Clinton 241C; De Soto 261A;

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Vacon 260A; Moberly 288A; Mountain View 244A; Potosi 249A. **Montana**—Deer Lodge 244A; Great Falls 262C; Great Falls 297C; Red Lodge 257A; Shelby 250C. **Nebraska**—Bridgeport 267C; Chardon 234C. **Nevada**—Ely 269A. **New Mexico**—Bloomfield 283C; Clayton 228A; Hatch 266C; Hobbs 275C; Jal 296A; Los Alamos 196A; Maljamar 286C; Roswell 263C; Roswell 293C; Santa Rosa 240A; Thoreau 260C. **New York**—Bay Shore 276A; Little Falls 288A; Salamanca 261A. **North Dakota**—Devils Lake 244A; Fargo 300C; Hettinger 228A; Tioga 280A; Wishek 262C. **Ohio**—Caldwell 285A. **Oklahoma**—Elk City 232A; Elk City 253C; Pawhuska 285A; Watonga 228A; Woodward 240A. **Oregon**—Baker 284C; Bend 252A; La Grande 261A; Lakeview 228A. **Pennsylvania**—Smithton 292A. **Puerto Rico**—Lajas 279B. **South Dakota**—Redfield 279C. **Texas**—Abilene 292A; Big Lake 252A; Comanche 232A; Crane 265A; Denver City 296A; Dimmit 240A; Kerrville 221A; McCamey 237A; Pearsall 237A; South Padre Island 224A; South Padre Island 237A; Winfield 249A. **Utah**—Blanding 221A; Brian Head 251C; Brigham City 264C. **Virgin Islands**—Christiansd 232A. **Virginia**—Appomattox 274B; Buffalo Gap 288A. **Washington**—Colfax 272A; Goldendale 272A; Grandview 265A; Othello 249A. **West Virginia**—Buckhannon 267B; Keyser 296A; Petersburg 269A; Ravenswood 272A; Vienna 261A. **Wisconsin**—Crandon 244A; Stevens Point 285A; Sturgeon Bay 249A. **Wyoming**—Jackson 239C; Laramie 288A; Lost Cabin 256C; Powell 281C; Sundance 276A; Thermopolis 269A.

Ownership Changes

Applications

- **KCWK(AM)-KSER(FM)** Searcy, Ark.—Seeks transfer of control of KWCK Inc. from Trend Communications to Levoy Patrick Demaree and his wife, Reba Pearl. It has no other broadcast interests. Buyer owns KFAY(AM)-KKXUS(FM) Springfield, Mo., KKEG(FM) Fayetteville, Ark., and KKUZ(AM)-WMBH(FM) Joplin, Mo. Their son and daughter, Anthony Demaree and Reita Rhodes, own KKID(AM)-KAZZ(FM) Sallisaw, Okla. Filed May 3.
- **KUBB(FM)** Mariposa-Merced, Calif. (96.3 mhz; 2 kw; HAAT: 2,080 ft.)—Seeks assignment of license from Sierra Foothills Broadcasting Inc. to Buckley Broadcasting Corp. of Monterey, Calif., for \$640,000 cash. Seller is owned by Dennis T. Cresswell, who has no other broadcast interests. Station was originally sold by McLain Broadcasting Group ("Changing Hands," Feb. 18), but sale was not consummated due to death of Robert McLain. Buyer is principally owned by Richard D. Buckley, Greenwich, Conn.-based station group of five AM's and six FM's. Filed May 14.
- **KCWS(TV)** Glenwood Springs, Colo. (ch. 3; independent; ERP vis. 76.6 kw; aur. 6.7 kw; HAAT: 2,530 ft. ant. height above ground: 256 ft.)—Seeks assignment of license from Western Slope Communications Ltd. to Royal Publishing Co. of Palm Beach Inc. for \$3,518,196, comprising \$100,000 cash, assumption of \$2,630,000 and remainder note over five years with no interest. Seller is principally owned by David Sontag. It has no other broadcast interests. Buyer is owned by David Williams, who also owns *The Palm Beacher*, newspaper in Palm Beach, Fla., daily in season and twice weekly remainder of year. Filed May 2.
- **WNOU-FM** Willamantic, Conn. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Delta Communications Corp. to Nutmeg Broadcasting Co. for \$625,000 cash. Seller is principally owned by Frank A. Jacobs, who has no other broadcast interests. Buyer is principally owned by Herbert C. Rice and family. It also owns WLLI(AM) Willamantic and WINY(AM) Putnam, Conn. Filed May 3.
- **WYUS(AM)-WAFI-FM** Milford, Del. (AM: 930 khz; 500 w-D; FM: 97.7 mhz; 3 kw; HAAT: 240 ft.)—Seeks assignment of license from WAFI Radio Inc. to Pettyman Broadcasting of Delaware Inc. for \$1,250,000, comprising \$550,000 cash and remainder note. Seller is owned by Herb Schnall and James Kane. It has no other broadcast interests. Buyer is owned by William E. Pettyman and family. It owns WICO-AM-FM Salisbury, Md. Filed May 7.
- **WVOJ(FM)** Avon Park, Fla. (106.3 mhz; 3 kw; HAAT: 380 ft.)—Seeks assignment of license from Highlands Ridge Inc. to Highlands Media Co. for \$300,000, comprising \$70,000 cash and remainder note. Price includes \$60,000 noncompete agreement and \$40,000 consultancy agreement. Seller is principally owned by Ralph Hunter, who has no other broadcast interests. Buyer is equally owned by Robert L. Castellanos and James M. Johnson. It also has interest in WAFI-AM-FM Clewiston, Fla. Filed May 9.
- **WFTP(AM)** Fort Pierce, Fla. (1330 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Media Investors Inc. to INGCO Inc. for \$700,000 cash, plus 75% of accounts receivable not to exceed \$25,000. Seller is limited partner-

ship, with Harold H. Grothouse, president and general partner, and 60 other limited partners. It has no other broadcast interests. Buyer is owned by Richard S. Ingham (88%), and his children, Frederick (10%) and Anelle Carney (2%). It owns WTRS-AM-FM Dunnellon, Fla., and KIEM-TV Eureka, Calif. Filed May 3.

- **WKRP(AM)** Dallas, Ga. (1500 khz; 1 kw-D)—Seeks transfer of control of WKRP Inc. from James W. Rucker (90% before; none after), Lavonda S. Carl and Della L. Rucker (5% both before; none after) to James and Jacqueline Pennington for \$275,000, comprising \$50,000 cash and remainder note at 12% over eight years. Seller owns WYYZ(AM) Jasper, Ga. Buyers have no other broadcast interests. Filed May 6.

- **KCIM(AM)-KKRL(FM)** Carroll, Iowa—Seeks assignment of license from Carroll Broadcasting Co. to Carroll Broadcasting Co. for \$1.5 million. Seller is owned by Marvin Collision and family. It has no other broadcast interests. Buyer is owned by seller's son, Paul Collision (50%), Gerald Bretey (25%) and Lewis M. von Nostrand (25%). Bretey and von Nostrand own KGLO(AM) Mason City, Iowa. They were formerly vice president and president of WMT-AM-FM-TV Cedar Rapids, Iowa. Filed May 10.

- **KRUE(FM)** [CP] Lindsborg, Kan. (95.9 mhz)—Seeks assignment of license from Smoky Valley Broadcasting Inc. to Smoky Hill Broadcasting Co. for \$32,000 cash. Seller is owned by Terry L. Larson and her husband, David. It has no other broadcast interests. Buyer is principally owned by Russel W. Gibson, president (21.505%). Kenneth Jennison (21.505%), Larry P. Justus (32.258%) and three others. It also owns KINA(AM) Salina, Kan. Filed May 10.

- **KFNV-AM-FM** Ferriday, La. (AM: 1600 khz; 1 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 273 ft.)—Seeks assignment of license from Wilson Broadcasting Co. to Big River Broadcasting Co. for \$350,000, comprising \$50,000 cash and remainder note at 10% over 20 years. Seller is owned by George Wilson, who has no other broadcast interests. Buyer is owned by Tom D. Gay, who also owns KCTO-AM-FM Columbia, La. Filed May 7.

- **WONT-FM** Ontonagon, Mich. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Ontonagon County Broadcasting from Harvey L. Desnick and his wife, Susan (70%), and James W. Lienau, and his wife, Mary (30%), to David J. Savolainen and his wife, Joyce, for payment of expenses. Sellers have no other broadcast interests. Buyers have no other broadcast interests. Filed May 10.

- **WKLH-AM-FM** St. Johns, Mich.—Seeks assignment of license from Chase Broadcasting Corp. to Lansing Broadcasting Corp. for \$1.2 million, comprising \$350,000 cash, \$100,000 noncompete agreement and remainder assumptions of debts and note at 10% over seven years. Seller is principally owned by R. Charles McLravy, who also owns WLAI-TV Lansing, Mich., and has interest in app.'s for new TV in Toledo, Ohio, San Luis Obispo, Calif., and Venice, Fla. Buyer is owned by Randall H. Blair (45.26%), Carl P. Lanci (42.26%) and Carl Fazio (9.48%). Fazio is former director of Fisher Foods, Ohio-based food retailer. It also purchased WKLH-AM-FM St. Johns, Mich. last week ("For the Record," May 13). Filed May 2.

- **KAMX(AM)-KFMG(FM)** Albuquerque, N.M. (AM: 1520 khz; 1 kw-D; FM: 107.9 mhz; 100 kw; HAAT: 4,130 ft.)—Seeks assignment of license from KFMG Inc. to Coastal Communications Ltd. for \$2,125,000 cash. Seller is principally owned by S.L. Agnew, who has no other broadcast interests. Buyer is owned by John M. Ryan, chairman, and Richard D. Booth, president. It also owns KMJX-FM Little Rock, Ark. Filed May 9.

- **WMVQ-FM** Amsterdam, N.Y. (97.7 mhz; 3 kw; HAAT: 135 ft.)—Seeks assignment of license from Riecherm Broadcasting Corp. to Metter Broadcasting of Amsterdam Inc. for \$400,000, comprising \$200,000 cash and remainder note. Seller is principally owned by Frederick Medeiros. It has no other broadcast interests. Buyer is principally owned by Michael L. Metter. It owns colocated WKOL(AM) and WBSM(AM) New Bedford, Mass. Filed May 7.

- **WUWU-FM** Wethersfield, N.Y. (107.1 mhz; 11.5 kw; HAAT: 800 ft.)—Seeks assignment of license from Stereo Seven Associates to Devine Broadcasting Corp. for \$1,265,000, comprising \$225,000 cash, \$675,000 assumption of debts and remainder note. Seller is principally owned by Ronald A. Chmiel and 10 others. Buyer is principally owned by C. Robert Allen, who has interest in Allen & Co., New York investment banking firm. Filed May 1.

- **WLSE(AM)-WZKB(FM)** Wallace, N.C.—Seeks transfer of control of Duplin Broadcasting Co. from Janice K. Fox (50% before; none after) to SNML Corp. (50% before; 100% after) for \$135,000, comprising \$25,000 cash, \$10,000 advertising time and \$100,000 note at 12% over 10 years. Seller has no other broadcast interests. Buyer is owned by Sam Leder and family. Filed May 6.

- **WIRO(AM)-WITO(FM)** Ironton, Ohio (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 107.1 mhz; 3 kw; HAAT: 125 ft.)—

Seeks transfer of control of Tri Radio Broadcasting Inc. from Kenneth H. Auble and his wife, Rose, to Spearman Communications Inc. for \$520,000, comprising \$100,000 cash and remainder note at 10% over 15 years. Sellers have no other broadcast interests. Buyer is owned by Thomas M. Martin his wife, Debra; Auble's son, Kenneth H. Auble; Forbes W. Blair, and Gene McCoy. McCoy has interest in WPMW(FM) Mullens, Wyo., WGMDFM) Rehoboth Beach, Del., and WXVA-AM-FM Charleston, W.Va. Martin is station's sales manager. Blair is communications attorney with Washington firm of Bilger & Blair. Filed May 3.

- **KBOR(AM)** Brownsville, Tex. (1600 khz; 1 kw-U)—Seeks assignment of license from KBOR Inc. to Brownsville Broadcasting Corp. for \$325,000 cash. Seller is owned by Stephen C. DeWalt, president, and W.H. Sadler. DeWalt also has interest in KDAE(AM)-KIOU(FM) Corpus Christi, Tex. Buyer is owned by Geraldine F. Trevino and her brother-in-law Edgar (20%). It owns petrochemical distribution firm in Brownsville. Filed May 10.

- **WBDX(AM)** White Bluff, Tenn. (1030 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Dickson County Radio Inc. to White Bluff Communications Inc. for \$50,000 cash, plus assumption of \$378,000 liabilities. Seller is principally owned by Richard Albright, president. Buyer is owned by Bob Hudson (50%) and William J. Goad and his wife, Ann. Hudson is general manager of WQSI(AM) Portland, Tenn. Filed May 7.

- **WSVI(TV)** Christiansted, St. Croix, Virgin Islands (ch. 8; ABC; 200 kw vis.; 20 kw aur.; HAAT: 1,141 ft.; ant. height above ground: 265 ft.)—Seeks assignment of license from Antilles Broadcasting Corp. to Elf Communications Inc. for \$4.35 million cash. Seller is owned by Barakat Saleh and Len Gawrych, who also have interest in WSJU(TV) San Juan, P.R. Buyer is equally owned by John A. Lack and Jay Emmet. It is Seattle-based station group of three AM's and three FM's. Filed May 3.

- **WGEZ(AM)** Beloit, Wis. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Winger Communications Corp. to Seehafer Broadcasting Corp. for \$390,000 cash. Seller is owned by Eugene A. Winger, who has no other broadcast interests. Buyer is Manitowoc, Wis.-based station group of three AM's and three FM's owned by Donald W. Seehafer. Filed May 7.

- **KRSV-AM-FM** [CP] Afion, Wyo.—Seeks assignment of license from Western Wyoming Radio to Western Wyoming Radio Inc. for \$3,521 cash. Seller is owned by Terry Ewing, who has no other broadcast interests. Buyer is owned by David W. Horsley and his wife, Betty. It has no other broadcast interests. Filed May 7.

- **KFBC(AM)-KFBQ(FM)** Cheyenne, Wyo. (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 97.9 mhz; 100 kw; HAAT: 580 ft.)—Seeks assignment of license from Capitol Media Inc. to Capitol Radio Inc. for \$1 million, comprising \$670,000 cash and remainder note at 9% over 13 years. Seller is owned by Donald E. Jones, president, and Lawrence Birfelli. Jones owns KVSH(AM) Valentine and KCSR(AM)-KQSK(FM) Chadron, all Nebraska, and KWIV(AM) Douglas, Wyo., and has interest in KASL(AM) Newcastle, Wyo. Birfelli has no other broadcast interests. Buyer is owned by John Shideler (51%), general manager of KIIJ(AM)-KTCL(FM) Fort Collins, Colo., who has interest in KRAI-AM-FM Craig, Colo., and Stewart Haskell (49%), sales manager at KTCL(FM) Fort Collins, Colo. Filed May 2.

- **KMMZ(AM)-KZMQ(FM)** Greybull, Wyo. (AM: 1140 khz; 10 kw-D; FM: 100.3 mhz; 100 kw; HAAT: 478 ft.)—Seeks assignment of license from Ronald G. Wright, receiver, to Greybull Radio Joint Venture for \$125,000. Seller is receiver in bankruptcy. Buyer is principally owned by Thomas A. Curtis and Daniel W. Coon. It has interest in seven LPTV's. Coon and Curtis also have interest in KOUS-TV Hardin, Mont., and KYUS-TV Miles City, Mont. Filed May 9.

New Stations

New TV's

- **Naples, Fla.**—Naples Broadcasting Inc. seeks ch. 46; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,009 ft.; ant. height above ground: 1010 ft. Address: 9122 SW 6th St., Miami, Fla. 33174. Principal is owned by Beatriz Lopez, who has no other broadcast interests. Filed May 9.

- **Naples, Fla.**—Naples Television Associates Ltd. seeks ch. 46; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,020 ft.; ant. height above ground: 1,007 ft. Address: 309 Goodlett Lane, Apt. 305A, 33940. Principal is owned by Eleanor Belcher (21%) and William Joyce (79%). Joyce owns cable

system in Joliet, Ill. Filed May 9.

■ Naples, Fla.—M&W Communications seeks ch. 46; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 355 ft.; ant. height above ground: 355 ft. Address: P.O. Box 381, Syracuse, N.Y. 13201. Principal is owned by Ezekiel Montgomery (51%) and Barbara Wilson (49%). It has no other broadcast interests. Filed May 9.

■ Reno—Reno Family Television Ltd. seeks ch. 11; ERP vis. 159 kw; aur. 15.9 kw; HAAT: 2,686 ft.; ant. height above ground: 100 ft. Address: 1100 E. Plumb Lane, 89502. Principal is owned by Leslie Williams, who owns LPTV in Reno. Filed May 9.

■ Reno—Reno Community Broadcasting Co. seeks ch. 11; ERP vis. 220 kw; aur. 22 kw; HAAT: 2,458 ft.; ant. height above ground: 138 ft. Address: Box 20158; 5290 Nell Rd., #200, 89515. Principal is owned by Valerie R. Glenn and Jessica Ordonez, general partners, and eight other limited partners. Ordonez is traffic manager at KCBN(AM)-KRNO(FM) Reno. Her father, Robert, is owner of stations. Filed May 9.

■ Reno—Gloria Hammers seeks ch. 11; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 530 ft.; ant. height above ground: 135 ft. Address: 452 Huntington Dr., Arcadia, Calif. 91006. Principal has no other broadcast interests. Filed May 9.

■ Reno—David Moose seeks ch. 11; ERP vis. 190.5 kw; aur. 20 kw; HAAT: 2,694 ft.; ant. height above ground: 69 ft. Address: P.O. Box 216, Schurz, Nev, 89427. Principal has no other broadcast interests. Filed May 9.

■ Reno—Peavine Inc. seeks ch. 11; ERP vis. 178 kw; aur. 18 kw; HAAT: 2,784 ft.; ant. height above ground: 136 ft. Address: P.O. Box 50540, 89513. Principal is equally owned by Merced Gomez, Cynthia Wyatt and Guadalupe Gunderson (voting stock), Peter C. Neumann (100% non-voting stock). Filed May 9.

■ Reno—Hirschland Communications Inc. seeks ch. 11; ERP vis. 190.5 kw; aur. 19.1 kw; HAAT: 2,657 ft.; ant. height above ground: 108.6 ft. Address: 333 Marsh Ave., 89504. Principal is owned by Virginia D. Hirschland, who has no other broadcast interests. Filed May 9.

■ Reno—Reno-Eleven Telecasters seeks ch. 11; ERP vis. 188.36 kw; aur. 18.836 kw; HAAT: 2,656 ft.; ant. height above ground: 228 ft. Address: 1018 University Terrace, 89503. Principal is equally owned by David P. Ward, Deborah L. Wion, Robert M. Still. Ward is account executive and Still is news director, KOLO-TV Reno. Filed May 9.

■ Reno—Silver State Telecasters seeks ch. 11; ERP vis. 316 kw; aur. 63.2 kw; HAAT: 512 ft.; ant. height above ground: 98 ft. Address: 777 Campus Commons Dr., Sacramento, Calif. 95825. Principal is owned by Edward Stolz, who owns KWOD(AM) Sacramento, KRCK(AM) Burbank, and new FM in Desert Hot Springs, all California. It also owns new TV's in Caldwell, Idaho, and Citrus Heights, Calif. Filed May 9.

■ Reno—TV Eleven Ltd. seeks ch. 11; ERP vis. 250 kw; aur. 45 kw; HAAT: 2,348 ft.; ant. height above ground: 80 ft. Address: 814B Carolina, Mt. Shasta, Calif. 96067. Principal is owned by Margaret Stone (80% voting stock) and Amalia deAzatlan (20% voting stock) and John Gayer (80% partnership interest). deAzatlan is announcer on KRCC(AM) Indigo, Calif. Gayer has interest in KCBR-AM-FM Steamboat Springs, Colo. His son, Dwight owns KKMx-AM-FM Hayden, Colo. Filed May 9.

■ Reno—Rolan Ulloa seeks ch. 11; ERP vis. 219 kw; aur. 21.9 kw; HAAT: 2,463 ft.; ant. height above ground: 143 ft. Address: 1637 Berkeley St., Santa Monica, Calif. 90404. Principal has no other broadcast interests. Filed May 9.

■ Reno—Reno Television Broadcasters seeks ch. 11; ERP vis. 225 kw; aur. 22.5 kw; HAAT: 2,422 ft.; ant. height above ground: 100 ft. Address: 180 W. First St., Suite 4, 89501. Principal is equally owned by Judi D. Kosinski, Catherine Hanzich, Kristine M. Bunyon, general partners. It has no other broadcast interests. Filed May 9.

■ Reno—Nevada Television Corp. seeks ch. 11; ERP vis. 177 kw; aur. 17.7 kw; HAAT: 2,809 ft.; ant. height above ground: 208 ft. Address: 3500 Lakeside Ct., 89509. Principal is owned by Luther Mack (40%), Ann Bersi (30%) and Jane Manning (30%). It has no other broadcast interests. Filed May 9.

■ Reno—Reno Eleven Broadcasting seeks ch. 11; ERP vis. 224 kw; aur. 44.8 kw; HAAT: 2,418.5 ft.; ant. height above ground: 142.5 ft. Address: 645 Sheffield Ct., Parks, Nev. 89431. Principal is owned by Magda E. Martinez, who has no other broadcast interests. Filed May 9.

■ Reno—Reno Telecommunications Co. seeks ch. 11; ERP vis. 35.4 kw; aur. 3.54 kw; HAAT: 2,117 ft.; ant. height above ground: 118.2 ft. Address: P.O. Box 934, San Benito, Tex. 78586. Principal is owned by Juan Villareal, who has no other broadcast interests. Filed May 9.

■ Grundy, Va.—Tookland Pentecostal Church seeks ch. 68; ERP vis. 925 kw; aur. 92.5 kw; HAAT: 1,093 ft.; ant.

height above ground: 500 ft. Address: Box 44, Vansant, Va. 24656. Principal is headed by Buford Smith. It has no other broadcast interests. Filed May 9.

Facilities Changes

Applications

AM's

Tendered

■ KWXV (1340 khz) Cathedral City, Calif.—Seeks CP to increase day power to 1 kw. App. May 10.

■ KMPG (1520 khz) Hollister, Calif.—Seeks CP to change power to 5 kw; install DA-D, and make changes in ant. sys. App. May 8.

■ KDYL (1280 khz) Salt Lake City—Seeks CP to increase night power to 750 w, DA-N. App. May 7.

Accepted

■ WWBF (1130 khz) Bartow, Fla.—Seeks CP to augment night standard pattern. App. May 10.

■ WGBS (710 khz) Miami—Seeks CP to reduce night power to 25 kw and augment standard radiation pattern. App. May 8.

■ WADM (1540 khz) Decatur, Ind.—Seeks CP to make changes in ant. sys. App. May 7.

■ WMIN (1030 khz) Maplewood, Minn.—Seeks CP to change daytime TL and make changes in ant. sys. App. May 10.

■ WDGY (1130 khz) Minneapolis—Seeks MP to change TL and make changes in ant. sys. App. May 7.

■ KPRM (870 khz) Park Rapids, Minn.—Seeks MP to change TL and make changes in ant. sys. App. May 7.

■ WGRC (1300 khz) Spring Valley, N.Y.—Seeks CP to make changes in directional ant. pattern. App. May 7.

■ KRKX (1010 khz) Milwaukie, Ore.—Seeks MP to change TL and make changes in ant. sys. App. May 7.

■ WDOT (1390 khz) Burlington, Vt.—Seeks MP to augment standard pattern. App. May 7.

FM's

Tendered

■ *KWPR (88.7 mhz) Wailuku, Hawaii—Seeks CP to change freq. to 90.7 mhz. App. May 8.

■ WYFM (102.9 mhz) Sharon, Pa.—Seeks mod. of lic. to install new transmission sys. App. May 13.

Accepted

■ KZYP (99.3 mhz) Pine Bluff, Ark.—Seeks mod. of CP to change HAAT to 157 ft. App. May 10.

■ WGLV (97.7 mhz) Micanopy, Fla.—Seeks mod. of CP to change TL. App. May 10.

■ WCSF (96.7 mhz) Clifton Park, N.Y.—Seeks mod. of CP to change TL. App. May 10.

■ WKEZ-FM (94.1 mhz) Yorktown, Va.—Seeks mod. of lic. to install new transmission sys. App. May 7.

■ *New (88.7 mhz) Wenatchee, Wash.—Seeks CP to change freq. to 91.1 mhz. App. May 10.

TV's

Accepted

■ KARK-TV (ch. 4) Little Rock, Ark.—Seeks CP to replace ant. App. May 13.

■ KFTV (ch. 21) Hanford, Calif.—Seeks MP to relocate main SL outside community of lic. App. May 8.

■ WXFL (ch. 8) Tampa, Fla.—Seeks CP to change HAAT to 1,930 ft. and mount new ant. App. May 7.

■ *KBIN-TV (ch. 32) Council Bluffs, Iowa—Seeks CP to relocate main SL outside community of lic. App. May 8.

■ *Iowa Public Broadcasting Board—Seeks CP's to relocate main SL's of following stations outside their communities of lic.: KDIN-TV (ch. 11) Des Moines, KIIN (ch. 12) Iowa City, KRIN (ch. 32) Waterloo, KSIN-TV (ch. 27) Sioux City, KTYN (ch. 21) Fort Dodge, KYIN (ch. 24) Mason City and KHIN (ch. 36) Red Oak, all Iowa. App. May 7.

■ WLEX-TV (ch. 18) Lexington, Ky.—Seeks MP to install intermediate power amplifier. App. May 7.

■ WNTZ (ch. 48) Natchez, Miss.—Seeks MP to change ERP to vis. 1,118 kw, aur. 112 kw; change HAAT to 1,044 ft., and change TL. App. May 8.

■ WXEK (ch. 29) State College, Pa.—Seeks MP to change ERP to vis. 450 kw, aur. 45 kw; change HAAT to 1,301 ft. and change TL. App. May 7.

■ WINT-TV (ch. 20) Crossville, Tenn.—Seeks CP to install aux. sys. App. May 7.

Actions

AM's

■ WGRR (960 khz) Prichard, Ala.—Granted app. to add night service with 1 kw; install DA-N; change TL, and make changes in ant. sys. Action May 3.

■ KTRB (860 khz) Modesto, Calif.—Granted app. to increase day power to 50 kw and install DA-2. Action May 3.

■ KLLK (1250 khz) Willits, Calif.—Granted app. to modify allowable radio for daytime DA. Action April 29.

■ WCMQ (1210 khz) Miami Springs, Fla.—Granted app. to change SL to 1411 Coral Way, Miami. Action May 6.

■ WEXY (1520 khz) Oakland Park, Fla.—Granted app. to add night service with 250 w; change city of lic. to Wiltor Manors, Fla., and make changes in ant. sys. Action May 6.

■ WPLO (590 khz) Atlanta—Granted app. to change SL. Action May 6.

■ WPLO (590 khz) Atlanta—Granted app. to change TL and make changes in ant. sys. Action May 3.

■ KTOP (1490 khz) Topeka, Kan.—Dismissed app. to make changes in ant. sys. Action April 29.

■ WPOR (1490 khz) Portland, Me.—Granted app. to change TL. Action May 3.

■ WPON (1460 khz) Pontiac, Mich.—Granted app. to change SL to 2222 Franklin Road, Bloomfield Hills, Mich. Action May 6.

■ WLRC (850 khz) Walnut, Miss.—Granted app. for petition for reconsideration to increase power from 500 w to 1 kw. Action May 7.

■ WEZG (1220 khz) North Syracuse, N.Y.—Granted app. to change freq. from 1220 khz to 1200 khz; add night service with 1 kw; install DA-N, and make changes in ant. sys. Action May 7.

■ WMSO (640 khz) Collierville, Tenn.—Dismissed app. to change city of lic. to Germantown, Tenn. Action May 7.

■ KTOL (1280 khz) Lacey, Wash.—Granted app. to add night service with 500 w and make changes in ant. sys. Action May 1.

■ KLAY (1480 khz) Lakewood, Wash.—Returned app. to add night service with 1 kw; increase day power to 10 kw; install DA-N; change freq. to 1180 khz; change TL, and make changes in ant. sys. Action May 6.

FM's

■ KAJJ (106.3 mhz) Greenwood, Ark.—Granted app. to change ERP to 1.7 kw and change HAAT to 434 ft. Action May 2.

■ *KLON (88.1 mhz) Long Beach, Calif.—Granted app. to install new transmission sys. Action May 2.

■ KUUL (92.1 mhz) Madera, Calif.—Granted app. to change HAAT to 295.2 ft. Action May 6.

■ KCAL-FM (96.7 mhz) Redlands, Calif.—Granted app. to change ERP to 1.77 kw and change HAAT to 376 ft. Action May 6.

■ KWNE (94.5 mhz) Ukiah, Calif.—Returned app. to change TL. Action April 29.

■ *WFRC (90.5 mhz) Columbus, Ga.—Granted app. to change SL to Phenix City, Ala. Action May 3.

■ WKHX (101.5 mhz) Marietta, Ga.—Granted app. to install aux. sys. Action April 30.

■ WAAC (92.9 mhz) Valdosta, Ga.—Granted app. to change ERP to 100 kw and change HAAT to 502 ft. Action April 30.

■ KRPL-FM (106.1 mhz) Moscow, Idaho—Granted app. to change TL; change ERP to 59.3 kw; change HAAT to 96C ft., and change freq. to 106.1 mhz. Action April 29.

■ KSEI-FM (102.5 mhz) Pocatello, Idaho—Granted app. to change TL and change HAAT to 1,025 ft. Action April 30.

■ WXET (105.5 mhz) Woodstock, Ill.—Granted app. to change ERP to 1.45 kw and change HAAT to 474 ft. Action May 6.

■ WLKI (100.1 mhz) Angola, Ind.—Granted app. to change HAAT to 328 ft. Action April 26.

- WBWB (96.7 mhz) Bloomington, Ind.—Granted app. to change ERP to 1.66 kw and change HAAT to 439.52 ft. Action April 30.
- KLVN (95.9 mhz) Newton, Iowa—Dismissed app. to change TL and change ERP to 2.82 kw. Action April 25.
- KHOK (100.7 mhz) Hoisington, Kan.—Granted app. to change TL and change HAAT to 894 ft. Action April 26.
- WAMX (93.7 mhz) Ashland, Ky.—Granted app. to change ERP to 100 kw and change HAAT to 590.4 ft. Action April 30.
- KROK (92.1 mhz) De Ridder, La.—Granted app. to change SL. Action May 3.
- WITK (104.7 mhz) Belfast, Me.—Granted app. to change ERP to 10 kw. Action April 30.
- WJIB (96.9 mhz) Boston—Granted app. to change ERP to 12.3 kw. Action April 30.
- WXKS-FM (107.9 mhz) Medford, Mass.—Granted app. to change ERP to 23.5 kw. Action April 30.
- WWCK-FM (105.5 mhz) Flint, Mich.—Granted app. to change ERP to 3 kw. Action April 30.
- KDEZ (96.1 mhz) Crookston, Minn.—Granted app. to change TL. Action April 1.
- KBBZ (98.5 mhz) Kalispell, Mont.—Granted app. to change SL to 5838 Highway 93 South, Whitefish, Mont. Action April 24.
- KXOQ (96.7 mhz) Popular Bluff, Mont.—Granted app. to change TL and change HAAT to 328 ft. Action April 29.
- KKBB (103.1 mhz) Aurora, Neb.—Granted app. to change TL; change HAAT to 306 ft., and make changes in ant. sys. Action April 30.
- KMZQ-FM (100.5 mhz) Henderson, Nev.—Granted app. to operate formerly authorized facilities as aux. Action April 30.
- WKXZ (93.9 mhz) Norwich, N.Y.—Granted app. to change ERP to 26.1 kw and change HAAT to 676.66 ft. Action April 30.
- KNYN (95.5 mhz) Santa Fe, N.M.—Granted app. to change TL; change ERP to 19.1 kw; change HAAT to 1,851 ft., and make changes in ant. sys. Action April 30.
- WDAY-FM (93.7 mhz) Fargo, N.D.—Granted app. to install aux. sys. Action April 30.
- WNUS (107.1 mhz) Belpre, Ohio—Granted app. to change ERP to 2.31 kw. Action April 30.
- KATF-FM (100.5 mhz) Oklahoma City—Granted app. to operate formerly authorized facilities as aux. Action April 30.
- KIIK (95.1 mhz) Prineville, Ore.—Granted app. to change HAAT to 473 ft. Action May 6.
- WIBF-FM (103.9 mhz) Jenkinstown, Pa.—Dismissed app. to operate formerly authorized facilities as aux. Action April 29.
- WRFY-FM (102.5 mhz) Reading, Pa.—Granted app. to change coordinates. Action April 30.
- WMGZ-FM (95.9 mhz) Sharpsville, Pa.—Granted app. to change HAAT to 328 ft. and change ERP to 3 kw. Action May 2.
- WGMR (101.1 mhz) Tyrone, Pa.—Granted app. to change ERP to 8.5 kw. Action April 30.
- WGSX (94.7 mhz) Bayamon, P.R.—Granted app. to change ERP to 32.5 kw; change HAAT to 1,766 ft., and make changes in ant. sys. Action April 29.
- WAZX (106.3 mhz) Georgetown, S.C.—Granted app. to change TL and change HAAT to 328 ft. Action April 29.
- WJSO-FM (99.3 mhz) Elizabethton, Tenn.—Granted app. to change TL; change ERP to 2.47 kw; change HAAT to 328 ft., and make changes in ant. sys. Action May 1.
- WQLA (104.9 mhz) LaFollette, Tenn.—Dismissed app. to install new transmission sys. Action April 26.
- WZLT (99.3 mhz) Lexington, Tenn.—Dismissed app. to change TL and change HAAT to 275 ft. Action April 30.
- WMC-FM (99.7 mhz) Memphis—Granted app. to operate formerly authorized facilities as aux. Action April 30.
- KORA-FM (98.3 mhz) Bryan, Tex.—Dismissed app. to change ERP to .95 kw and change HAAT to 486.1 ft. Action April 29.
- KIXS-FM (93.3 mhz) Killeen, Tex.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,968 ft. Action May 7.
- *KUER-FM (90.1 mhz) Salt Lake City—Granted app. to build new tower, 142 ft., with new high power ant. and old low power standby ant. Action April 30.
- WVVV (104.9 mhz) Blacksburg, Va.—Granted app. to

change ERP to 3 kw. Action April 30.

- *WMRA (90.7 mhz) Harrisonburg, Va.—Granted app. to change ERP to 24.5 kw and change HAAT to 710 ft. Action April 30.
- KMPS-FM (94.1 mhz) Seattle—Granted app. to install new transmission sys. Action May 6.
- WCIR-FM (103.7 mhz) Beckley, W. Va.—Dismissed app. to operate formerly authorized facilities as aux. Action April 26.
- WSCW-FM (100.9 mhz) South Charleston, W. Va.—Granted app. to change TL. Action April 30.

TV's

- KSBW-TV (ch. 8) Salinas, Calif.—Granted app. to use former main ant. as aux. ant. Action April 30.
- *WLRN-TV (ch. 17) Miami—Granted app. to replace aural and visual exciter. Action April 30.
- WFDG (ch. 28) New Bedford, Mass.—Granted app. to change ERP to vis. 5,000 kw, aur. 250 kw and move main SL outside community of lic. Action April 30.
- KMSP-TV (ch. 9) Minneapolis—Granted app. to change HAAT to 1,427 ft. and install circular polarized ant. on existing tower. Action April 30.
- WNYB-TV (ch. 49) Buffalo, N.Y.—Granted app. to change ERP to vis. 2,690 kw, aur. 269 kw; change HAAT to 1,330 ft., and change TL. Action April 30.
- *WSBE-TV (ch. 36) Providence, R.I.—Granted app. to change ERP to vis. 1,221.6 kw, aur. 122.16 kw; change HAAT to 597.7 ft.; change ant., and change transmitter. Action April 30.
- WTAT-TV (ch. 24) Charleston, S.C.—Granted app. to change HAAT to 1,630 ft.; change ant., and change TL. Action April 30.

Call Letters

Applications

Call	Sought by
	New FM's
WOVU	Ocean View Broadcasting Co., Ocean View, Del.

Summary of broadcasting as of March 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,778	170	4,948
Commercial FM	3,757	418	4,175
Educational FM	1,185	173	1,358
Total Radio	9,720	761	10,481
FM translators	789	444	1,233
Commercial VHF TV	539	23	562
Commercial UHF TV	370	222	592
Educational VHF TV	115	3	118
Educational UHF TV	182	25	207
Total TV	1,206	273	1,479
VHF LPTV	217	74	291
UHF LPTV	123	136	259
Total LPTV	340	210	550
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.

WIML	Wrightsville Broadcasting Co., Wrightsville, Ga.
*KZRW	Idaho Educational Broadcasting Foundation, Payette, Idaho
KCBL	Barron Broadcasting Inc., Natchitoches, La.
*WRVS-FM	Elizabeth City State University, Elizabeth City, N.C.
*WCVV	Belpre Educational Foundation, Belpre, Ohio
WCLC-FM	Jamestown Broadcasting Co., Jamestown, Tenn.
*KACU	Abilene Christian University, Abilene, Tex.
	Existing FM
WWSH	WVCD The Luzerne Co., Hazelton, Pa.
	Existing TV
WYZZ-TV	WBLN Bloomington Comco Inc., Bloomington, Ill.

Grants

Call	Assigned to
	New FM's
*WAPN	Public Radio Inc., Holly Hill, Fla.
WCPC	WBCE Inc., Wickliffe, Ky.
*KCMF	Montana Educational Broadcasting, Great Falls, Mont.
*KSWP	Lutkin Educational Broadcasting Foundation, Lutkin, Tex.
*KMQX	Springtown Educational Broadcasting Foundation, Springtown, Tex.
*KHWL	Heritage Educational Foundation of Wyoming, Laramie, Wyo.

New TV's

WJOE	Marianna Television Inc., Marianna, Fla.
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Existing AM's

KDBL	KWSR Susan K. Hughes and Stephen L. Hughes, Rifle, Colo.
WIGL	WHGI Amrecorp Communications of Georgia Inc., Augusta, Ga.
WWWJ	WKKX Omnia Corp., Paoli, Ind.
WIDG	WLVM Mighty-Mac Broadcasting Co., St. Ignace, Mich.
WAVI	WBBX Ware Communications Corp., Portsmouth, N.H.
WTCR	WHEZ CRB of Kentucky Inc., Kenova, W. Va.

Existing FM's

KDBL-FM	KDBL Susan K. Hughes, Rifle, Colo.
*WMHS	WRSF Miamisburg City School District Board of Education, Miamisburg, Ohio
WZNY	WFMG Amrecorp Communications of Georgia Inc., Augusta, Ga.
KUUB	Colleen F. Bee, Bozeman, Mont.
WKNE-FM	WNBX-FM WKNE Corp., Keene, N.H.
KQSP	KICN Inland Empire Broadcasting Inc., Spokane, Wash.
WTCR-FM	WTCR CRB Broadcasting of West Virginia Inc., Huntington, W. Va.

In Contest


Review board made following decision:

■ Olympia, Wash., (Marrow Enterprises Inc. and Three Cities FM Inc.), FM proceeding. Scheduled oral argument for May 24 on exceptions to initial decision of ALJ John H. Conlin granting app. of Three Cities FM Inc. for new FM at

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Olympia and denying competing app. of Morrow Enterprises Inc. Each party has 20 minutes for argument. Morrow may reserve part of its time for rebuttal. By letter, April 22.

ALJ Joseph Chachkin made following decision:

■ Austin, Tex. (Capital City Community Interests Inc., et al). TV proceeding. Granted motion for summary decision by Television 54 Corp. and resolved air hazard issue in its favor. By order, April 23.

ALJ John H. Conklin made following decisions:

■ Smith Grove, Ky. (Faye S. Anderson, et al). FM proceeding. Granted joint request for settlement agreement; dismissed app. of J. Barry and Lynn B. Williams and John E. Dalton; conditionally granted Anderson's app. for new FM station at Smith Grove, and terminated proceeding. By order, April 25.

■ Washington, N.C. (James Eugene Hodges, et al). FM proceeding. Granted joint request for settlement agreements; dismissed apps. of Robert A. Manning and JJB Inc.; granted James Eugene Hodges' app. for new FM station at Washington; canceled hearing, and terminated proceeding. By order, April 22.

■ Fredericksburg, Va. (Fredericksburg Broadcasting Group and Rappahannock Cablecast Co.). TV proceeding. Granted joint request for settlement and dismissed Rappahannock's app. By order, April 19.

ALJ John M. Frysiaak made following decisions:

■ Bethesda, Md., and Washington (RKO General Inc., et al). AM and FM proceeding. By separate orders: granted motion by Classical Broadcasters Limited Partnership and dismissed its FM app. with prejudice; granted motion by Suburban Communications Limited Partnership and dismissed its AM app. with prejudice. By order, April 29 and 30.

■ Vero Beach, Fla. (De Beau Broadcasting Inc., et al), FM proceeding. Granted motion by Vero Beach Group Inc. and dismissed apps. of Katherine C. Hughes, Vero Beach Broadcasting, Gloria Siegel and Elisa Molina with prejudice. By MO&O, April 25.

■ San Juan and San Benito, Tex. (Chapman Broadcasting Co. and Gisela Rodriguez). AM proceeding. Granted joint request for settlement agreement; dismissed Rodriguez's app. with prejudice; granted Chapman's app. for new AM station at San Juan, and terminated proceeding. By MO&O, April 19.

ALJ Edward J. Kuhlmann made following decisions:

■ Albany, Ga. (Albany Broadcasters Inc. and Harold Yancey Edwards). TV proceeding. Granted joint request for settlement agreement; dismissed Edwards' app. with prejudice; granted Albany's app. for new TV station on ch. 52 at Albany, and terminated proceeding. By MO&O, April 23.

■ Albany, Minn. (Stearns County Broadcasting Co. and Leverrier Broadcasting Co.). FM proceeding. Granted joint request for settlement agreement and dismissed Leverrier Broadcasting's app. with prejudice. By MO&O, April 24.

■ Bountiful, Utah (Bountiful Communications of Utah Inc., et al), FM proceeding. Granted joint request for settlement agreement by Shirlee E. Elliott-Tischner and Bountiful Communications and dismissed Bountiful Communications' app. with prejudice. By MO&O, April 24.

■ Provo, Utah (San Joseph Broadcasting Inc., et al). TV proceeding. Granted joint request for settlement agreement; dismissed apps. of San Joseph Broadcasting Inc. and Skagit Valley Publishing Co with prejudice; granted Morro Rock Resources Inc.'s app. for new TV station on ch. 16 at Provo, and terminated proceeding. By MO&O, April 24.

ALJ Walter C. Miller made following decisions:

■ Boston (RKO General Inc., et al). AM and FM proceeding. Granted motion by Boston Dynamic Radio Limited Partnership and dismissed its FM app. with prejudice. By MO&O, May 1.

■ Baytown, Tex. (Baytown Community Broadcasting Ltd., et al). TV proceeding. By separate orders: granted joint request for settlement agreement by Baytown Community and Villa-Reeve Ltd. and dismissed Baytown Community's app. with prejudice; granted summary decision by Villa-Reeve and resolved air hazard issue in its favor; by ALJ's summary decision granted Villa-Reeve's app. for new TV station on ch. 57 at Baytown, and terminated proceeding. By MO&Os, April 19, and summary decision, May 1.

ALJ James F. Tierney made following decision:

■ Del Rio, Tex. (Grande Broadcasting Inc., et al), FM proceeding. Granted joint request for settlement agreement by Grande Broadcasting and Blanca Gonzalez Larson's app. with prejudice. By order, April 22.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General manager needed for top 50 market. Resume and salary should be sent to Box K-98.

General sales manager. AM/FM combo. Highly rated stations, good revenue, experienced only. Ability to train and motivate. Very good growth opportunity. Resume/references to WTIP/WVSR, Box 3697, Charleston, WV 25336. Equal opportunity employer.

General manager. Community oriented station, upper Midwest. Must have strong sales background, able to train/lead sales staff, be experienced in fiscal management, programming and promotion. A full responsibility position for a broadcast management professional in beautiful smaller community near the Twin Cities. Reply in confidence with resume, salary history, philosophy of management to Box M-56. EOE.

Sales manager. Fabulous opportunity. Great station, great company. See our ad in Classified display section. WNOR, Norfolk, VA. EOE.

General sales manager. Leading 25-54 adult combination in Colorado Springs. Resume to GM, KSSS/KVUU Radio, 2860 S. Circle Dr., #1200, Colorado Springs, CO 80906. EEO/MF.

Community Club Awards, (CCA), 30-year-old sales promotion plan, has immediate openings for multi-state sales representatives. Fulltime travel (Mon./Fri.). Radio/TV management experience required. Draw against substantial commission. Write for personal interview enclosing resume, references. John C. Gilmore, President, P.O. Box 151, Westport, CT 06881, 203-226-3377.

Las Vegas. General manager. Sales motivated. Needed now. Call group owner Alvin Korngold, 702-732-2555. EOE-M/F.

General manager. 100 KW FM, southeastern Montana. Great opportunity for person with proven sales record who can manage. 60 W. Fourth St., St. Paul, MN 55102.

Sales manager. Dynamic new format at powerful upper-Midwestern FM offers career opportunity for proven leader who can hire, train, and develop local sales. Group owned. Resume, salary history, references to Box M-98.

HELP WANTED SALES

Sales manager for world wide religious/commercial radio group. Excellent opportunity. Salary plus commissions. Extensive travel required. Advancement to VP/GM possible. Call Jim Slaughter, Beacon Broadcasting, 404-324-1271.

Tired of combo DJ/sales? If you've seen the light, let's talk. We have several FM's in Florida ready for the right streetwise salesperson. Need to know co-op and RAB. EOE. Box M-6.

South AR AM/FM seeks experienced salesperson, aggressive, heavy in community involvement & public relations. Good list to start with rapid advancement to sales manager/station manager for right person. Send resume, references, track record, salary requirement to Manager, KAGH, Box 697, Crossett, AR 71635. EOE.

Lincoln opportunity for qualified sales rep. Immediate opening. Excellent growth potential in competitive market. Very good earnings if you're professional. Rush resume to Station Manager, Box 6477, Lincoln, NE 68506.

Sales person: entry or experienced. Top list, top money. Opening now. Jack Teiken, 308-532-3344.

Time salesperson. Super SC 100,000 watt FM prestige station. 20 minutes from major university, two hours from major metropolitan area. Salary plus commission. Send complete resume, other pertinent information. Entry level or experienced applications invited. EOE. Box M-66.

Looking for account executives with strong closing skills. WPEG is the #3 station in the Charlotte-Gastonia-Rock Hill market. Contact in writing: Linda Rosenthal, Sales Manager, WPEG, P.O. Box 128, Concord, NC 28025

General sales manager. New Haven's 99 Rock, WPLR. Must have experience, drive, knowledge. Must be enthusiastic, dynamic, energetic. Must want to lead very professional sales staff. Resume to Manuel Rodriguez, VP/GM, WPLR, 1294 Chapel St., New Haven, CT 06511.

Radio, TV, cable, print advertising agency seeks self-starter to sell great product. Resume to Dir. of Sales, Radio Works, Inc., 1641 Deer Park Ave., Deer Park, NY 11729, 516-595-2929.

New York, Michigan, FL, Ohio, Indiana. We're looking for (preferably) retired or semi-retired senior broadcasting people to represent Tom Morgan's Radio Programs to stations in above states and to statewide and regional advertisers. We're now on 70 stations. Work is part-time with moderate travel and is rewarding. Resume to Burton Lewis, Tom Morgan Co., Box 127, Unadilla, NY 13849.

Radio sales school. Most complete available, improve skills, increase earnings, monthly Summer sessions, positions available. \$250 for four days. Results Radio, P.O. Box 851743, Richardson, TX 75085-1743, 214-238-9240.

Account executive. Sunbelt medium market. Need self starter, eager to make money. Minimum two years' sales experience with direct & agency accounts. Excellent sales opportunity; chance to grow with dynamic Southwest broadcast group. EOE. Resume to Box M-96.

HELP WANTED ANNOUNCERS

No "disc jockeys" need apply! Top 20 market seeking outstanding personalities/talk hosts/newspersons. Creativity and controversy welcome. Resume only in complete confidence to Box M-19.

Production/air personality with contemporary format station. Work with pros. Good opportunity! Tape, resume, references to Station Manager, Box 6477, Lincoln, NE 68506.

PD for MOYL 5,000 watt daytimer in beautiful Berkshire Hills of Massachusetts. Must be familiar with all aspects of programming & commercial production. Air shift. Salary requirements, cassette, resume to WUJN, P.O. Box 1265, Pittsfield, MA 01202. EOE, M/F.

Southwest broadcasting group seeks combination program director and morning person. Personality/creativity necessary. Salary commensurate with ability. Resume/tape to Noalmark Broadcasting Corp., 202 W. 19th, El Dorado, AR 71730. EOE.

All-classical 105,000 watt WNED-FM seeks announcer-program host. Daily board shift, with possibility of off-air duties (programming, production, record library), depending on interest and experience. Broad knowledge of classical music and concert world required, with articulate delivery & engaging air presence. Excellent benefits, including 100% company-paid medical, dental/life insurance. Non-returnable audition tape, programming samples, resume (with references indicated) to Peter Goldsmith, WNED-FM, 23 North St., Buffalo, NY 14202. Equal opportunity employer.

Search continues. WTNy seeks bright, engaging morning host to share our pride in the station that's America's ratings champion. Person who joins us will receive salary of not less than \$25,000 and company paid medical and retirement plan. A number of talented people have applied. We are looking forward to meeting that special individual who, we suspect, now works in a medium or larger market and is looking for a home. T/R: George Neher, PD, WTNy, 134 Mullin St., Watertown, NY 13601. EOE.

HELP WANTED TECHNICAL

Fulltime engineer with experience for classical station. 100,000 watts. Contact WRR, General Manager, 214-670-8888.

Chief engineer. Class CFM/50 KWAM, top 50 market. Hands-on position. Must be able to maintain high quality from studio to transmitter. Good salary/benefits. Resume/references to Bernie Barker, General Manager, WAPI, 2146 Highland Ave. S., Birmingham, AL 35205.

Chief engineer. Seeking engineer with 1-5 years' experience in radio maintenance to become chief in medium market. Additional training provided. Applicant must be eager, quick to learn. Mid-Atlantic location. Resume to Jim Gibbons Radio, Box 151, Frederick, MD 21701. attn: Roger Lide.

Chief engineer. Harrisburg radio stations seek enthusiastic, self starting chief engineer. AM directional and FM experience required. Automation and computer experience helpful. Resume/salary requirements by May 31, 1985, to Brian Danzis, VP, Hudson Broadcasting, P.O. Box 3433, Harrisburg, PA 17105. Equal opportunity employer.

HELP WANTED NEWS

South AR AM/FM has opening for experienced local news/announcer. Some play by play & production. Resume, references, salary requirement to Manager, KAGH, Box 697, Crossett, AR 71635. EOE.

News director. Florida capital city FM seeks experienced news director for 4-person local news staff. Good on-air & writing skills essential. State of the art equipment, good benefits. Bachelor's degree with major in communication or English & 1 yr. management experience in commercial or public broadcasting required. Salary negotiable with experience. Deadline May 30th. Nonreturnable tape, writing samples, resume, references to Caroline Austin, WFSU-FM, 2561 Pottsdamer, Tallahassee, FL 32304, 904-487-3086. Order Florida employment application for "Radio-TV Specialist," #62133, (News Director) from Harriett Hudson, Personnel Division, FSU, Tallahassee, FL 32306. AA/EOE.

Reporter for news oriented SC 100,000 watt prestige FM station. Entry level; current or recent J-school graduate with radio-TV sequence. Located 20 minutes from major university, two hours from major metropolitan area, near mountains, lakes. Resume/all other pertinent written information to Box M-65. EOE.

Sports writer/reporter—news/sports AM seeks applicants for future opening. Must be able to generate crisp :90 sportscasts for anchor use, gather and edit sound, report the news of sports. Key skill: make it interesting to people who don't consider themselves "sports fans." Resume and tape you're proud of to Holland Cooke, WTOP Radio, 4646 40th St. NW, Washington, DC 20016. Equal opportunity employer. No calls, please.

Vermont's most respected news station needs energetic reporter. Good pay/benefits for self starter with positive attitude. Resume/tape: Tom Beardsley, WDEV, Box 550, Waterbury, VT 05676. EOE.

News director—Aspen, CO. Expanding news department seeks trainer, motivator, leader. Resumes/tapes/salary requirements: David L. Johnson, KSNO AM/FM, 620 E. Hopkins, Aspen, CO 81611.

Part-, full-time correspondents positions at independent Washington bureau. Washington experience preferred. Tape, resume, salary requirements to The Berns Bureau, 148 G St., SW Washington, DC 20024.

HELP WANTED PROGRAMING PRODUCTION AND OTHERS

Music director. WUNC Radio, 100KW NPR member. Produce and program live & recorded music, assume air shifts, supervise maintenance of music library, produce features. Degree preferred, FCC permit required. Three years' professional experience, demonstrated knowledge of classical and jazz repertoire and recording and production equipment, suitable on-air delivery. Salary competitive. Deadline: May 24, 1985. Resume, letter of interest, examples of music programming, non-returnable audition cassette with recent aircheck to Craig Curtis, Program Director, WUNC Radio, Chapel Hill, NC 27514-6044. Affirmative action/equal opportunity employer.

Copywriter. Create & write unique & exciting radio ads. Deightful surroundings. Write: Mrs. Hill, WIIN-WFPG Radio, 2707 Atlantic Ave., Atlantic City, NJ 08401.

SITUATIONS WANTED MANAGEMENT

Are you an overworked GM? Let me help you. Ready for first assistant GM, OM, or administrative assistant position. College degree; eight years experience in radio broadcasting and sales. Box M-27.

Attention station owners/-group owners. General manager, 21 years' successful management. Expertise includes leadership, motivation, programming. High achiever of goals; profit oriented. Strong sales development ability. Excellent credentials. Box M-85.

General manager. Small-medium market #1 salesman \$200,000 local billing; 32,000 market. 20 years' broadcasting. CRMC long association. Top radio professionals. Equity investment possible. Rocky Mtn., NW, SW, Midwest areas. Box M-86.

Multiple station GM. 30 yrs. revenue-ratings success. Small, top 5 mkt. Turnaround expert. Sales, programming, training. Community involvement. Self starting money maker for absentee owner. Piece of the action? \$50,000 minimum. Confidential replies to Box M-88.

Took a class IV AM from 7000 a month to 20,000 a month. Added class C FM in 1984, now doing 30,000-plus. If you're a station owner who wants a "true manager", and you're in a good market for me and my family, let's talk. 19 years' experience. No rookies please. Box M-94.

SITUATIONS WANTED SALES

10-yr. small mkt. salesman seeks intermediate market station. Good company man; seeking right firm to settle down with. Terry, 209-935-1470.

SITUATIONS WANTED ANNOUNCERS

Talk all night-12 years' experience, specializing in blending, human interest, controversy, humor, interviews, information. Variety entertainment for night time audiences. All size markets considered. Art Murphy, 617-767-3281, 9 Hillsdale Rd., Holbrook MA. 02343

Experienced announcer, journalism degree, seeks larger mkt. w/future news opportunity. Herman Fuselier Jr., Opelousas, LA, 318-942-3203.

Professional attitude and sound. 18 months experience. Bill Whetzel, 203 Poplar St., Dardanelle, AR. 501-229-3576.

Two years' commercial experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Dave, anytime, 201-777-0749.

Go anywhere now. Excellent PBP, production, copy, news writing. Phil, 319-355-4212 days; 319-388-0543 nights.

Female DJ. Copy and news writing, good production, available now. 319-355-4212 days; 319-386-5925 nights.

Female DJ. Production, news, sales, copywriting. Entry level, anywhere. Lori, 319-355-4212 days; 319-326-4358 nights (CDT.)

Attention Florida/warm climate areas. 16 years' solid experience. Married, family, stable. Relaxed, but authoritative delivery. Straight/humorous morning man/PD/newsman/director/creative copywriter/production. Available immediately. Need realistic salary, benefits, stability. Medium/better mkt. Complete details to Box M-75.

Experienced drive time talent available immediately. Prefer NY, NJ, & Connecticut area. Craig, 718-343-2192.

Looking for Christian radio or family-oriented format. Air personality. Eight years experience. Talk, news, PBP experience. Box M-93.

SITUATIONS WANTED TECHNICAL

Have FCC license. Seeking start in the broadcasting field. Will relocate. Mitchell Chizik, 718-241-3051.

Ten years major market radio experience, three years' management. Solid satellite and telecommunications background. Managed several large construction projects in nation's largest markets. Box M-41.

Nine years' experience major markets. Heavy construction experience. Looking for CE or director of small group. Box M-87.

Chief operator/engineer, major market, wishes to relocate. 16 years in business. Family man. Good engineering background in AM directionals, FM, microwave, RPU, studios, satellite. Prefer Midwest. Box M-90.

SITUATIONS WANTED NEWS

Experienced sportscaster in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

Problem-solver 4-year news-sports pro. PBP. Workaholic. Can do it all. Stephen, 716-374-2473.

Experienced, enthusiastic, hard working man, looking for new/sports director combo. Knowledgeable, versatile, dedicated. Bill, 618-382-8708.

Fresh ideas from major market anchor, formerly with WNEW, KFWB, KFI. Call 602-266-9229.

Knowledgeable, exciting PBP. All sports. What I have is too big for this small mkt. Box M-37.

Sports director, six years' experience in play-by-play, seeking new opportunity to expand to midsize or larger market sports department. '78 grad, U. of Iowa. Hard worker with exciting, enthusiastic style. Will be an asset for any station. Contact Patrick Snyder by calling 309-853-4471. After 3pm CDT, 309-853-5789, or write 612 Pleasant, Kewanee, IL 61443.

Major market sportscaster with Division One experience seeks football & basketball PBP position for next season. Write Box M-97.

Sports/news position sought. Accurate/objective PBP, relevant, solid reporting skills and credentials. 201-763-5587.

TELEVISION

HELP WANTED MANAGEMENT

General sales manager. WTOV-TV, Steubenville, OH, seeks high yield general sales manager. We offer great challenge and appropriate rewards for a manager who can supervise and build all revenue channels. Individual we choose will have intense desire to succeed and a history that reflects it. Position created by promotion. Please send resumes to Brett Cornwell, VP-GM, WTOV-TV, P.O. Box 9999, Steubenville, OH 43952. EOE.

Sales management. Nation's fastest growing independent TV broadcast group has promoted 3 general sales managers to position of general manager in the last 6 months. We're currently seeking those individuals who feel they're ready to step up to the challenge of sales management in one of our stations, and be ready to move up as quickly as you're ready. We don't have time for resumes; send your name, current position, and phone number, today! Box M-28.

TV traffic manager Immediate opening for sharp, organized person. Responsible for 3-4 person department. Handle all commercial sales clearance, booking, log, and avail preparation. Some agency contact. Qualifications must include computer broadcast traffic experience, ability to maintain department controls, interact with other departments. If qualified, send resume to P.O. Box 1938, Monterey, CA 93940 Attention: General Sales Manager.

General manager for our independent community TV station. We're a pioneer in LPTV, and seek a sales-oriented manager who can build on our present base. Station's located in Junction City, Kansas. Channel 6 is carried on both local cable companies. Contact Roland Waechter, 913-762-5000.

Operations/production manager. Florida CBS affiliate seeks experienced, well organized manager to supervise station operations. Responsibilities include complete supervision of directors, air switchers, all other personnel; also includes managing commercial production unit. Minimum seven years' experience; strong desire to work. Resume to General Manager, WTVX, P.O. Box 3434, Ft. Pierce, FL 33454.

Aggressive sales-minded general manager for outstanding ABC affiliate, Austin-Rochester, Minnesota ADI. Will consider someone interested in moving into general manager's position. Send resume/salary requirement to John MacGregor, P.O. Box 8887, Jackson, MS 39204. EOE.

Creative services director needed for top 20, East Coast cable TV system. An exciting, one-of-a-kind position. You'll supervise fifteen-person department in production of promos, commercials, & innovative, short-form programs and manage advertising/promotional activities of large, growing, advanced-thinking cable system. Resume/salary history to Box M-73.

General manager/general sales manager. Premier Independent in this rapidly growing coastal Southeastern market seeks GSM with top 100 market independent national and local sales background to move into general manager's position within six months. Join a marketing team that has established two successful independents in top 50 markets. Resume to Gary Marshall, WTAT-TV 24, 174-B Tradd St., Charleston, SC 29401.

Program manager. Great opportunity for assistant to move up. Independent TV, Mid-South. Will head entire department, be responsible to general manager. Replies in strictest confidence. Resume/salary requirement to Box M-99. EOE.

HELP WANTED SALES

Local TV sales manager. EOE. Send resume to Steve Robinson, General Manager, KJCT-TV, P.O. Box 3788, Grand Junction, CO 81502.

TV account executive-Immediate opening at CBS affiliate KMST, Monterey, CA. Qualifications must include at least two years broadcast sales experience and extremely strong aptitude for new business development. Resume to General Sales Manager, KMST P.O. Box 1938, Monterey, CA 93940.

Account executive. New CBS affiliate, fast growing Sunbelt market. Resumes to John Peck, General Sales Manager, WJKA, Box 2626, Wilmington, NC 28402.

Regional sales manager. KYTV, NBC affiliate, ranked number 1 in Springfield, MO. Must have either local TV sales experience or previous management experience within broadcast industry. Resumes to Donald J. Hicks, KYTV, P.O. Box 3500, Springfield, MO 65808.

Account executive-WJKS-TV, rapidly growing NBC affiliate, Jacksonville, Florida, seeks experienced, team-oriented person with proven record of excellence in TV sales. Please send resumes to Eddie Rhyne, Local Sales Manager, P.O. Box 17000, Jacksonville, FL 32216. A Media General station. EOE.

Fantastic opportunity! Sunny Florida, big account list! Major market. Resumes to Box M-80. EOE.

Regional account executive. WSOC-TV, ABC/Cox affiliate, Charlotte, NC, has opening for regional account executive. Minimum two years TV sales experience with major agencies required. Resume to Personnel Director, P.O. Box 34665, Charlotte, NC 28234. EOE. M/F.

HELP WANTED TECHNICAL

Studio maintenance tech plus help with transmitter. FCC. license required. KSTS-TV, 2349 Bering Dr., San Jose, CA 95131, attn. Chief Engineer. EOE.

Need immediately-expanding production-oriented indy-U requires maintenance supervisor and techs. Strong bkgnd. in 3/4, 1", quads. New equipment & plant rebuild. Reply to Chief Engineer, 230 Donaldson, Fayetteville, NC 28301, with resume/salary rqmts.

Maintenance engineer. Extensive experience required with 1" type "C" tape machines, production switchers, and computer editing. Additional experience in computer graphics, digital optics, film to tape transfer, and professional audio a definite plus. Resume/salary history to Mike Bitetti, Crawford Post Production, Inc., 535 Plasamour Dr., Atlanta, GA 30324.

Assistant chief engineer -Present ACE is retiring; his replacement is being sought. Personnel handling, production experience a must. Salary commensurate with ability and experience. Send resume to Bob Diehl, CE, WCPX-TV, P.O. Box 66000, Orlando, FL 32853. EOE.

Chief engineer. Chicago TV commercial production company seeks experienced, self starting chief engineer. This key person will be responsible for component level maintenance and operation of broadcast videotape editing equipment, camera's, VTR's, & other digital electronics. Minimum 5 years experience required; TV production experience a plus, not essential. Resume/salary requirements in confidence to Neal Kesler, Airfax Productions, 727 N. Hudson, Chicago, IL 60610.

Maintenance engineer. Self-motivated and confident in maintaining digital or analog broadcast equipment. 3-5 years experience required, with FCC general class license or SBE certificate preferred. Resume to PO Box 2662, Lynchburg, VA 24501.

Chief engineer. UHF independent seeks individual with hands-on and supervisory experience. Minimum seven years' experience in commercial broadcasting. Must have extensive knowledge of all technical aspects of TV station operations. Resume/salary history to Personnel, P.O. Box 13268, El Paso, TX 79912.

Chief engineer. 7 years' experience in technical and operations area of broadcast TV station, including minimum 3 years' supervisory experience. Must be capable of "hands on" repair and instruction of engineering staff. Salary range depends on expertise and qualifications. Excellent benefits. Resume/salary history to Vince O'Connell, WHSV-TV, Box TV3, Harrisonburg, VA 22801, 703-433-9191.

Broadcast consulting engineer-Compucon, Inc., a subsidiary of A.C. Neilsen Co., seeks broadcast consulting engineer. This exciting position will allow you to use your degree & experience in radio and TV broadcast engineering by allowing you to design, license, and supervise broadcast facilities for our clients. You'll enjoy designing and supervising implementation of your design. You'll also supervise installation without the headaches of "hands-on" responsibility. BSEE, 3-5 years in broadcast/radio frequency needed. Resume/salary requirements to Compucon, Inc., P.O. Box 809006, Dallas, TX 75380-9006, attn: Marybeth Rodden.

TV engineering technician. Post production computer editor needed, with experience in all facets of computer editing and post-production techniques. Must have operational knowledge, hands-on experience, & ability to excel on new state-of-the-art equipment, consisting of Ampex ACE computer editor, fully interfaced to A/C switcher, VPR 3's, ADO, etc. Union position. Resume to Deborah Palmer, Director of Personnel, WHYI, Inc., 150 N. Sixth St., Philadelphia, PA 19106. EOE, M/F.

Master control/maintenance engineer: Responsible for coordination and quality control of international and domestic feeds in small but fast-paced TV news production facility; also some computerized 1-inch and 3/4-inch editing. Familiarity with broadcast-quality audio and video systems essential; will involve ongoing maintenance of VTRs, routing switcher, and complete video system including digital equipment, as well as emergency repairs. Successful applicant will be involved in final design and installation phase of brand-new production facility. FCC license/SBE certification desirable. No beginners please. New York City area location. Resume/salary requirements to Box M-72.

Transmitter supervisor. Northern New England. Experienced in high power UHF, translators, microwave. Knowledge of 4 wheel drive, diesels, snow machines. Salary; growth potential. Group owner. 1st or general license. Resume to Box M-74.

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/EFP microwave, digital systems and earth station hardware. Experienced only please. Also interviewing experienced studio maintenance engineers. Contact William Seaman, Manager of Engineering, WTVN-TV, 1261 Dublin Rd., Col., OH 43216, 614-481-6663. EOE.

Maintenance engineer. ABC-TV station, upstate New York, needs maintenance engineer for JVC 3/4" ENG and editing systems; studio equipment; Comark UHF transmitter. Should be familiar with 3/4" operation and maintenance, and willing to work evenings. FCC general or first helpful, not required. Resume to General Manager, WMGC-TV, PO Box 813, Binghamton, NY 13902.

Senior TV maintenance engineer. Provides maintenance and technical support for all KUAT equipment and facilities, such as 1" Sony VTRs, Thompson ENG cameras and 3/4" VCR, Vidifont CG, Sony BVE-5000 computer editor, Grass Valley switchers. Qualifications: successful completion of technical training at trade or vocational school. Three years of the same kind of work experience. Please send letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by June 21, 1985. University of Arizona, an equal opportunity/affirmative action employer.

Transmitter-studio maintenance engineer with general class license & three years experience needed immediately. \$18-\$20K. Write/call: VP Engineering, KLRU-TV, Box 7158, Austin, TX 78713, 512-471-4811.

HELP WANTED NEWS

News reporter. We're looking for the best. If you're aggressive & independently motivated, then you should apply for this reporter position. Only experienced need to apply. Tape/resume to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, Oklahoma City, OK 73113. Please, no phone calls. EOE, M/F.

Sports director. Station in growing Midwestern city. Mature, responsible individual with good on-air delivery. Responsible for running sports operation. Salary negotiable. Tape/resume to KXMB TV, P.O. Box 1617, Bismarck, ND 58502. Equal opportunity employer. 701-223-9197.

Meteorologist with AMS seal for top 30 market. Science reporting included. No phone calls. Tape, resume, letter to Newspeople, 20300 Civic Center Dr., Ste. 320, Southfield, MI 48076.

Mid 50's affiliate needs anchor/reporter. Strong writing and producing skills a must. Resume to Box M-42. EOE.

Assistant assignment editor. Gather news, assign field crews and reporters, write fact sheets and scripts. Must be knowledgeable journalist with TV news experience. Resume/writing samples to Box M-62. EOE.

Weathercaster wanted for Southeastern medium market station. Aggressive news operation desires top talent to join anchor team at 6 and 11. Must know colorgraphic live-line 4 computer. Meteorological credentials necessary. Excellent benefit/salary package. Tape/resume to Box BL, Suite 321, 3421 M St. NW, Washington, DC 20007.

Co-anchor/reporter. NBC affiliate in the 70's has opening for co-anchor/reporter for prime evening newscasts. Must have anchor experience, excellent on-air skills, strong writing/reporting abilities. No calls please. Tape & resume to News Director, WICD-TV, 250 Country Fair Dr., Champaign, IL 61821. EOE, M-F.

Meteorologist with AMS seal and science/environment reporting skills wanted to do weekend weather and three days newscast assignments. We're the market's weather leader and our weathercenter has state-of-the-art equipment. Rush recent aircheck of both weather and science reports, plus resume to Dave Duk, Chief Meteorologist, KMBC-TV, 1049 Central, Kansas City, MO 64105. KMBC, an equal opportunity employer and Affra station.

Anchor wanted. Send tapes/resumes to Steve Porcelli or Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT. 06870, 203-637-3653.

Top 30 network affiliate needs top anchor immediately. Play by play available. Resume/salary requirements to Box M-68.

General assignment reporter needed. Two years commercial TV experience. Top 50 market, Carolinas. Resume to Box M-77. EOE.

Weatherperson. Degreed meteorologist or experienced professional with AMS seal needed for our 6 and 11 newscast. Southeast location. Resume to Box M-78. EOE.

Kiplinger Minority Fellowships for public affairs producers & reporters working in public broadcasting. Two full-tuition fellowships, with \$10,200 stipends for a year at Ohio State, have been added by the Kiplinger Graduate Program in public affairs reporting, which leads to an MA. Bachelor's degree & GRE required. Fellowships supported by CPB. Deadline for inquiries: May 31. Term begins Sept. 25, 1985. Phone/ write John Wicklein, Kiplinger Professor, School of Journalism, OSU, 242 W. 18th Ave., Columbus, OH 43220, 614-422-2607; 422-6291.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director/editor. One of the Sunbelt's leading production/postproduction facilities seeks senior director/editor. Minimum two years' commercial directing with BVE 5000 or CMX 340 computer editing experience a must. Must have proven track record of good client relations. Resume/tape to Production Mgr., Texas Video & Post (a service of Gulf Broadcast Group), 8950 Kirby Dr., Houston, TX 77054. EOE.

Producer/director. WDIV/Post Newsweek, Detroit, has opening for producer/director in programming department. Applicants should have minimum 3-5 years' experience as producer/director. Position will include producer/director assignments in news and commercial production with emphasis on local program production. Writing skills & both studio and remote production experience preferred. Resume, references, sample cassette to WDIV TV-4, Personnel Dept., 550 W. Lafayette, Detroit, MI 48231. EOE.

Commercial producer/announcer/writer. Immediate opening for senior director with experience, talent, enthusiasm, skills in location and studio tape production. Send 3/4" cassette showing best spots to Lew Koch, Operations Manager, WAAV-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

Promotion Mgr. Experienced promotion pro needed at KSWO-TV. Must be able to write and produce creative on air and print promotion, strong writing, hands on editing skills required. Resume with salary history and tape to Mike Taylor, Operations Mgr., KSWO-TV, Box 708, Lawton, OK 73502.

Promotion writer/producer. Top-50 Midwest affiliate. Minimum 2 years' experience all phases broadcast promotion, including on-air, print, and radio. Must have strong writing, producing, editing skills. Resume in confidence to Box M-59.

Third Coast Video, Austin, TX, has immediate opening for chief editor & post-production supervisor. Previous experience on CMX-340X, Ampex ADO, and Grass Valley 300 switcher preferred. Please send resume, salary history, sample reel if available in confidence to Jeff Van Peil, Third Coast Video, 501 North IH-35, Austin, TX 78702.

Extension specialist in video production. Responsible for writing, shooting, producing, coordinating video projects. Some on-camera necessary. Master's degree required. Minimum three years' experience. Excellent compensation & benefits. Application deadline: May 24, 1985. Contact Jack Burke, Extension Radio-Television-Film, Kansas State University, Manhattan, KS 66506, 913-532-5851. Kansas State University, an equal opportunity employer.

Nothing could be finer than to be in the Carolinas as a producer/director in our promotions department. If you have strong production and writing skills along with creativity, and want to move up to a top 40 market, send resume to Box M-79. EOE.

Program director. If you're creative, innovative, and assertive, a challenging position in California awaits you. Immediate opening. Independent TV programming experience required. Resume/salary history to Box M-83. EOE, M/F.

Director. 6 and 11 PM newscasts. Fast growing Sunbelt city. Network affiliate has immediate opening for creative, take charge director. Experience with Grass Valley 300, DVE and still store a plus. Position includes supervision of newscast pre-production & news graphics. Tape/resume to Doug Ballin, News Director, KVBC-TV, 1500 Foremaster Lane, P.O. Box 44169, Las Vegas, NV 89116.

Production directors. Local newscast. Must have 2 years' experience, be familiar with all aspects of control room operations. Other positions also available. Resumes/ demo tapes to Dennis Brown, KTPX-TV, P.O. Box 6699, Midland, TX 79711. EOE.

Associate director. Children's and cultural programming. PBS seeks programming professional with proven track record in TV (minimum 4 years) and thorough knowledge of broadcast TV production. B.A. in liberal arts or humanities; TV or media related graduate work preferred. Must possess excellent written, oral, management and administrative skills. Background or interest in children's programming. Experience in funding and arts and humanities background desired. Primary job responsibility will be to assist the director in carrying out all functions of department, including monitoring ongoing series, recommending program submissions & developing new program ideas and directions. Please submit letter of interest, resume, salary requirements, and names of three professional references to PBS, Attn: Sheila Ellington, 475 L'Enfant Plaza, SW, Washington, DC 20024. AA/EOE.

Would you like to finally earn what your creativity is worth? Can you write and produce top notch radio spots? Have you ever thought about sales - but, hated radio station sales? We're New York's #1 radio, TV, cable advertising agency. Just 55 minutes from Manhattan (you can breathe on Long Island). If you'd like to learn what we know as former broadcasters with 57 years combined experience, we'll teach you—if you have the potential—to earn in excess of \$50,000 yearly. Don't wait—control your destiny now. Cassette, resume, references to Director of Sales, The Radio Works, Inc., 1641 Deer Park Ave., Deer Park, NY 11729, 516—595-2929.

SITUATIONS WANTED MANAGEMENT

Business manager offers vast broadcast experience & accounting/computer knowledge in setting up new business offices and converting established business offices to procedures & policies of new owners. Services offered on consulting or contractual basis. Box M-61.

Experienced general manager available. Radio, TV, or both. Full charge experience including sales, programming, news, engineering, & administrative. Absolute integrity. Would consider film or syndication sales. Call/write William J. Hart, 1108 Hilda Court, Venice, FL, 33595, 813-493-0582.

Seeking a production or services manager? Actively seeking opportunity with fast-growing company in broadcasting, cable, teleconferencing, or corporate visual communications. 10+ years corporate and government TV management and production experience, MBA training, technical know-how. Strong interest in applications/marketing of "new" technologies and services. David, 617-329-4999.

"Yes, I can," develop #1 biller, market leader, and success. Veteran broadcaster. Experience includes: Group VP-GM, GSM, publishing, TV, extensive sales including, Jennings, Welsh, Lontos, Youngs, Walker & Company, RAB, International Newspaper Institute, and Television Advertising Bureau, training. Available June 1. Prefer West. salary negotiable 208-234-4224.

SITUATIONS WANTED TECHNICAL

Broadcasting professional, college degree, FCC 1st, major market experience in operations, production, light maintenance. Desire challenging position. Vacation relief OK. Available now. Will relocate. 916-922-5545.

TV chief engineer, now at #1 market, looking for change of scenery. Looking for Southwest area top 30 market. Ideally, would like to build your station from ground up. Have managed annual budget of \$1.8 million; have experience with unions, as well as facilities construction. I'm your man; willing to relocate soon. Reply Box K-148.

Director of engineering, 20 years' experience: engineering management, production, VHF & UHF, hi power RF, AM/FM, CATV, all types new construction, license filings. Impressive list of completed projects. Currently D. O. E. for two TV stations, one in a top 50 market, managing million dollar budget and 35 engineers. Best references. Will relocate. Write/Call: Engineering, 8530 Wilshire Blvd., Ste. 309, Beverly Hills, CA. 90211, 213—854-5316.

Broadcast engineer with extensive experience in master control & TV operations seeks position in Maryland, Washington, DC, Virginia, or Florida. Call 516-736-6698.

Newsroom computer systems analyst. Six years experience in design, development, installation, & documentation. Permanent or temporary. Box M-84.

SITUATIONS WANTED ANNOUNCERS

On-air personality seeks move up. Attractive, creative, experienced woman seeks TV position on entertainment or light format program. Eager to relocate. Call now: 412-378-3520.

On-air creative, experienced, attractive male desires magazine, talk, weather, commercial talent position. Call now: 813—299-2331.

SITUATIONS WANTED NEWS

Award winning field producer available as freelance Summer replacement for your vacationing staff. Will work as field producer, reporter, tape editor, or producer. Call Rick, 608—263-2109, 608—271-3071, or write 2937 Fish Hatchery #7, Madison, WI 53713.

Award-winning sportscaster. 11 years radio, 3 years TV experience (includes 1 year major market). PBP of everything. Peers like my work; you will, too. I work hard! Hal, 313-987-7196, evenings, EDT.

Experienced meteorologist seeking entry into TV. Five years' live radio & national forecasting. Young, good communicator. Tape available. Jeff Morrow, 814-234-6240.

Small mkt. sportscaster looking to move up the ladder. Anchor or report. Can shoot and edit with the best. Available now. Box M-67.

Today's Japan. American producer living in Tokyo available for freelance assignments. Strong visual, writing ability, news, public affairs experience. Box M-81.

Independent TV newsman (experience reporting, anchoring, producing) in Berlin, seeks US outlet for German features. American, early 30s, degree. P. Dolle, Reichsportfeldstr. 16/830, 1000 Berlin 19, W. Berlin, Germany.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Production manager. Over 10 years' experience aff. & indy. Believer in strong promotion. Looking for station needing hands-on leader! Reply Box M-82.

Character generator operator currently employed. 7 years' live sports experience. Work daily on Vidifont Mark 4A; have strong experience on Chyron 4100. Interested in position expanding current knowledge and developing skills on all types of character generators. Box M-95.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Instructor wanted to train post-high students for entry-level TV broadcast production position. Require 4 year degree with 21 technical credits plus 4000 hours of relevant occupational experience or 2 year technical degree plus 6000 hours relevant occupational experience. Desire teaching experience, but not required. Send resume to Mrs. Marge Kirchoff, Austin A/TI, 1900 NW 8th Ave., Austin, MN 55912.

Graduate assistantships for radio and TV labs, managing editor of university newspaper, and/or classroom instruction for basic courses in speech or mass communication. Must have undergraduate degree in appropriate communication related area or other degree with professional experience. \$3800 stipend for nine months and waiver of fees. Must have 3.0 GPA in undergraduate work/major. Resume, official transcripts, three support letters: James Floyd, Graduate Coordinator, Department of Communication, Central Missouri State University, Warrensburg, MO 64093 or call 816—429-4840. Responsibilities begin Aug. 21, 1985. Positions open until filled. AA/EOE.

Instructor to teach variety of broadcasting courses for mass communications degree program at small Black college with brand new radio and TV facilities. Prefer MA, or BA with professional experience. Start Sept. 1. Salary negotiable. Resume, letters of application, and recommendations (three) by June 15 to Sonja Williams, Edward Waters College, 1658 Kings Rd., Jacksonville, FL 32209, 904—355-3030.

Communications: two tenure-track positions to teach broadcasting courses. Doctorate preferred. Training or professional experience in broadcasting required. Application deadline: June 15, 1985, or until filled. Position available Aug. 20, 1985. Letter of application, vita, names, addresses and phone numbers of three references to Director of Personnel, Northwest Missouri State University, Maryville, MO 64468. Affirmative action/equal opportunity employer.

WANTED TO BUY EQUIPMENT

Wants 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723-3331.

Instant cash-highest prices We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

FOR SALE EQUIPMENT

5-16mm Eastman projectors. TV audio console package, \$4000. Willie, Columbia, MO, 314—474-5127.

AM and FM Transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215—379-6585.

New TV start-ups. Fast, cost effective construction. Top quality equipment at lowest costs. Business plans, financing available. Quality Media, 404—324-1271.

New UHF transmitters. Silverline 60kw high-efficiency UHF transmitters, dual exciters, Pulsar, all standard, at an amazing price. Quality Media, 404—324-1271.

Used TV transmitters- 30 and 60 kw UHF, Dual 38 kw Harris Hi-Band VHF, 1kw Emcee UHF LPTV, call for your needs. Quality Media Corporation, 404—324-1271.

RCA TCR-100 2"cart - (2) available with 2,000 tapes. Call for details and low price. Quality Media Corporation, 404—324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813—685-2938.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele, 713—479-1614, anytime.

1046' new FM tower. Pi-Rod solid, hot dip galvanized 52" face. Never erected. Ship now. 612—222-5555, Paul

Automation-Schafer 803; 4 Scully decks, 2 IGM cart machines, 3 carousels, racks. In use; in good working condition. Price reduced. \$8,500. Call Robert Ewing, 601-442-2522, WMIS Radio. No collect calls.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW. Continental Communications, Box 78219, St., Louis, MO 63178. 314—664-4497.

AM transmitters: 50, 5, 2.5, 1, 250 and .05 KW Continental Communications. Box 78219, St. Louis, MO 63178. 314—664-4497.

Videotape! Evaluated blank 3/4", 1" & 2" broadcast quality videotape stock. They look and work like new. All lengths available. Fully guaranteed! Call collect, Carpel Video, Inc., 301—845-8888.

20KW FM-Harris FM 20 K w/MS-15 & spares—2X RCA BTF-20E1 (1974) w/Moseley—CCA 20,000 DS (1971) w/10DS, RCA BTF-10E w/Moseley. Call M. Cooper/Transcom Corp., 215—379-6585.

Emcee 1KW IDA—1000A Amplifier, HTU-100 UHF translator, Tektronix 529 waveform monitor, Sony VCR's BVU-50, BVU-100, V02860, ECS-1B, RM 400 editors. For further information, contact Rick Melamed, ABC-TV, 212—887-4981.

Adda ESP 750C Still Store system, \$45,000. Broadcast equipment available on long term rental or lease. Mrl Diehl, 201—444-2911. Call for quote.

MISCELLANEOUS

"Break Into Broadcasting". Send for revealing booklet. \$6. Coastline Publications, PO Box 533, Somers Point, NJ 08244.

Free. See 10-minute videotape of 5-day conference held in 1984 at the University of Florida on agriculture & the humanities. With a grant from the W. K. Kellogg Foundation, UF makes available a tape showing conference of 430 representatives from every major land grant university & 50 private colleges. It was designed to make students in all fields aware of the social significance of agriculture. You pay only return postage. Charges for unreturned tapes: \$50 for 3/4", \$35 for 1/2" VHS or 1/2" Beta. No charge if tapes are returned within 1 month of shipping date. Specify format when writing to Rosemarie Van Camp, Agriculture/Humanities Tape, Information & Publications, 545 Weil Hall, Gainesville, FL 32611.

Look at your numbers. Inexpensive, flexible computer run of your ratings. AQH, cume, TSL, rankers. Write Target Reports, 2822 Wilcrest Dr, Austin, TX 78748.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303—795-3288.

CBS Mystery Theatres - 760 shows on reels or cassettes. Fastest service, highest quality. Catalog \$1.00. Edgar Cole, P.O. Box 3509, Lakeland FL 33802.

RADIO Help Wanted Announcers

WANT TO BE A VJ IN BOSTON?

Channel 66 seeks radio DJ's who want to join our live major market music video operation. Send us your video audition tape, or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Tape/resume to Program Director, WVJV-TV, P.O. Box 9166, Framingham, MA 01701. No phone calls please. EOE.



CAPITAL CITIES COMMUNICATIONS

Is expanding in Atlanta. Personality air talent needed for future openings: 10am—3pm; 7pm—midnight; mid-night—5am. Tapes/resumes to Neil McGinley, c/o WKHX, 360 Interstate North, Ste. 101, Atlanta, GA 30339. EOE.

MORNING SHOW ENTERTAINER

Our morning personality is leaving. It'll be tough to fill his shoes. Can you do it? Entertaining/humor essential. Top notch production a must. No time and temp types, please. Four years minimum experience. Live/work on beautiful coastal Florida. Tape, resume, salary requirements to Bill James, WOVV, P.O. Box 3032, Fort Pierce, FL 33448. EOE/M/F.

Help Wanted Management

WANTED: PEOPLE-ORIENTED, GOAL ACHIEVING SALES MANAGER WNOR AM/FM, NORFOLK, VA

Proper candidate should already be a sales manager who's confident that the necessary skills and abilities to assume full control of professional sales department are already developed. Our sales manager must be sales intensive, self-motivated, assertive, organized & disciplined. Person must be experienced in research, coop advertising, and believe in service to the client—but most of all, be interested in station's staff and clients and be an active, inspiring leader who believes in on-going training and growth. In exchange, we'll provide excellent salary and benefits plus commission arrangement. We're a people-oriented group and offer solidity and growth. Please put in letter form your qualifications & experience for this challenging and rewarding opportunity. We promise strict confidence and there will be no background calls until you are informed. Send to Jack M. Rattigan, Vice-President/General Manager, WNOR AM/FM, 700 Monticello Ave., Norfolk, VA 23510. EOE.

Josephson[®]
RADIO

A PRAIRIE HOME COMPANION COMPANY MANAGER

Minnesota Public Radio seeks company manager for "A Prairie Home Companion" radio show. "APHC" is produced by Minnesota Public Radio & is broadcast nationally through American Public Radio. Company manager will be responsible for all non-production aspects of program, including budgets, facilities, product development, media ventures, touring, promotion, and contract negotiations. Requires proven management experience, entrepreneurial instinct, and business background, preferably in arts management. Apply to Personnel, Minnesota Public Radio, Inc., 45 E. 8th St., St. Paul, MN 55101. AA/EOE.

GENERAL MANAGER

Big billing AM/FM, dynamic Midwestern medium market. Outstanding power and coverage, facilities, equipment. Solid staff and programming. Career change opens opportunity for decisive self-starting, sales-oriented manager with programming exposure who can communicate at all levels. Attractive incentive compensation. Group owned. Box M-91.

Help Wanted Management Continued

PROGRAM DIRECTOR

Group owner seeking seasoned, all-around PD for all-hit, WHIT, & FM stereo country, Q106, Madison, WI. Both formats unique to market. Position includes country airshift. Management experience a must. Possibility for advancement. Resume to Hudson Investment, 1150 17th St., NW, #1104, Washington, DC 20036. Equal opportunity employer.

Help Wanted Technical

CHIEF ENGINEER

WBAP/KSCS seeks aggressive individual with RF systems background & high power transmitter experience. Separate transmitter locations with new studio facilities in 1982. Capital Cities Communications, Inc., is an EOE. Resume to Warren Potash, GM, WBAP/KSCS, One Broadcast Hill, Ft. Worth, TX 76103.

Situations Wanted Management

HAVE YOU HEARD?

I'm back on my feet & ready to work!

FRED SEIDEN

Programming & promotion.

518—482-8609

NEWS HEAVYWEIGHT SEEKS ENTREPRENEURIAL POSITION

Network TV correspondent seeks broadcasting management position, West, 17-yr. vet of network/major-market radio-TV, cable and print needs career change. Creative problem solver with strong satellite and communications technology background. Multiple prize winner with aggressive and entrepreneurial nature. Want to use my business savvy to build profitable companies. Seeking progressive company with integrity and Western community my family will call home. All markets considered. Available Aug. 1, 1985. Reply Box M-25.

Situations Wanted Announcers

OWNERS/MANAGERS

You're a phone call away from a morning entertainer with major market experience. Looking for PD/operations mgr. position with great, people-oriented company. Available after Arbitron. Become your market's next #1. 205—928-8015.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

20+ years experience as director of technical operations of major market AM/FM's. Extensive project management background includes award-winning design & construction. Organizational skills include personnel management, planning, budgeting, purchasing, installation, preventive maintenance. Top references. Box M-63.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TELEVISION
Help Wanted Programing, Production, Others



Program Director

We're Looking For Someone Who's on Top of Behind The Scenes Action

We are a Top Ten Independent Station with a reputation for programming excellence. We are currently seeking a take-charge professional who is as comfortable with the behind the scenes aspects of programming as with programming itself.

Specific duties will include personnel scheduling, program scheduling, cost control management, as well as involvement with producing local documentaries, public affairs programs and station specials. The development of new program concepts will also be involved.

To qualify, a minimum of 5 solid years' experience in a top market as a Program Director or Assistant Program Director is required. Knowledge of promotions essential. Preference will be given to candidates who are currently working at an Independent Station.

If your qualifications and goals match ours, we'd like to speak with you. Send a detailed resume with salary requirements, in confidence, to: BOX 417, Suite 1501, 50 E. 42nd Street, New York, NY 10017. An Equal Opportunity Employer m/f.

Expanding video production facility needs additional personnel. We're located just minutes from downtown Washington, DC, in Alexandria, VA. After a major investment in new equipment, we're ready to bring on the best people there are to operate it.

SENIOR VIDEOTAPE EDITOR

5 years' experience with emphasis on Paltex Vanguard computer editor, Ampex ADO, Dubner graphics generator, and Grass Valley 300-3B switcher.

DUBNER GRAPHICS OPERATOR/ GRAPHIC ARTIST

Graphic artist with at least 5 years' experience in computer generated graphics, preferably with the Dubner CBG2.

VIDEO ENGINEER

Experienced in shading and camera setup. Maintenance background helpful, not necessary. 5 years' experience a must. If you have the required background for any of these positions and are interested in joining one of the top production facilities in the Washington market, call Don Powell, Chief Engineer, 703-823-2800.

ASSOCIATE PRODUCER TALK SHOW

4th market programming department seeks dynamic associate producer for competitive, single topic, local morning talk show. Responsibilities include research & preproduction, as well as line production of daily live show. Candidates must be excellent bookers, creative, well-organized, tenacious, able to handle many priorities at one time. 1 to 3 years major market TV production and/or talk show experience preferred. Send booking ideas, resume, demo tape ASAP to:

**Cynthia Fenneman
Executive Producer
KYW-TV**

Independence Mall East
Philadelphia, PA 19106. EOE. **GROUP**

KYW-TV 3 W

PROGRAM DIRECTOR

Top 50 Sunbelt independent seeking experienced program director. Proven skills in negotiation, competitive scheduling, utilization of rating services and station promotion desirable. Should have knowledge of sales, programming, and value of family oriented programming. Station located in desirable Sunbelt growth market. Send resume to Box M-49. EOE.

PRODUCER

If you're aggressive, into local TV and want to make a name for yourself, we've got the job. WTSP-TV, Tampa/St. Petersburg, has the morning show, but our producer is retiring. Send resume/salary history to Larry O. Cazavan, Program Director, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. EOE.

SENIOR MASTER CONTROL OPERATOR

New start independent station on Long Island, NY. Must have minimum 2 yrs.' experience in one person master control operation. Resume/brief salary history to WLIG-TV, 175 Crossways Park West, Woodbury, NY 11797, attn: Ron Fries.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Monday, May 27, 1985, the deadline for classified advertising for the June 3 issue will be noon, EDT,
FRIDAY, MAY 24, 1985

THIS PUBLICATION IS AVAILABLE IN MICROFORM

**University Microfilms
International**

300 North Zeeb Road,
Dept. P.R., Ann Arbor,
MI 48106

Help Wanted Technical

EXPERIENCED MAINTENANCE ENGINEER

For tape origination center. Must know switchers, Sony 1" VTR's & other terminal equipment. SBE certification desirable.

FIELD SERVICE ENGINEER

for satellite transmission system. Experience preferred. Some travel involved. No calls. Send resume to Ed Gordon, Wold Communications, 6290 Sunset Blvd., Ste. 1203, L.A., CA 90028.

WOLD
Communications

TV ENGINEER

Responsible for planning, operation, and maintenance of Instructional TV Network's microwave transmission system, RF, and land line talkback systems. Three years' experience as audiovisual engineer including all phases of operation and maintenance. Experience in RF & field operation such as ITFS is required. College degree or equivalent in mechanical engineering, electrical engineering, or related field. Salary \$2726-3290 month. Apply by 6/1/85 to: Office of Personnel & Employee Relations.

CSU

California State
University, Northridge
18111 Nordhoff St.
Northridge, CA 91330
Equal opportunity/affirmative action/Title IX/Section 504
employer.

ASSISTANT CHIEF ENGINEER

New start 5 megawatt independent UHF station on Long Island, NY. Hands-on experience with transmitter and studio equipment a must. Resume/salary history to WLIG-TV, 175 Crossways Park West, Woodbury, NY 11797. attn: Ron Fries.

Help Wanted News

NEWS DIRECTOR-ANCHOR

Experience in all phases of TV news production essential. Key positions in nightly Long Island news program for cable distribution. Excellent news writing skills, on-air experience, ability to supervise reporters & producers necessary. Salary competitive. Rush tape/resume to A.F. Piazza, Executive Producer, "Long Island News Tonight," New York Institute of Technology, Old Westbury, NY 11568. EOE.

Help Wanted News

**WANTED: RESUMES/TAPES
OF TV INVESTIGATIVE REPORTERS
INVESTIGATIVE MINI-DOCUMENTARIANS**
CNN Special Assignments is establishing an active file for potential hiring of investigative reporters and investigative mini-documentarians. We'd like to see the work of people with TV experience producing quality work with speed and professionalism. Please send your resume/tape to: Barbara Davis, CNN Special Assignments, 2133 Wisconsin Ave. NW, Washington, DC 20007.

ALLIED FIELDS Help Wanted Management

EXECUTIVE DIRECTOR

The Sacramento Community Cable Foundation, a newly formed non-profit corporation devoted to promoting community programming in Sacramento County, seeks applicants for position as executive director. Executive director is the principal officer reporting to board of directors of the foundation, responsible for assisting in policy development and managing its operation. Duties include promoting community involvement, developing & producing programs, training community participants, hiring & supervising staff and overseeing purchase of equipment & construction of facilities. To qualify for this position, applicant must have Baccalaureate degree and minimum three years' managerial or administrative experience in cablecasting, broadcasting, or program production and/or in work with community organizations. Women, ethnic minorities, seniors, persons with disabilities encouraged to apply. Position available: approximately July 1, 1985. Annual salary: \$35,000 plus fringe benefits. Applications must be postmarked by 12:00 midnight, May 24, 1985. For further details and application, please write/call:

Personnel
Sacramento Community
Cable Foundation
P.O. Box 2249
Sacramento, CA 95810
916-927-2225

BROADCAST INVESTMENT BANKER

As a leading media broker and investment banking firm, we're seeking a seasoned broadcast investment banker with extensive experience in mergers, acquisitions, & financing of TV and radio stations. Substantial travel required. Excellent compensation and benefit package available for right individual. Please reply with detailed resume, salary history and references, which will be held confidential until initial interview. We're an equal opportunity employer; our employees are aware of this advertisement. Send resumes to Box K-145.

CONTROLLER

Major Boston film/video production house seeks chief financial officer. Write Box M-89.

Help Wanted Sales

MARKETING/ SALES MANAGER

TV broadcast equipment manufacturer with new, unique product line seeks part-time national marketing and sales manager, based in Boston area. Tasks include customer correspondence, sales development, ad and brochure design, and trade show planning. If you're interested in helping us grow, send resume to Box M-29.

Radio Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.



PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Consultants

INITIAL FM WINDOW

FCC to release initial window to permit FM filings for unused allocations in present table. Broadcast Data Services (BDS) can provide site selection maps for these potential assignments. If interested, contact BDS, 703-841-0282.

**this
publication is
available in
microform**



Please send me additional information.

**University Microfilms
International**

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

Name _____
Institution _____
Street _____
City _____
State _____ Zip _____

Employment Service

RADIO PERSONNEL NEEDED

In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newspeople, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 postage & handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT. B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!**

WE PLACE TV and Video Engineers COAST TO COAST

[All Levels, But Not Operators]
ALL FEES PAID BY EMPLOYERS
Phone/Resume

KEY SYSTEMS

Westminster Road
Wilkes-Barre, PA 18702
Phone Alan Kornish at
(717) 655-1458

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly All market sizes, all formats. Openings for DJs, salespeople, news, production, 1 week computer list: \$6 Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

SEEKING A JOB IN TV?

Get **DIRECTION**, the new national directory of TV employers. Over 2,000 companies listed with addresses, phone #s, & business descriptions. Compiled by insiders of the TV industry, **DIRECTION** also includes a book of Job search techniques for TV. Get the edge over your competitors with this innovative job search tool! For more info, write Communications Connection, 1 Linden Pl., Dept. A, Great Neck, NY 11021.

EMPLOYERS ARE WAITING FOR YOU

If you're a quality professional, Sunbelt and earnings can be yours. All fees paid by employer. Included: GM, SM, AE, PD, AnnCRs. Send resume today to Director, Media Division, Harvest Personnel Service, Box 50505, Columbia, SC 29250.

For Fast Action Use BROADCASTING'S Classified Advertising

Business Opportunity

INCOME ESTIMATES FOR NEW FM RADIO MARKETS

How much money can you expect to earn from the new FM radio frequencies now being made available by the FCC? This comprehensive marketing study answers that question by providing hard demographic & financial data needed to make informed business decisions. Market profiles include retail sales, estimated station income, competitive media, etc. Installment 1 of study now available. Includes profiles on each of 99 markets available in 1st FCC filing window. Total cost: \$99. For Federal Express service send \$11 extra. Send check or money order to Computer Technology Publishing Co., attn: Nancy Waltman, 1718 Connecticut Ave., NW, Ste. 500, Washington, DC 20009. 202-462-8899.

Miscellaneous

SATCOM 3-R AUDIO SUBCARRIERS FOR LEASE

Satcom 3-R audio subcarriers for lease. Los Angeles area uplink. Can provide up to eight 15KHz subcarriers on Transponder 4, 24-hour service. Call:

**John Roberts
United Video
918-665-6690**

LIKE TO VISIT CHINA? JOIN US

Escorted and hosted by Radio Peking.
Most comprehensive 22 day tour.
Inquire cost, potential tax benefits.

Paul Hale, 1619 N. Royer St.
Colorado Springs, CO 80907 303-633-4795

For Sale Stations



Wilkins and Associates Media Brokers

FL	AM	\$1.2 Million	CASH
GA	FM	\$550,000	30%
PA	AM	\$350,000	CASH
MI	AM	\$35,000 down payment	
IL	AM	\$500,000	20%
CT	AM	\$800,000	35%
TN	AM	\$150,000	30%
AL	AM/FM	\$225,000	30%
AR	AM/FM	\$335,000	15%
IN	AM/FM	\$450,000	30%
CO	FM	\$30,000 down payment	
VA	AM	\$215,000	25%

P.O. BOX 1714 - SPARTANBURG, S.C. 29304
803 / 585-4638

SOUTHERN CALIFORNIA

1,000 watts AM, fulltime, one station market. Price \$450,000, \$90,000 down, terms. Includes building, plus 5 acres real estate. Financially qualified investors only call owner, 714-682-1194.

For Sale Stations Continued

■ South Texas, Class A FM. Diversified economy. Top 10 growth area in U.S. Underdeveloped. Cash or terms. Call with confidence. 512-544-5409.

■ New Mexico fulltime AM. 5KW/500 W-N. Price includes land and buildings at historic low. Great opportunity. Call with confidence. 512-544-5409.

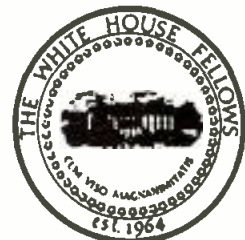
■ South Texas resort area AM-CP 5/1 KW. Spanish format would be a natural. Call with confidence. 512-544-5409.

■ Mississippi AM. Fulltime class IV, resort area. Priced so low and on such good terms. First time buyer's opportunity. Call with confidence. 512-544-5409.

■ Oklahoma AM. Covers large market. For a big market broadcaster who knows agricultural radio, this would be great. Call with confidence. 512-544-5409.

**PRW & Associates
P.O. Box 3127
South Padre Island
TX 78597**

The White House Fellowships



A unique opportunity
for outstanding Americans
early in their careers to
work for a year at
the highest levels of
the Federal Government

For more information:
The President's Commission on
White House Fellowships
712 Jackson Place, N.W.
Washington, D.C. 20503
(202) 395-4522



BROKERAGE NETWORK

"The Leader In Listings"

LOCATION	TYPE	PRICE	TERMS
Texas	FM	\$1,000,000	\$250,000 down
Kansas	IND TV	\$2,850,000	\$500,000 down
New England	FM	\$3,800,000	Cash
North Carolina	AM	\$375,000	\$100,000 down
New York	AM	\$400,000	Negotiable
Texas	AM	\$450,000	\$75,000 down

Suite 800-2033 M St., N.W. • Washington, DC 20036 • 202-775-1981
Norman Fischer & Associates • The Holt Corporation

BOB KIMEL'S NEW ENGLAND MEDIA, INC.

NEW YORK STATE

Medium power AM, very rapidly growing market. Available for \$90,000 down.

8 DRISCOLL DR. ST. ALBANS, VT. 05478
802-524-5963
GEORGE WILDAY: 207-947-6083 (ME)
BOB HARTSHORN: 315-281-0961 (NY)

MICHIGAN AM DAYTIMER

1 KW, PSA, PSSA. Owner retiring. Great starter station for owner/operator. 1 1/2 times gross, \$50,000 down. Cash flow will handle 11% owner financed note. Write Box M-47.

OWNER/OPERATORS

- **MID-ATLANTIC.** Only AM in suburban county of 600,000; retail sales \$2.5 Bil. Fulltime. \$665,000. (8 x CF).
- **MIDWEST.** Indiana 3kw FM showing steady increase in sales. Absentee owner retiring. \$400,000; \$150,000 dn.
- **HAWAII.** Profitable AM (with new 100kw FM) dominates hottest growth island in chain. \$2mil.; 1/3 dn.

COMMUNICATIONS BROKERS, INC.



Jack Christian
1718 Connecticut Avenue
Washington, D.C. 20009
(202) 745-1009

TOP 20 AM

Upper Midwest suburban 5 kw clear channel with adequate PSA & PSSA. Awaiting uncontested CP for higher power and fulltime; 50 kw potential by day. Much new equipment; renovated studios, offices. Asking \$775,000 (\$250,000 cash down with balance in attractive terms/debt assumption) for this excellent growth opportunity. Financially qualified only, please. Box M-30.

FOR SALE OR LEASE

Anamosa, IA. 500 watt automated daytime AM station. Real estate included. Terms available. Steve Goldin, 319-895-8444.

Media Mark Corporation

P.O. Box 1739 • Hot Springs, AR 71902

CP's — If you have one to sell, let us help. We have developed a client list with cash who want CP's NOW! Call and ask for Bob Gipson.

Media Brokers • 501-525-4600

MISSISSIPPI

4 station package. 2 AM's/2 FM's. Need group of investors owner/operators to turn things around. Great starting stations. Priced to sell now! All offers considered. Write: Dri-Five, Inc., P.O. Box 666, Sauk City, WI 53583, 414-784-9188.

100,000 WATT FM

Medium size (top 100) Midwest/Central market class C FM. One of only two class C's in the \$10 million radio market. Turnaround. \$2,600,000 on terms. Principals only. Please indicate qualifications with letter. Box M-69.

SEEKING RELIGIOUS GROUP OWNER

AM suburban station, completely covers top ten major city. Power can be increased. Also, FM station, total billing over \$800,000. Asking \$2,000,000-one million down. Buyers only. Write Box M-31.

SUNBELT—\$750,000

Fulltime AM. Major market. New towers, phaser, transmitters, includes much real estate. Terms to qualified. Box M-70

- Class C. Large state capitol South. \$2.5 million. Terms.
- Many TV's & TV CP's & FM's.
- LPTV, NYC area. \$4 million.

BUSINESS BROKER ASSOCIATES

615-756-7635—24 HRS.

NEW ENGLAND AM

Only station in pleasant growth market. \$700M. Qualifications with reply to Box M-13.

For Fast Action Use
BROADCASTING'S
Classified Advertising

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6600 Powers Ferry Rd. #205
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.



CHAPMAN ASSOCIATES
nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
TX	Sub	AM	\$3200K	\$800K	Bill Whitley	(214) 680-2807
IN	Met	AM/FM	\$1700K	Terms	Burt Sherwood	(312) 272-4970
AR	Met	AM/FM	\$1075K	\$260K	Bill Whitley	(214) 680-2807
FL	Met	FM	\$1055K	Terms	Randy Jeffery	(305) 295-2572
Rky Mtn	Reg	AM/FM	\$1050K	\$250K	David LaFrance	(303) 534-3040
WA	Med	AM/FM	\$1050K	\$150K	Greg Merrill	(801) 753-8090
PA	Sm	AM	\$495K	Cash	Warren Gregory	(203) 364-5659
OK	Sm	FM	\$350K	Cash	Bill Lytle	(816) 941-3733
MO	Sm	AM/FM	\$325K	\$75K	Bill Lochman	(816) 941-3733
AZ	Sm	AM/FM	\$250K	\$70K	Greg Merrill	(801) 753-8090

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

This class C FM located in top 100 Southwestern market is ripe for a turnaround. \$1.5 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS

"Specializing In Sunbelt Broadcast Properties"

5050 Poplar - Suite 1135 - Memphis, TN 38157

Dan Hayslett

& associates, inc.



Media Brokers
RADIO, TV, and CATV

(214) 691-2076

10509 Berry Knoll Dr., Dallas 75230

IOWA

3KW FM. \$550,000. Write Box M-71.

2500 WATT AM

in Sunbelt mkt. of 300,000+. All new state of the art equipment. Latest technology designed for low cost operation. Good name, no duplication of format. Maintenance-free tower. Must see to appreciate. \$375,000. For full details, write Box M-76.

TOP 15 MARKET

Daytime AM for sale for \$120,000 cash. Box K-7.

JAMAR RICE CO.
Media Brokerage & Appraisals

William R. Rice
William W. Jamar
(512) 327-9570

950 West Lake High Dr., Suite #103 Austin, TX 78746

AM-FM SOUTHERN ARIZONA BORDER

Must sell #1 Arbitron rated stations due to owner-operator's death. Must see/investigate to believe this fantastic opportunity. All new or rebuilt equip. including dishes, tower, automation, studios, real estate, residence, excellent cash flow, more. Must deal to satisfy estate. Appraised at \$550,000; worth over twice this amount. Make offer. Contact Executor, KAPR-AM/KRKR-FM Estate, M. Hermann, 2956 N. Washington Ave., Douglas, AZ 85607. 602-364-4495.

**CLASSIFIED
ADVERTISING
IS YOUR
BEST BUY . . .**

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

For Sale Stations Continued

WESTERN MOUNTAIN RESORT AREA FM

Number one in market. Price & terms negotiable. Inquiries: FM Radio, P.O. Box 33003, Washington, DC 20033.

PAUL E. REID CO.

FL: AM/FM, Keys. TN: AM-FM, adj. major mkt. AL: med.mkt. AM. GA: AM & AM/FM combo. Buying or selling, contact Paul E. Reid, 404-882-1214; Box 2669, La Grange, GA 30240.

1000 WATT FULLTIME AM

Upstate NY. Positive cash flow. Good billing growth last 4 yrs. Strong local mgr. Asking \$325,000, negotiable terms. Write Box M-92.

MONTANA COMBO

70% of this small market facility available now. This package includes real estate. Low down payment. Working partner desired, will consider investors only. I'm dedicated to success. If you are too, respond to 3003 Macona Lane, Billings, MT 59102.

AZ SMALL MKT. AM/FM

\$255K with \$55K down to qualified buyer. Box M-100.

SALE BY OWNER

Fulltime AM/FM. Absentee owner, ready for retirement. Single station medium size market, central PA. Improved signal available, excellent equipment, transmitter property included. \$2 million, terms. No brokers. Box M-101.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Monday, May 27, 1985, the deadline for classified advertising for the June 3 issue will be noon, EDT,

FRIDAY, MAY 24, 1985

For fast
Action Use
BROADCASTING'S
Classified Advertising

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

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: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD;etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

Jack Clements, executive vice president and general manager, Mutual Broadcasting, Arlington, Va., named president and chief executive officer. Clements has headed network since April 1984 departure of MBS president, Marty Rubenstein, but president post had been vacant since that time.



Clements



Brakefield

Charles B. Brakefield, VP, New York Times, and president of its broadcast group, comprising WREG-TV Memphis; WHNT-TV Huntsville, Ala.; KFSM-TV Fort Smith, Ark., and WQXR-AM-FM New York, retires June 30 to open his own broadcast and advertising consulting firm in Memphis, called the Charles Brakefield Co., effective July 1. Brakefield was Television Bureau of Advertising chairman in 1968, and was four-term chairman of CBS affiliates board. His successor is expected to be WREG-TV executive VP and general manager, **Frank Roberts**.

William Castleman, program director and station manager, KRLD-TV Dallas, joins KTXA-TV Fort Worth as VP and general manager.

Ed Quinn, VP and general manager, KTNV-TV Las Vegas, joins wVUE-TV New Orleans as VP and general manager. **Steve Smith**, VP and general manager, WTMJ(AM)-WKTI(FM) Milwaukee, joins co-owned KTNV-TV as VP and general manager, succeeding Quinn.

Robert Doty, VP and general manager, WINK-AM-FM-TV Fort Myers, Fla., resigns.

Michael Lennon, station manager and general sales manager, WHSV-TV Harrisonburg, Va., named general manager. **Christopher Jones**, production manager, WHSV-TV, named operations manager.

Nancy Cooper, station manager, WPEG(FM) Concord, N.H., named general manager of WPEG and co-owned WEGO(AM) there.

Donald Boyles, VP and general manager, WKDJ(AM)-WHRK(FM) Memphis, joins WSJS(AM)-WTQR(FM) Winston-Salem, N.C., as VP.

Bruce Grassman, VP and general sales manager, KFIZ(AM) Fond du Lac, Wis., joins WTCH(AM)-WOWN(FM) Shawano, Wis., as general manager.

Lemuel Lewis, general sales manager, KLAS-TV Las Vegas, named VP, administration, for broadcasting and video enterprises divisions

of parent, Landmark Communications, based in Norfolk, Va.

Gary Brandt, general manager, WCLQ-TV Cleveland, resigns. **John White**, operations director for WCLQ-TV's owner, Channel Communications, named interim general manager.

Don Weir, general manager, WHBY(AM)-WAPL-FM Appleton, Wis., joins KEED(AM)-KSND(FM) Eugene, Ore., in same capacity.

Mercedes Trevino Coe, office manager, WWZZ(AM) Sarasota, Fla., named operations manager.

Ann Hunter-Meyer, manager of accounting services, KOIN-TV Portland, Ore., named business manager.

Frank Argiro Jr., staff auditor, Wolf and Company of Massachusetts, Boston, joins WEEI(AM) there as financial analyst.

Donald Schlosser, senior consultant, telecommunications section, Arthur D. Little, Cambridge, Mass., joins King Videocable Co., Seattle, as VP, finance.

David Vacheron, commercial standards manager, WNBC-TV New York, named manager, broadcast standards.

Jon Gilbert, associate director, labor relations, ABC, Los Angeles, named general attorney, West Coast labor relations department.

John Keaveney, VP, metro operations, Warner Amex Cable, New York, joins Group W Cable there in newly created position of VP, operation services.

John Rose II, managing general attorney, NBC law department, New York, named VP, law, NBC law department.

Janet Bennett, assistant controller, Caltec Cablevision, Timonium, Md., named controller.

Marketing

Bert Metter, vice chairman, and **Steve Bowen**, executive VP and general manager, J. Walter



Metter



Bowen

Thompson USA, New York, elected to board of directors.

Sherri Fritzon, VP, senior producer and acting head of production, Foote, Cone & Belding, New York, named senior VP, director of television and radio production.

Elected VP's, BBDO, New York: **Thomas Fuld**, associate director of network TV; **Joseph Naporano**, director of internal audit; **Amy Ross**, account executive; **Terry Scullin**, creative supervisor; **Sharon Soike**, media director, and **Jerry Sweeney**, print production manager.

Beverly Blake and **Bill Strateman**, VP's, management supervisors, HCM, Los Angeles, named group VP's.

Philip Sweeney, general sales manager, ABC TV Spot Sales, New York, named director of sales and marketing, ABC Owned Television Stations.

Harold Greer, VP, senior management supervisor, Grey Advertising, New York, joins William Esty Co. there as senior VP.

Hugh Beath, executive VP, operations, John Blair & Co., New York, elected to board of directors.

Corey Klein, VP, account supervisor, Chiat/Day, New York, joins Koehler Iversen, New York advertising agency, as executive VP.

Brian Wynn, program associate, John Blair & Co., New York, joins Avery-Knodel Television there as director of programming.

Faye Bleiberg, media planner, HBM/Creamer, Pittsburgh, named senior media planner.

Pat Knapp, copywriter, and **Dave Hoffman**, art director, Cramer-Krasselt, Chicago, named associate creative directors. **Carol Walczak**, media buyer-planner, Cramer-Krasselt, named associate media director.

Scott Lazare, VP, manager, Houston office, Blair Radio, named VP, New York sales manager.

Robert Huff, associate media director, Needham Harper Worldwide, New York, named VP.

Paul DeBraccio, from Ally & Gargano, New York, joins N W Ayer there as media supervisor.

Appointments, TeleRep: **Tom Belviso**, VP, general sales manager, tigers sales group, New York, to newly created position of VP, director of sales administration; **Dick Singer**, VP, East Coast sales, Philadelphia, succeeds Belviso, moving to New York, and **Mary Jane Kelly**, Boston sales manager, to VP, East Coast sales manager, remaining based in Boston.

Sabrina Leonard, account executive, KLBK-TV Lubbock, Tex., joins Avery-Knodel Television as manager of newly opened Houston office.

Chuck Lieber, VP, Midwest regional sales manager, Storer Television Sales, Chicago, named VP, Southwest regional sales manager for newly opened Dallas office. **Maria Tully**, local sales manager for Storer-owned WITI-TV Milwaukee, succeeds Lieber as sales manager of Chicago office.

Jacqui Rossinsky, New York sales manager,

Hillier, Newmark, Wechsler & Howard, named VP, regional manager. **Patrick Byrne**, Chicago sales manager, HN&H, named VP, regional manager there.

Alan Picozzi, director of sales research, Blair Television, New York, named VP, sales research. **John Rohr**, director, sales promotion, Blair Television, named VP, sales promotion.

Peter Bloom, Eastern sales manager, Mutual Radio Network, Arlington, Va., named VP. **Tom Tiernan**, manager, Detroit sales office, Mutual Radio, named VP.

Sandy Gasman, VP, network operations, Republic Radio, New York, named VP, stations. **Linda Packer-Spitz**, VP, manager, Republic Radio, Chicago, named VP, stations.

Meghan Price, office manager, Gates & Clyde, Kansas City, Kan., joins Barkley & Evergreen, Shawnee Mission, Kan., as traffic coordinator. **Julie Moomau**, from New Products Insights, Overland Park, Kan., joins B&E as account coordinator.

Michael Steinberg, associate director of TV research and manager of Olympic research team, Katz Television Continental, named to newly created position of director of Continental research.

Diane Okrent, director, program analysis, East, CBS/Broadcast Group, New York, joins DYS (Dentsu Young & Rubicam), New York, as research manager.

Nancy Gottdenker, research analyst, Television Program Enterprises, New York, joins All American Television there as account executive.

Carole Henderson, local sales manager, KLAS-TV Las Vegas, named general sales manager, succeeding Lemuel Lewis, named VP, administration.

Richard Marschner, general sales manager and member of executive committee, WFMT(FM) Chicago, named VP.

Steve Mauldin, from KTLA-TV Los Angeles, joins WVUE(TV) New Orleans as general sales manager. **Rick Phillips**, account executive, ABC Spot Sales, New York, joins WVUE as national sales manager.

Skip Stow, general sales manager, KEBC(FM) Oklahoma City, joins KOFM(FM) there in same capacity.

Ronald Weiss, from Armour-Dial Inc., joins WSRR(AM) Washington, N.J., as sales manager, and director of sales and marketing for parent, Starr Broadcasting.

Ronald Evans, from WDAU-TV Scranton, Pa., joins WOLF-TV Scranton and co-owned WWLF-TV Hazleton, Pa., as general sales manager.

Jack Brennan, manager, Minneapolis office, Katz Communications, joins WEEK-TV Peoria, Ill., as general sales manager. **John Deushane**, account executive, WEEK-TV, named local sales manager.

William Lage, national sales manager, WPCQ-TV Charlotte, N.C., named general sales manager.

Carol Satterfield, account executive, WIVK-AM-FM Knoxville, Tenn., joins WNOX(AM)-WNKX(FM) there as local sales manager.

Stephen Colella, marketing consultant,

WQRC(FM) Barnstable, Mass., named local sales manager.

Arthur Carr, account executive, Blair Television, Boston, joins WXNE-TV there as national sales manager.

Perry Sook, from TeleRep, Philadelphia, joins KTVT(TV) Fort Worth as national sales manager.

Mark Cortner, regional sales manager, KFDX-TV Wichita Falls, Tex., joins KMST(TV) Monterey, Calif., as national sales manager.

Nancy Brown, account executive, WFSB-TV Hartford, Conn., named director of marketing development.

Max Zug, from KYW-TV Philadelphia, joins WLYH-TV Lancaster, Pa., as sales service coordinator, succeeding John Zeswitz, who was named sports and weather anchor (see "News," below).

Jerry Thomason, from Croll & Keck, Reading, Pa., men's clothing store, joins WLYH-TV Lancaster, Pa., as account executive.

Ann Murphy, account executive, WBZ(AM) Boston, joins WQTV(TV) there in same capacity.

Phyllis Jones, from WPVR-FM Memphis, joins Eastman Radio, New York, as account executive.

Programing



Chepley

Dan Chepley Jr., senior VP, youth and leisure group, Botway/Libov Associates, New York, named president of B/LA Entertainment Inc., newly formed syndicated programing division. Chepley will relocate to company's Marina Del Rey, Calif., office in early August.

Robert Morin, executive VP, 20th Century Telecommunications, joins New Century Telecommunications, New York, as president.

Carla Singer, VP, drama development, CBS, Los Angeles, resigns to become independent producer with long-term agreement with Warner Bros. Television there.

Appointments, Choice Channel, Los Angeles, which plans to launch nationwide satellite-fed pay-per-view network in November: **Rick Kulis**, executive VP and co-founder, to president, entertainment division; **Robert Block**, co-founder, to head of strategic planning division; **Sheldon Saltman**, president, 20th Century Fox Sports, and executive VP, 20th Century Fox Telecommunications, Los Angeles, to consultant and executive producer; **Michael Marcovsky**, consultant, to director of studio relations, and **Jack Smith**, VP, Pay Per View Associates, Los Angeles, to VP, affiliate relations and distribution.

Jim Banks, Northeast regional sales manager, Spectradyne, Boston, named national sales coordinator for Dallas-based firm. Spectradyne supplies pay-per-view and other video and satellite services to hotels in U.S., Canada and Europe.

Broadcasting

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Winners. These Washington figures who make their reputations off the court had one night of athletic glory last week at the 13th annual CBS informal doubles round-robin tennis tournament—an event that entertains a large number of players and hangers-on and provides serious sport for a very few. This year's event was won by Senators J. Bennett Johnston (D-La.) and George Mitchell (D-Me.) (holding the large trophies). Others who reached the final rounds: (standing, l-r) Representative Norman D. Dicks (D-Wash.) and Phil Jones, vice president-general manager of KCTV(TV) Kansas City; (kneeling) Terrence Smith, CBS News correspondent; Allen Moore, staff director, Senate Commerce Committee; Mark Johnson, CBS associate Washington counsel, and Eddie Fritts, president, National Association of Broadcasters. Standing, far right: host Robert A. McConnell, CBS vice president, Washington.

Steven Leblang, from MMT Sales, New York, joins Metromedia Producers Corp., Hollywood, as supervisor, domestic syndication research.

Tamara Haddad, VP, programing and marketing, *The McLaughlin Group*, Oliver Productions, Washington, and former producer of *The Larry King Show* on Mutual Radio, joins CNN, Washington, as producer of new *Larry King Live* program.

Pete Silverman, executive producer, Madison Square Garden Network, New York, named VP and executive producer. **Bill Hyland**, VP, business affairs, MSG Network, named senior VP, business affairs.

Karl Geurs, producer, *Dungeons and Dragons*, Marvel Productions, Van Nuys, Calif., named producer, *The Young Astronauts*. **John Ahern**, director and animation supervisor, *Dungeons and Dragons*, succeeds Geurs.

Deborah Adrine-Woffard, administrative assistant, sales promotion and merchandising, Essence Television Productions, New York, named TV sales coordinator.

Deborah Handelman, contract administrator, Embassy Home Entertainment, Los Angeles, named director, business affairs.

Steven Lafferty, VP, business affairs, Showtime/The Movie Channel, New York, named senior VP, business affairs and administration.

Mickey Mantle, former New York Yankee, 20-time all star and member of baseball Hall of Fame, joins SportsChannel, New York, as commentator, Yankees baseball.

James Barber, air personality, WWZZ(AM) Sarasota, Fla., named program director.

Bill Pace, originating producer, *LateNight*

America, noncommercial WTVS(TV) Detroit, named executive producer, and executive producer of special projects, national programming, for station.

Peter Rydell, manager, on-air operations, NBC-TV, New York, joins co-owned WOLF-TV Scranton and WWLF-TV Hazleton, both Pennsylvania, as director of programing and operations.

Gary Nolan, morning air personality and assistant program director, WGBB(AM) Freeport, N.Y., named program director.

Mary Carole McDonnell, programing consultant, television division, LIN Broadcasting, Dallas, joins KMGH-TV Denver as program director.

Minda Logan, program research director, KTSF(TV) San Francisco, named program director.

Kris Michaels, midday personality, WABB(AM) Mobile, Ala., named assistant program director.

Chuck Tyler, evening personality, KFI(AM) Los Angeles, named assistant program director.

Bob Whitacre, freelance videographer, joins WFLX(TV) West Palm Beach, Fla., as producer-director.

News and Public Affairs

Thomas Seem, night news manager, CBS News, New York, named deputy news assignment manager, CBS News, Washington bureau. **Sharon Houston**, assistant manager, Atlanta bureau, CBS News, named chief of Atlanta bureau.

Appointments, Associated Press: **Barry Han-**

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New slate. Elected officers and members of ABC Affiliates Association's board of governors: (l-r, standing) David T. Lane, WFAA-TV Dallas, treasurer; Joseph T. Jerkins, KVUE-TV Austin, Tex., chairman; Clayton Brace, KGTV(TV) San Diego, immediate past chairman; L.D. (Nick) Bolton II, WBRC-TV Birmingham, Ala.; (l-r, seated) Robert D. Price, KTWO-AM-TV Casper, Wyo.; Philip R. Beuth, WKBW-TV Buffalo, N.Y.; John F. Behnke, Fisher Broadcasting, chairman, government relations committee; John L. Greene, WRAL-TV Raleigh, N.C., and William Duhamel, Duhamel Broadcasting Enterprises. Not pictured: Mickey Hooten, Hearst Corp., vice chairman, and Clyde G. Payne, WBKO-TV Bowling Green, Ky., secretary.

son, supervising editor, New York general desk, to assistant managing editor; **Julie Dunlap**, enterprise editor, to enterprise-special assignments editor; **Michael Silverman**, editor, to senior national editor, and **Patrick Arnold**, correspondent, Omaha office, to bureau chief, Little Rock, Ark.

Martha Donovan, news editor, Mutual Radio Network, Arlington, Va., named news producer.

Soshea Leibler, assistant news director, WGBB(AM) Freeport, N.Y., named news director.

Matt James, VP and news director, KBMT-TV Beaumont, Tex., joins WVUE(TV) New Orleans as news director.



Dreaden

Mike Dreaden, executive news producer, WWL-TV New Orleans, joins WNEV-TV Boston as executive producer, 11 p.m. news.

Michael Bille, president of Michael Bille Communications, Nashville, has joined WXFL(TV) Tampa, Fla., as assistant news director.

Leigh Glaser, weather anchor, 6 and 10 p.m., WABG-TV Greenwood, Miss., joins WHNT-TV Huntsville, Ala., as community affairs director. **Kimberly Van Scoy**, weekend anchor-reporter, WREG-TV Memphis, joins WHNT-TV as 6 and 10 p.m. co-anchor.

Janet Zappala, anchor-reporter, KABC-TV Los Angeles, joins KGO-TV San Francisco as weekend anchor and reporter.

Paul Orlousky, reporter, WEWS(TV) Cleveland, joins WKYC-TV there in same capacity.

John Zeswitz, sales service coordinator, WLYH-TV Lancaster, Pa., named sports and weather anchor.

Stan Andrews, staff announcer, WDAF-TV

Kansas City, Mo., joins KZKC-TV there as news staff announcer.

Technology

Daniel Rubinate, director, unit managers, ABC, New York, named director, production planning and control, ABC Broadcast Operations and Engineering.

Roy G. Stephenson, senior video engineer, General Television Network, Oak Park, Ill.-based video and film production and post-production facility, named production supervisor.

Jim Comella, regional sales manager, CMX, joins Victor Duncan Inc. as broadcast video outside salesman, Chicago. Victor Duncan is communication equipment producer and supplier.

Priscilla Fladger, media buyer, Harold Cabot & Co., Boston, joins Kadetsky Broadcast Properties there as account executive.

Thomas McIntyre, division VP, marketing and product planning, RCA Home Information Systems, New York, named staff VP, operations analysis, RCA Corp.

Ray Dulye, product manager, systems integration, audio-video systems division, Ampex, Redwood City, Calif., named senior product support engineer for division.

Jack Davidson, director of engineering, Bahakel Communications, Charlotte, N.C., joins KMOX-TV St. Louis as director, technical operations.

Promotion and PR

Janice Ginsberg, from Narwood Productions, New York, joins WKTU(FM) there as promotion director.

Mark DeSantis, on-air promotion manager, WDVM-TV Washington, named promotion manager.

Kim Kemp, from Woolverton Printing, Cedar Falls, Iowa, joins KWWL-TV Waterloo, Iowa, as art director.

Allied Fields

William S. Paley, founding chairman, CBS Inc., received honorary doctor of humane letters degree from University of Southern California, Los Angeles.

Doreen Ringer, segment producer, Alan Landsburg Productions, Los Angeles, joins Broadcast Music Inc., Hollywood, as executive, motion picture and television relations.

Frances Preston, VP, Nashville, BMI, named senior VP, performing rights.

Communications and political media expert **Tony Schwartz** has joined Hill & Knowlton, New York, as senior consultant. Schwartz has produced more than 20,000 radio and television commercials and worked on five presidential campaigns.

Gary Marsh, political/media consultant, Garth Group, New York, named VP.

Charles Stramiello, director of member services, National Advertising Agency Network, New York-based association of 50 independent agencies, named VP.

Robert Fanch, president, financial services division, Coaxial Analysts Inc., director of Coaxial Brokerage Associates and president, Coaxial Construction Corp., resigns to form Fanch Communications, Denver, to acquire and operate cable television properties and provide financial services to cable.

Resignations, television division, Walt Disney Pictures: **William Brademan**, president; **Ed Self**, executive vice president, and **Michael Rhodes**, executive in charge of development.

Deaths

Don Burden, former station owner, died of cancer May 12 at San Mateo, Calif., hospital. Burden's Star Broadcasting Co. owned WIFE-AM-FM Indianapolis, KOIL-AM-FM Omaha and KISN(AM) Vancouver, Wash. In February 1975, FCC denied renewal of licenses of all stations for series of transgressions (BROADCASTING, Feb 3, 1975). Burden got back into station ownership with purchase of 49% of KPEN(FM) (now KLZE) Los Altos, Calif., which he sold in October 1984. He is survived by his wife, Kay, son and three daughters.

Selma Diamond, 64, actress featured in NBC's *Night Court* and comedy writer, died of lung cancer May 13 at Cedars-Sinai medical center, Los Angeles. She began her broadcast career as writer for NBC radio series. *The Big Show*, and later wrote for such television shows as *Ozzie and Harriet*, *Milton Berle Show* and *Caesar's Hour*.

John Brubaker, 60, account executive, WFSB-TV Hartford, Conn., since July 1984, died of heart attack May 4 at his home in Simsbury, Conn. Brubaker began his broadcasting career in 1959 at WCCC-AM-FM Hartford, and later worked at WNHCTV (now WTNH-TV) New Haven, Conn., in numerous production and sales jobs. He is survived by his wife, Joyce, daughter and four sons.

No regrets

When 22-year-old Jerry Dominus set out to get a job in the advertising business, the first thing he did was make a list. He consulted the Manhattan telephone directory for the numbers of Madison Avenue advertising agencies "because that was the only place I knew that they had advertising agencies." A psychology major fresh out of college, Dominus, currently vice president, sales, for the CBS Television Network, wanted to be a "motivational researcher" and study why consumers bought certain products.

"I started out at Cunningham & Walsh on 38th Street, and by the time I got to 44th Street [after visiting Young & Rubicam, Foote, Cone & Belding and Kenyon & Eckhardt in between] I got a job and changed the direction of my career."

The job Dominus landed at Dancer Fitzgerald Sample was not in motivational research—for that, he was told, he'd have to return for more schooling. "The problem was they all wanted PhD's to do this kind of research," Dominus recalls with a hint of lasting incredulity, "and by the time I got to 44th Street I was persuaded I was either going to have to go back and get a PhD, or start out in some other fashion." He was offered a position in media research, "and DFS said, 'Once you're in the company you can switch to motivational research if that's what you really want.' I never made the switch."

No regrets, says Dominus, who can still rattle off the names and work of famous research psychologists and the theories they advanced, as well as their major detractors and their countertheories. But as a media researcher "I never knew if the client was acting on my recommendations, buying schedule A or B, putting the money into newspapers or whatever," remembers Dominus. After one year, Dominus "got restless and decided I wanted to go out into the real world where the decisions were actually implemented."

DFS made room for Dominus in its television department—then headed by J. James Neale—where the young account executive was assigned to the Falstaff beer and Noxema accounts, among others. Relates Mel Conner, senior vice president of network operations at DFS and former colleague of Dominus at the agency: "Jerry had a sensational idea for the corporate division of American Cyanamid—a weekly broadcast from The House of Tomorrow at the 1964 New York World's Fair which [got aired] in the *Today* show. Since he was the mover and shaker, we thought he should put it together and present it to the client." Having never done anything like that before, Conner said, Dominus was a "bit reluctant. But he rose to the occasion and did a magnificent selling job." It might have been that moment, speculated Conner 20 years later, that set Dominus to thinking he might have a future in sales.



JEROME HENRY DOMINUS—vice president, sales, CBS Television Network; b. May 8, 1938, New York; A.B., Lafayette College, Easton, Pa.; media research, program supervisor, Dancer Fitzgerald Sample, 1960-65; analyst, sales planning, CBS-TV Network Sales, 1965-67; manager, sales administration, 1967-69; account executive, Chicago, 1969-71; account executive, New York, 1971-76; director, daytime sales, 1976-77; vice president, Eastern sales, 1977; vice president, national sales manager, 1977-80; vice president, sales planning, 1980-81; vice president, personnel, CBS/Broadcast Group, 1981-82; present position since December 1982. m. Flora Agid, June 15, 1962; children—Andrew, 20; Ellen, 16; Susan, 14.

Dominus doesn't dispute the story, remembering it as the first time he took an original idea and turned it into a concrete event—the "real world" experience he sought. Dominus then joined the CBS Television Network Sales department as an analyst and sales planner. "Having dealt with all three networks, CBS was the only one I wanted to work for." The CBS account executive who used to call on DFS had impressed Dominus as someone who was "very smart, stylish and also an intellectual, and I thought if there were people like that at CBS I wanted to work there."

What followed, Dominus relates, was "a classic CBS career path": sales planning in New York, salesman in Chicago, salesman back in New York, director of daytime sales, vice president of Eastern sales, national sales manager, vice president of sales planning—seven positions in 13 years. Then, in 1981, CBS/Broadcast Group President Gene Jankowski asked Dominus to become vice president of personnel for the Broadcast Group—an appointment, says Dominus, "that blew everybody away."

But it was those 15 months as head of personnel that Dominus said earned him an "MBA in CBS." He met people who worked in divisions unfamiliar to him—radio, for example. "There are people in radio," he noted, "because they love the sound, and have no interest in television. That was total-

ly foreign to me."

After the "broadener" as head of personnel, Dominus said, "I got lucky—I got to come back to the place I really wanted to come back to."

According to Dominus's counterparts in the advertising community, his return to the network sales department was a cause for jubilation in all corners. Jack Otter, senior vice president, McCann-Erickson—and once head of network sales at NBC—observed that Dominus "understands the business beyond the Hudson. When you're an advertiser not close to New York, you tend to feel you're not as important as you should be in the eyes of the network. Jerry understands what it is to work and live out of New York, which is a great help." And although Otter describes Dominus as "fair and thoroughly likable," he adds, with somewhat less enthusiasm, "he can be very tough."

That is a characterization Dominus probably would not dispute. He jumped out of his seat when the subject of advertiser-supported cable networks came up, running out of the office to grab a CBS trade advertisement showing that a CBS show like *Nightwatch*—which airs at 2-6 a.m.—is still viewed by three times as many people as the most-watched basic cable network.

However, Dominus makes clear that the days when network salesmen simply waited for the orders to come gushing in are clearly over. "We're getting more sophisticated in how we're managing our business," he explained. "The decisions may be the same, but people are more comfortable because they have more information to guide them."

Changes Dominus has overseen at CBS network sales include everything from the creation of a new vice president for miniseries and specials sales ("I sensed advertiser interest, and our product mix was leaning more heavily in that direction") to an internal forecasting system that compares sponsors' upfront spending with scatter spending. "I want my tombstone to say: 'He knew where the next buck was coming from.'"

And the Dominus solution to advertisers who are considering a dalliance with cable: "We're stepping up our communication efforts with clients and agencies. Formerly the power was with the guy who controlled the budget," and it didn't especially matter because "we were all going to sell out. Now what we're doing is moving our selling into the planning stages at the agencies, saying: 'Do you know you could do this if you committed money to that?'"

How will he relax when the frenzied upfront season is over? "Traveling," says Dominus, leaning back and clasping his hands behind his head, "is the best." Last fall he and his wife, Flora, went to the south of France. This fall they'll go "castle hopping" in Scotland, and a trip next year is planned for China. "I made a list of all the countries I want to visit and I'm working my way through it." ■

Television stations will have to pay retroactive fees to Broadcast Music Inc. for 22-month period covering interim during which Buffalo Broadcasting case was on appeal, according to memorandum decision issued by Judge Lee P. Gagliardi of U.S. District Court for Southern District of New York. BMI estimates more than \$30 million is owed music licensing organization in retroactive payments by 800 local television stations for period between February 1983-November 1984 when music license fees paid to BMI were rolled back to 1980 level. (In early 1983, Judge Gagliardi ruled that licensing practices violated antitrust laws and readjusted fees TV broadcasters paid to 1980 level. But appeals court reversed antitrust ruling, and earlier this year U.S. Supreme Court denied review, thus paving way for BMI to seek retroactive payments.) Judge Gagliardi has referred final determination of retroactive payments to Magistrate Michael H. Dolinger, noting that "plaintiffs are hereby ordered promptly to pay... the difference between the actual payments made and the payments that would have been due under the *Shenandoah* formula." In mailgram sent to stations, All-Industry Television Station Music License Committee Chairman Les Arries Jr. stressed that federal court judge's decision was "preliminary" and "subject to revision following further court proceedings." Committee said its legal counsel has requested court to reconsider its ruling "and accordingly your stations should make no payments relating to this period" until further notice from committee. BMI President Edward M. Cramer said in statement he was "delighted" with decision, but added that he was saddened "to realize that the entire wasteful episode was unnecessary. Negotiations early on could have presented this costly litigation."

United States Football League last week filed suit against ABC for

nonpayment of about \$7 million due league this year for broadcast rights to USFL games. Rights agreement calls for ABC to pay about \$15 million in all for 1985 USFL broadcast rights. However, sources confirmed that network executives went back to league to renegotiate lower price because of stipulation in rights contract that if league did not have teams in at least six of top-10 markets in 1985, ABC would pay lower rights fee. With folding or merging of four teams in off season, league only has teams in four of top-10 markets: New York, Los Angeles, Washington and San Francisco. However, talks broke off, prompting USFL suit. ABC had no comment. USFL spokesman claimed ABC "unilaterally abrogated the contract" by refusing to pay remaining \$7 million without coming to negotiated agreement on amount of rights fee reduction.

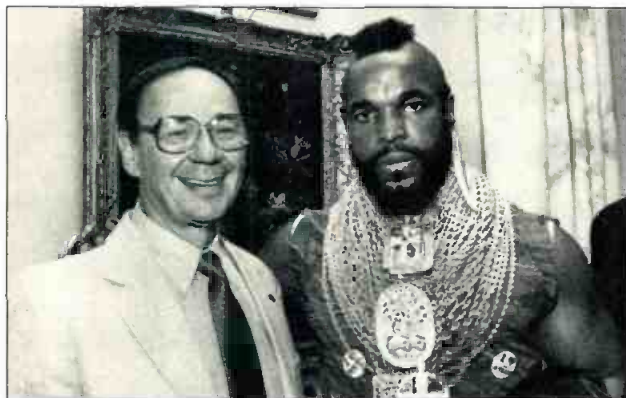
CBS Sports last week said it obtained exclusive three-year contract with Big East college basketball conference, including conference finals, beginning 1986-87 season. Big East includes three schools that went to semifinals of NCAA championship tournament this season—Georgetown, St. John's and winner Villanova. Network is believed to have paid between \$12 million and \$15 million. Currently, both CBS and NBC have pacts with Big East, which run one more season. New CBS pact stipulates that no Big East games will appear on any other television on weekends through life of exclusive agreement, except locally. Pact calls for 24 annual appearances by Big East schools, although exact number of games is undecided. Also, CBS said last week it **extended contract for rights for U.S. Open tennis tournament through 1990**. This summer (between Aug. 27 and Sept. 8) will mark 18th consecutive year network has carried tournament.

First name to surface as **possible candidate to succeed Edward Pfister** as president of **Corporation for Public Broadcasting** (see page 42) is that of **David Gergen**, former White House director of communications, who had conversations with CPB officials several months ago but told BROADCASTING then "there's no news" in item. Gergen is now with American Enterprise Institute and columnist with *U.S. News & World Report*.

Voice of America's new Cuban service—**Radio Marti**—is expected to begin broadcasting today, **May 20**, 83rd anniversary of Cuban independence from Spain. Official confirmation at VOA or its parent, U.S. Information Agency, was lacking, but sources in position to know said reports circulating in Washington regarding May 20 start-up date were "not wrong." Legislation authorizing controversial project cleared Congress in October 1983, and length of time taken to establish station has angered members of Senate and House who worked for Radio Marti legislation. USIA director Charles Z. Wick, in congressional testimony, said Radio Marti would be on air "in May." VOA spokesperson on Friday said, "We're making good progress and should be on the air soon." Officials of VOA and Radio Marti attribute delay in putting station on air largely to difficulty in recruiting staff and to time taken for FBI to complete background checks. Congress has authorized 188 positions for Radio Marti; as of Friday, 127 were on board.

Jack Kent Cooke's proposed offer for Multimedia Inc. at \$65 per share was still being considered by management and founding family members as of Friday afternoon, according to company's chairman, Wilson C. Wearn, who said that Cooke's letter had been sent to roughly 35 family members owning over 40% of Multimedia's stock. "I feel certain that we will have an announcement next (this) week." Outside directors of company have yet to review \$65 offer which is conditional on repeal of certain defensive measures founding families previously took ("In Brief," May 13).

All-Industry Radio Music License Committee last week petitioned United States District Court for Southern District of New York, under consent decree of Justice Department, to determine fees and terms for ASCAP's new music performance licenses for radio stations. Action follows breakdown of negotiations between committee and ASCAP on final rate structure ("Top of the Week," April 8, 1985). ASCAP, according to committee chairman Bob Henley, president of KGNR(AM)-KCTC(FM) Sacramento, Calif., is asking for 18% to 19% annual increase in blanket music licenses, which he



'A Team' uptown. MCA-TV launched syndication of Stephen J. Cannell's *A Team* with presentation and reception in New York to television station community. In attendance, besides 100 general managers, program directors and station reps from around the country, were *A Team* stars Mr. T (B. A. Barracus), Dirk Benedict (Templeton [Face] Peck) and Dwight Schultz (H. M. [Howling Mad]) along with co-executive producer Stephen J. Cannell. MCA-TV President Don Menchel, in response to questions about *A Team*'s image as a child-oriented show, said the series is among the top five rated network series in key demographic categories of adults 18-49 and 25-54. Also, MCA-TV announced results of special Arbitron study which showed that in 92% of *A Team*'s households, at least one or more adults viewed show. MCA-TV executives also pointed with pride to fact that 17 sitcoms have gone up against program since its midseason 1983 launch on NBC and none have survived. MCA-TV is offering six runs per episode over four-and-a-half-year license period, with first runs available fall of 1988 or 1987, whichever best fits station needs. Approximately 128 episodes are available for 1988, and 106 for 1987. Menchel said standard 10% surcharge will be applied if series gets picked up for fifth season in fall 1986. Terms will be negotiated or bid, depending on market, said Menchel. Pictured at reception are Jim Copper-smith, vice president and general manager, WCVB-TV Boston, and Mr. T.

termed "wholly unjustified." (Contract being sought is for five-year period). Industry has been operating with interim agreements since previous agreement expired on Dec. 31, 1982.

On eve of affiliates convention, **CBS is switching affiliates in Montgomery, Ala.**, 120th-ranked ADI. **Wcov-TV** Montgomery, UHF station on channel 20, is losing CBS affiliation to **WAKA(TV) Selma, Ala.**, CBS affiliate serving 208th-ranked ADI. Selma station, with tower at 1,700 feet, has been placing grade B contour over Montgomery. **WAKA**, VHF station on channel 8, is planning to move its transmitter so that primary signal will cover both markets. **Wcov-TV** was sold this week (see "Changing Hands," page 92). CBS would not officially confirm report, but source said new transmitter location would add "couple thousand" television households.

Cable News Network has received conditional authority from **FCC** to receive at earth station in Atlanta television news programming from **Soviet Union** by way of two of its satellites. Authority, granted by chief of Common Carrier Bureau, is subject to modification as result of consultation with State Department on foreign policy and related matters, as well as to technical and economic coordination of Soviet satellites with Intelsat, under Article XVI(d) of Intelsat Agreement. Intelsat has recognized service involved—transmission of Intersat programming which Soviets are providing at no cost—is not likely to be carried over Intelsat system and has tentatively concluded that service would neither raise problems nor cause Intelsat significant economic harm. Commission noted that conditional license is subject to immediate revocation, without hearing, on determination by commission, in consultation with State Department, that revocation is in national interest. Final license will be issued only when State Department notifies commission that coordination has been completed and that issuance of license would be in national interest. Still pending is commission action on CNN application for authority to build five-meter earth station to receive Intersat programming as well as television programming carried on all domestic communications satellites.

Results of election for **Storer Communications** directors were not

CPB legislation introduced. Representative Michael Oxley (R-Ohio) offered legislation last week that would authorize Corporation for Public Broadcasting for fiscal 1987, 1988, 1989 and 1990 at same funding levels recommended by White House, \$200 million, \$220 million, \$230 million and \$240 million, respectively. Unlike President's recommendations, however, Oxley bill does include funds for the public telecommunications facilities program administered by National Telecommunications and Information Administration. Funding levels for PTFP are listed at \$15 million for FY '85, \$18 million for FY '86 and \$20 million for FY '87. Measure also proposes limited three-year advertising experiment, idea administration reportedly favors. Proposed figures in bill, however, are lower than measure adopted by Senate Commerce Committee two weeks ago. And critics of bill note that Oxley package actually provides less than White House is recommending. "It seems the Oxley bill backtracks. The President's own CPB numbers are higher than what Oxley has put forward," said Thomas Rogers, senior counsel, House Telecommunications Subcommittee. Total funding recommended by White House is \$943 million, same as Oxley, although some of funds in bill will also be used to administer PTFP. White House figure doesn't include any federal support for PTFP. In addition, Oxley measure includes funding levels for FY '87 for CPB and FY '85 for PTFP, which Congress appropriated last year. Oxley noted that President may still veto his legislation. "The best way to guard against veto is to include language in the bill giving stations significant new private sources of revenue because the President strongly supports these provisions," Oxley said. In other public broadcasting news, President asked Congress last week to rescind \$14 million of \$200 million CPB received for FY '87 appropriations.



Close encounter. Comedienne Lucille Ball, dressed as a bag lady for her first dramatic role, meets William S. Banowsky, president of Dallas-based Gaylord Broadcasting Co., while on location for the CBS television movie, *Stone Pillow*. Gaylord is producing the film in association with Schaefer/Karpf Productions.

available last Friday (May 17) and company said they would instead be announced at **shareholders' meeting on May 29**. Reason given for delay was that auditors counting and reviewing proxies were taking longer than expected. As reported earlier (BROADCASTING, May 13), it is believed that more than majority of incumbent directors will be returned to board and that nominees of insurgent shareholders, Coniston partners, will obtain several seats. Board is currently on record as approving proposed leveraged buyout of company by current management and Kohlberg Kravis Roberts & Co. Proposed buyout still needs approval of two-thirds of shareholders.

What could prove to be final few weeks of FCC administrative law **hearings into RKO General Inc.'s general qualifications** to remain licensee commenced last week. Chiefly at issue in this part of hearing is what impact RKO Radio Networks' \$7.9 million in overbillings to advertisers should have on its qualifications. RKO General has conceded overbillings and is making restitution to advertisers. On stand last week was **Thomas Burchill** (now president and chief executive officer of Hearst/ABC-Viacom's Lifetime cable network), who headed RKO Radio Networks when overbillings occurred. Burchill, among other things, denied knowing that spots were deliberately fed by network outside daypart specified in contract with advertiser. "I always knew I was consistent in seeing that advertisers got what they paid for," Burchill said. Burchill also revealed that Kevin Lyons, former RKO Radio Networks vice president and director of sales under Burchill, has received demotion, at Burchill's recommendation, at Lifetime, where Lyons is currently employed. Burchill, who is scheduled to return to stand today (May 20), declined to share his views on proceedings with BROADCASTING. Burchill's attorney said it would be "inappropriate" for Burchill to comment before he completes his testimony.

National Association of Broadcasters last week recommended that **Copyright Office** make clear that cable operators will not have to pay copyright fees for **new must-carry signals created by expansion of hyphenated markets**. In other comments at Copyright Office, James McKinney, FCC Mass Media Bureau chief, said commission was of opinion that change in TV market designation affecting must-carry rights shouldn't subject affected cable operators to distant royalty fees under copyright law. Comments respond to copyright office inquiry into copyright implications of FCC actions adding communities to existing television markets.

Engineering honors of National Academy of Television Arts and Sciences this year are bestowed on **RCA Corp., ABC and Sony Corp.** Prestigious engineering award for scientific TV achievement goes to RCA for its image pickup TV devices (CCD camera) technology, with joint prize for ABC and Sony for techniques in slow motion TV (Super Slo-Mo). Award is to be presented in September.

Editorials

Seconding the nomination

The Roper Organization has produced its biennial survey for the Television Information Office and once again, yawn, has found the American public addicted to television news above all other kinds. What would have happened if the survey had turned out otherwise? No, Roy Danish would not have had to throw himself from his Fifth Avenue window in the TIO suite. He could say the survey was fatally flawed. Just before the latest Roper reading was presented, television's supremacy among journalism media had been confirmed by an independent survey commissioned by, of all institutions, the American Society of Newspaper Editors.

Astonishing correlations are to be found between the ASNE study and Roper's work. MORI Research, Minneapolis, hired by the newspaper editors, asked respondents which source would be most trusted if conflicting reports on the same subject were printed and broadcast. "About half" of the respondents, as exact a figure as the ASNE could bring itself to release, picked television and "around a quarter" picked newspapers (BROADCASTING, April 15). Roper's answers to the same question were 53% for TV and 24% for newspapers.

The ASNE survey asked respondents to name the one source for local, state and national and international news they would choose if they could choose only one. The results: 50% chose television and 36% newspapers for local; 57% TV and 33% newspapers for state news, and 72% television and 18% newspapers for national and international. The Roper question coming closest to ASNE's on sole source asked respondents to identify the source of "most of your news about what's going on in the world today." Answers: television, 64%; newspaper, 40%.

Both the ASNE and Roper studies produced other results that are worth contemplation by the practitioners in all media of journalism. ASNE developed "credibility ratings" in which all media came off poorly. Roper found viewers faulting television for unfairness in its coverage of some news. As has been noted here before, more attention must be paid to the fundamental standards of journalism.

But the good news for television journalists is that the basic Roper findings have been tested and confirmed by another research firm under contract to an ASNE that didn't want to get Roper-type answers. Danish can close the window.

Up, up and away

In the May 6 issue, this page contained a question in a piece entitled "A marketplace gone wild": "Is there any limit to the price that can be had for major-market radio and television stations?" The piece added: "One answer could come in Los Angeles where Wometco, now owned by Kohlberg Kravis Roberts, has hired Stanley Morgan to screen bids for KTLA(TV) which KKR bought for \$245 million two years ago."

Now that the Tribune Co. has bought KTLA for \$510 million, more than doubling KKR's leveraged investment in a little more than two years, the question asked here May 6 remains unanswered. If the Tribune Co., no wheeler-dealer, thinks an independent VHF is worth \$510 million, what is a network-serviced V in Los Angeles worth?

An inflation rate of sorts can now be calculated for television station prices in major markets—something over 100% in two to three years. Metromedia's WCVB-TV Boston, bought for \$220 million three years ago, will go to Hearst for \$450 million, about the same rate of appreciation as KTLA's.

To this already reeling marketplace was added last week the

Capcities-ABC list of spin-offs, 15 major-market radio stations and four television properties, not to mention Capcities' substantial cable interests. Can the marketplace absorb this biggest station offer in history? At a gulp, probably.

The implications of the trading that is going on will not be fully realized for some time. Consider the changes to take place in management, personnel, operational philosophy, sales and other representation. In scale nothing like it can be found in the history of the Fifth Estate.

Mark Fowler wanted to leave things to the marketplace. Did he know the marketplace would turn into this?

Point of order

Journalists are unaccustomed to hearing lawyers—even or perhaps especially their own lawyers—voice understanding about the difficulties of newsgathering. Thus we may be forgiven a degree of gratification when an advocate as prominent as David Boies, who successfully defended CBS in the Westmoreland libel case, advances the cause of all newsmen in saying:

"The actual malice standard has got to give some room for journalists. . . . If journalists had the power of subpoena, the power to examine people under oath and demand their documents and the power to do the kinds of things we lawyers do in a libel case, I think you could hold them to a somewhat stricter standard. But the practical matter is they don't, and I think it's really unfair to test journalists by what comes out in a lawsuit."

Exactly. And not only in matters of libel, but for all the other failings of inaccuracy and incompleteness of which the media are accused. The fact is, most of the best journalism broadcast or published in this country is accomplished despite the best efforts of those written or spoken about. And the surprise is, not that so much of the news falls short in some degree, but that so little does.

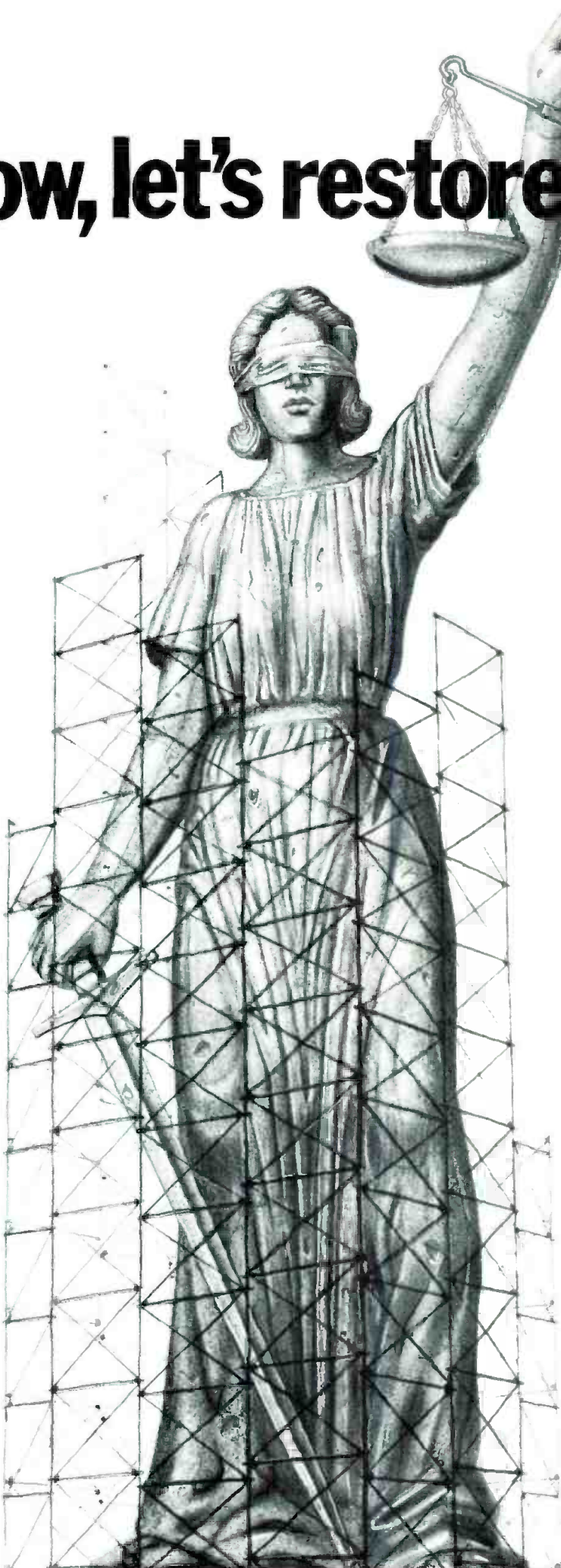
That's why journalists so often repair to the wisdom of Walter Lippmann in explaining how their business works. As he put it: "The theory of a free press is that the truth will emerge from free reporting and free discussion, not that it will be presented perfectly and instantly in any one account."

The wisdom of David Boies (which appears in this issue's "At Large," beginning on page 50) may not have such longevity, but it's worth attending just the same. Give the journalists some room.



Drawn for BROADCASTING by Jack Schmidt
"Your first X-rated cable show?"

Now, let's restore Civil Justice.



Year after year, our civil justice system has become slower. More costly. Less fair to the very people it was meant to help.

We all pay the price. Some of us pay in the frustration of waiting for a case to end, or by seeing a settlement eaten away by legal costs. All of us pay in the form of higher taxes and insurance premiums.

Experts agree on the urgent need for civil justice repair. Chief Justice Burger has criticized "the high cost of legal services and the slow pace of justice." Derek Bok, president of Harvard and former dean of Harvard Law, has called our legal system "the most expensive in the world."

A 1984 Rand Corporation study of thousands of asbestos-related lawsuits shows how serious the crisis has become. Cases closed took an average two years and eight months, with 11 percent taking six years. How much money went to asbestos victims? Only 37 percent of the expenses and compensation paid by defendants and insurers. The other 63 percent went to pay litigation costs.

Can anything be done? We think it can.

We're the Insurance Information Institute. Our members, property and casualty insurance companies, are vitally involved in this issue. They've joined with others—doctors, lawyers, government officials, business leaders—in coalitions of concerned citizens. Together, they're developing new solutions. In many states, their ideas are being translated into action.

Our latest report, *The Civil Justice Crisis*, examines the reforms now being proposed. It tells how you can get involved. We'd like you to have a copy, free of charge.



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Doubleday's NYRN delivers over 65,000 adults 25-54 on an average quarter hour

basis throughout the week.* That's a mere 9,000 persons fewer than the #1 station...and we've only just started.

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