

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 17

Katz American Television

representing major market affiliates

Katz Television Continental

representing medium and smaller market affiliates

Katz Independent Television

representing independent stations exclusively



**Katz Television Group.
The best.**

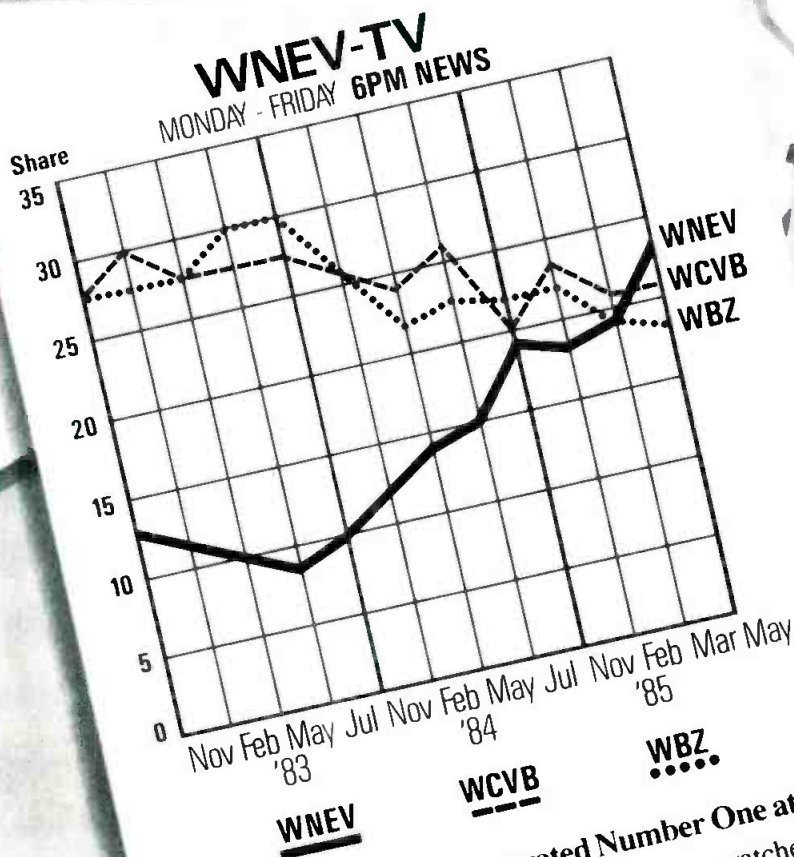
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US AIR FORCE
SERIAL ACQ SECTION
MCN1GCMFRY AL 36112 ***

54th Year 1985

Focus on new technology
at Montreux

cover turmoil at FCC

Thank You, New England!



Diane Willis, Tom Ellis, Kate Sullivan

Because of you, we've been rated Number One at 6PM.
According to the Nielsen survey, more of you watched The
New England News than any other 6PM newscast in Boston.
We're working hard to be your Home Town Station.

New England Television Corporation A CBS affiliate
Represented by TELE-FLIP
Source: Nielsen, M-F, May 1985

*Feel Good
about
that*
SE7EN
WNEV-TV Boston

128
MARKETS!



LORNE GREENE'S NEW WILDERNESS

84 HALF-HOURS
NOW IN 4TH YEAR OF PRODUCTION

'Action-packed real life adventure.' —VARIETY

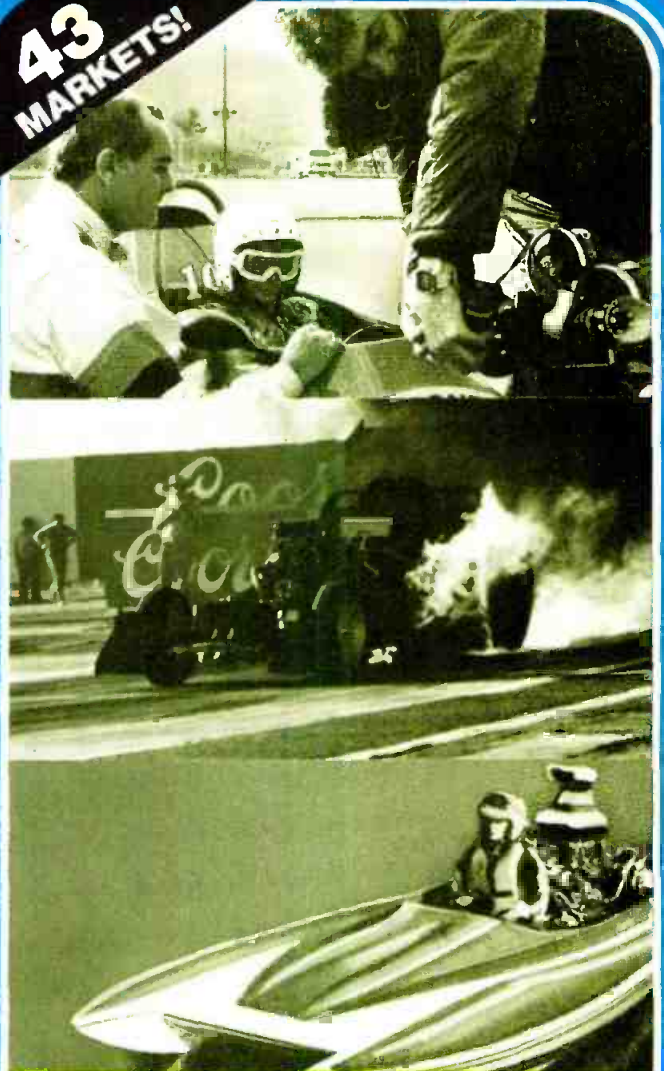
First run Emmy Award-winning* barter/syndication series—with over 75% U.S. coverage including:

- NEW YORK (WOR)
- CHICAGO (WGN)
- SAN FRANCISCO (KRON)
- DETROIT (WKBD)
- MIAMI (WSVN)
- LOS ANGELES (KCBS)
- PHILADELPHIA (KYW)
- BOSTON (WBZ)
- HOUSTON (KHOU)
- ATLANTA (WXIA)



*Cinematography, Film Editing and Music Direction/Composition

43
MARKETS!



The Exciting World Of Speed & Beauty

26 HALF-HOURS
NOW IN 2ND YEAR OF PRODUCTION

Targeted to America's
52,000,000 Motor Sports Fans

A fast-paced land/sea/air motor sports magazine series presenting such off-beat and highly popular championship events as motorcycling on ice, the Reno Air Races and big wheels tractor pulling—to "Road Warrior"-type outlaw car derbies and drag boat racing at 260 MPH.

First run top market barter/syndication clearances include:

- NEW YORK (WOR)
- PHILADELPHIA (WRBV)
- MIAMI (WPLG)
- LOS ANGELES (KNBC)
- DETROIT (WQIV)
- ATLANTA (WVEU)
- CHICAGO (WMAQ)
- HOUSTON (KHTV)
- CINCINNATI (WCPO)

DENNIS A. MILLER
President

NANCY B. DIXON
Vice President, Syndication Sales

access
SYNDICATION

A DIVISION OF ACCESS ENTERTAINMENT GROUP

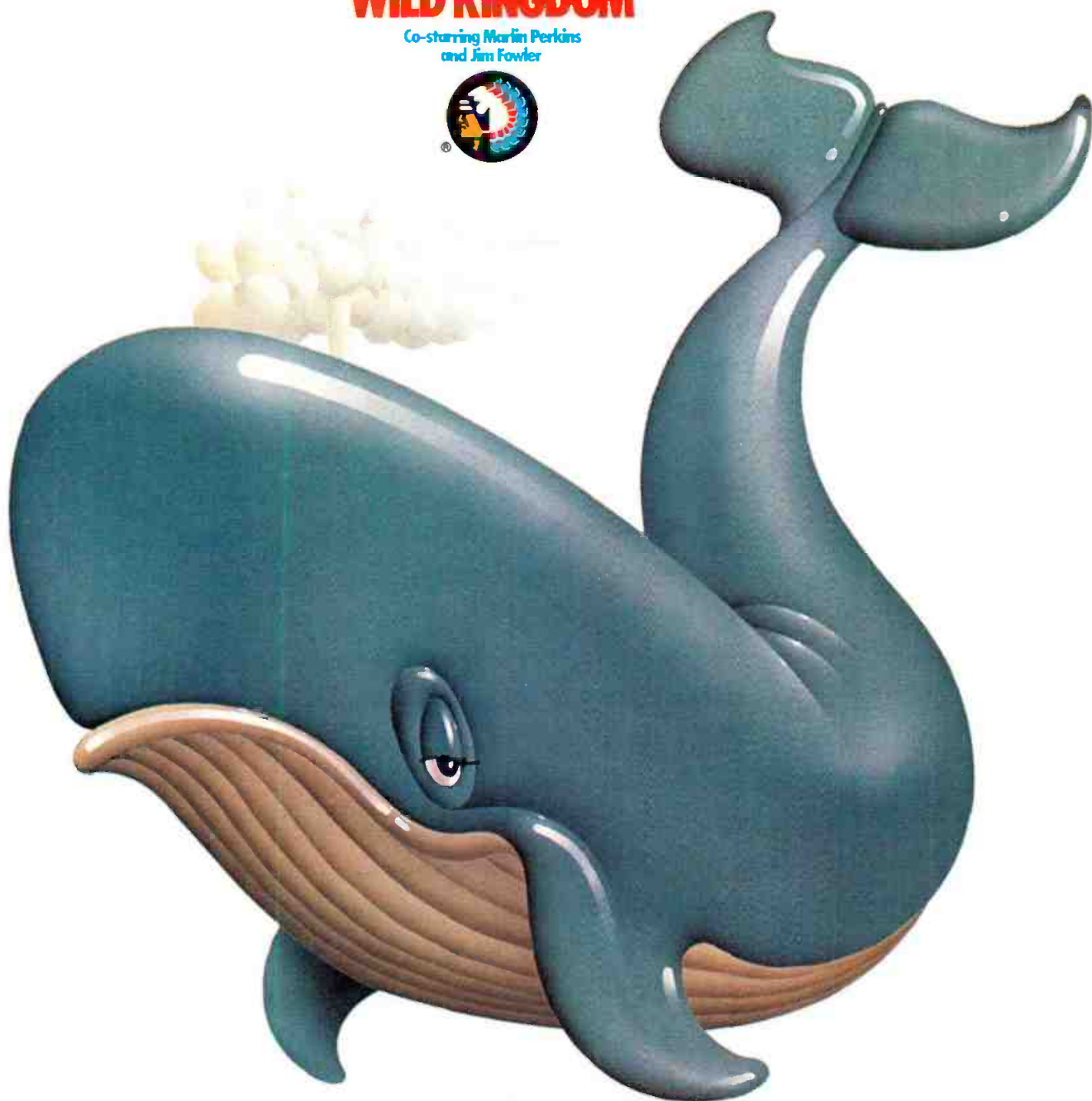
GIVE IT A DECENT TIME SLOT. IT DELIVERS A WHALE OF AN AUDIENCE.

Based on 50% of rated markets, source
February 1985 Arbitron, Wild Kingdom
delivers a 9.7 rating, 25.7 share.

To put this kind of pull on your station call
Hal Davis 402-397-8660 or Bob Aaron
804-481-4727.

MUTUAL OF OMAHA'S WILD KINGDOM

Co-starring Marlin Perkins
and Jim Fowler



Broadcasting Jun 17

Changing Washington regulatory model: from public interest to marketplace Coverage from Montreux

BARTER BITE □ ABC reports that barter is costing network and affiliates some \$450 million yearly. **PAGE 27.**

SUMMER STOCK □ NAB board prepares to meet in Washington as joint board chairmanship race closes on finish. **PAGE 30.**

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premiere date for *West 57th* to be announced soon. Jankowski and Joyce blast Turner takeover attempt. **PAGE 50-52.**

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SWISS GATHERING □ Small formats and high definition television draw attention of some 35,000 who gather for 14th Montreux Television Symposium. **PAGE 60-65.**

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INWARD LOOK □ John Chancellor examines local and national television news in NBC *White Paper*. **PAGE 67.**

BANKING ON IT □ Time, AT&T and two commercial banks enter into banking videotex service. **PAGE 68.**

PROMOTION MINDED □ BPME/BDA conference draws record crowd to Chicago. Participants find promotion and marketing key ingredients in station's success. **PAGE 71-74.**

MR. BLUMENTHAL GOES TO WASHINGTON □ Attorney Mel Blumenthal, partner in MTM Enterprises, has helped spearhead Hollywood studios' fight for retention of financial interest-syndication rules. **PAGE 95.**

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43 MARKETS HAVE ALREADY BEEN AWARDED THE FRANCHISE!

New York
Philadelphia
Dallas
Atlanta
Tampa
Phoenix
Memphis
Albany, NY
Jacksonville
Paducah
Tucson
Greenville, NC
Savannah
Beaumont
Wichita Falls

Los Angeles
San Francisco
Cleveland
Seattle
Sacramento
Indianapolis
Norfolk
Knoxville
Albuquerque
Lexington
Jackson, MS
El Paso
Columbus, GA
Reno

Chicago
Boston
Miami
St. Louis
Hartford
Orlando
Greensboro
Mobile
Green Bay
Austin
Huntsville
Augusta
Amarillo
Corpus Christi

THE A TEAM IS THE FRANCHISE

A Stephen J. Cannell Production

Distributed By

MCATV

Party's over

Washington Post Co., which was in serious negotiation late last week to buy Capital Cities' cable systems (see "In Brief," this issue, also "Closed Circuit," June 10), is cool to acquisition of television broadcasting stations in current market. Ross Hamachek, director of planning and development for parent of Post-Newsweek station group, says present prices of broadcast properties require more capital than can be repaid without risking heavy downside pressure on quality of operation. Hamachek, at meeting of P-N management last week, said Post had between \$500 million and \$600 million to invest by 1990. (Capcities deal, which he refused to confirm at time, would take big bite of that.)

On average, Hamachek told P-N brass, investments in television broadcasting in next 10 years "can't be as good as they were in the past 10 years."

Leaving cable

CBS's Blackhawk cable system is up for sale. Company bought 35-channel system, which serves eight communities in Dallas-Fort Worth area, in 1982 for \$14 million when it served 18,000 subscribers. Blackhawk now serves about 20,000 subscribers. System was not profitable when CBS purchased it, and, while company official said improvements have been made, Blackhawk is only "marginally profitable."

CBS still has waiver to own and operate systems with total subscriber base of 90,000 maximum, but it has "no further plans to operate cable systems," official said. Blackhawk has been used extensively by CBS researchers to study viewing habits of cable audience.

What if...

Belated footnote to case of General William Westmoreland vs. CBS: Burton (Bud) Benjamin, veteran CBS News producer and executive who later prepared report criticizing some procedures used in preparation of *The Uncounted Enemy: a Vietnam Deception*, recommended that CBS-TV air in its entirety news conference held by Westmoreland on Monday after Saturday-night broadcast that was target of \$120-million libel suit he later filed.

Benjamin watched CBS documentary at home and thought it "terrific," he told private management conference of Post-

Newsweek station executives last week. When he watched Westmoreland news conference next Monday, he had second thoughts. He told senior CBS News executives, unnamed, that tape of full conference ought to be aired at 11:30 that night, but suggestion was rejected. Would that have defused issue and averted libel suit? No answer, but Benjamin told P-N management that access to air for people who feel abused by TV journalism remains major problem.

Off and on

Don't expect FCC to take up proposal to narrow purview over licensee character ("Closed Circuit," June 10) before summer recess, which begins Aug. 9. But word had it that commission hopes to act on its inquiry into fairness doctrine and CIA's fairness complaint against ABC before then.

Steady as she goes

Upfront prime time market, which has history of appearing on media landscape like tidal wave, may this year arrive as ripple. Although Ralston Purina Co., through Gardner Advertising's Paul Schulman Co., has completed its traditional upfront purchase ahead of pack, majority of advertisers and agencies were still in planning stages with all three networks last week. Only category said to be pretty much completed was movie companies—another traditional early buyer as they try to sew up avails for weekend movie-goer traffic. Consensus among agency executives—and not disputed by most network sales chiefs—is that prime time market would steadily be sold over period of next several weeks and not in one burst.

Daytime market, which last year was sold before prime, this year looks to simultaneous selling or, as is more customary, after prime market is mopped up. As of last week, Young & Rubicam, largest daytime agency with about \$200 million in billings, had not yet made daytime orders.

Fatter chance

Preliminary findings of FCC survey indicate that minorities should have good shot at lion's share of commission's 689 Docket 80-90 FM allotments, despite AM daytimer preference. For starters, AM daytimers are operating in only about 250 of those 689 communities, and daytimers can receive preferences only for FM's in

their communities of license. Survey also shows that about 25% of those 250 daytimers are already parts of combinations with FM's, or are otherwise unqualified for full AM daytimer preference.

Going and coming

Hughes Communications has effectively dropped out of race to lead cable industry into C-band direct business. It had offered to scramble cable programming services and then market services to owners of backyard dishes. Hughes is still willing to play role, but only if asked by programmers.

Despite Hughes's new posture, C-band direct race is not likely to get any less competitive. According to one source, Ted Turner is now prepared to enter.

Contrasts

In market where VHF independent KTLA(TV) just sold for \$510 million, UHF independent will go on block soon at asking price of about \$40 million. KHS-TV Los Angeles (Ontario) was purchased in distress sale in July 1983 by group controlled by Miller brewing heir, Harry John, who intended to make it pilot station for Catholic TV network. John reportedly spent over \$60 million, for purchase, new studio and equipment, and programming facilities, including two 10-meter satellite dishes and transponder time on Westar 4. When revenues could not meet costs, John was removed as director of controlling corporation by other directors.

Texas isn't big enough

Proving that there is no rest for weary, organizers of National Cable Television Association annual convention are already trying to solve big problem presented by next year's show, scheduled for March 16-19 at Dallas convention center. NCTA believes its show is too close, chronologically and geographically, to Texas Cable Show, slated for May 20-23 in San Antonio. Holding both conventions as now planned, NCTA believes, would aggravate three-year problem of declining attendance and shrinking exhibitions. It has approached Texas Cable Television Association about canceling or somehow folding Texas Cable Show into national show next year. TCTA, which tried to remedy conflict last year by changing dates and putting more time between shows, hasn't decided what it will do.



LOOK WHAT'S HAPPENING NOW!!

71 Markets

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
BOSTON
DETROIT
WASHINGTON, D.C.
DALLAS
CLEVELAND
HOUSTON
PITTSBURGH
MIAMI
MINNEAPOLIS
ATLANTA
SEATTLE
TAMPA
ST. LOUIS
DENVER
SACRAMENTO
BALTIMORE
INDIANAPOLIS
HARTFORD
PORTLAND, OR

WNEW-TV
KTLA
WFLD-TV
WTAF-TV
KBHK
WLVI-TV
WKBD-TV
WDCA-TV
KTVT
WCLQ-TV
KHTV
WPGH-TV
WTVJ
KMSP-TV
WGNX
KCPQ
WFTS
KDNL-TV
KWGN-TV
KTXL
WBAL-TV
WRTV
WTIC
KPTV

SAN DIEGO
CINCINNATI
KANSAS CITY
ORLANDO
NEW ORLEANS
CHARLOTTE
GREENVILLE, S.C.
OKLAHOMA CITY
BIRMINGHAM
RALEIGH
MEMPHIS
HARRISBURG
NORFOLK
CHARLESTON, W.V.
WILKES BARRE
DAYTON
ALBANY
GREENSBORO
RICHMOND
LITTLE ROCK
WICHITA
MOBILE
KNOXVILLE

KUSI-TV
WXIX-TV
KZKC
WOFL
WGNO-TV
WSOC-TV
WLOS-TV
KGMC
WBRC-TV
WRAL-TV
WMC-TV
WPMT
WYAH
WVAH-TV
WOLF-TV
WRGT
WUSV
WGGT
WWBT
KLRT
KSAS
WALA-TV
WKCH-TV

ALBUQUERQUE
JACKSONVILLE
DES MOINES
DAVENPORT
CHATTANOOGA
JACKSON, MISS
TUCSON
EVANSVILLE
COLUMBIA, S.C.
SPRINGFIELD, MA
LAS VEGAS
FARGO
CHARLESTON, S.C.
LAYFAYETTE, LA
FT. MYERS
SAVANNAH
BINGHAMTON
COLUMBUS, GA
WILMINGTON
MACON
BANGOR
FAYETTEVILLE
WENATCHEE
MANCHESTER

KGSW
WTLV
KCBR
KLJB
WDSI-TV
WJTV
KPOL
WTVW
WLTX
WGGB-TV
KVVU-TV
KVNJ-TV
WCBD-TV
KLFY-TV
WFTX
WTOC-TV
WMGC
WXTX
WJKA
WGXA
WVII-TV
WKFT
KCWT
WMUR-TV

What's Happening Now!!

22 all new, first-run episodes



in association with LBS Communications, Inc.

Penetrating figures

U.S. cable TV households numbered 38,673,270 in May, putting national cable penetration at 45.3% of all U.S. TV homes, according to A.C. Nielsen Co. estimates. The total, which includes cable homes in Alaska and Hawaii, represents a 7% gain from May 1984.

San Angelo, Tex., retained its rank as the market with the highest penetration percentage, 87.9%, followed again by Santa Barbara-Santa Maria-San Luis Obispo, Calif. (83.2%) and Parkersburg, W.Va. (77.9%).

In number of cabled homes, New York was again first, with 2,520,280; Los Angeles-Palm Springs, Calif., remained second at 1,572,960, and Philadelphia was still third with 1,121,350. San Francisco-Oakland, Calif., was the only other market with more than a million cable homes. It had 1,003,540. Boston was next with 875,780.

CAB changes

Burton Staniar, president and chief operating officer of Group W Cable, has been appointed chairman of the Cabletelevision Advertising Bureau, replacing Jack Clifford, chairman of Colony Communications. Edward Bennett, executive vice president and chief operating officer of Viacom Communi-

cations, was appointed CAB vice chairman. Both terms are for two years. Newly elected CAB board members include: Gary Bryson, executive vice president, American Television and Communications Corp.; Daniel Gold, president and chief operating officer, Comcast Cable; David Horowitz, president and chief executive officer, MTV Networks Inc.; Marvin Jones, president and chief executive officer, United Artists Cablesystems Corp.; Greg Liptak, group vice president/operations, Jones Intercable; Jerry Maglio, executive vice president/marketing, Daniels & Associates; Donald Sbarra, president, Multimedia Cablevision; Fred Vierra, president and chief executive officer, United Cable, and John Wynne, chairman, The Weather Channel.

Sports networks team up

Representatives of nine regional cable sports networks met in Washington last week to discuss sharing programming and alternatives to Major League Baseball games, the summer programming heart of most of the services, in the event that the players go on strike later this summer as they are now threatening. The informal group met last March in Florida and plan to meet again Aug. 20 in New York, sooner if the strike

comes to pass.

According to Bill Aber, vice president, Home Team Sports, who is acting as spokesman for the group, five other regional services had agreed to pick up HTS's production of the U.S. Club Gymnastics Championships from Wilmington, Del., last Friday (June 14). But, he said, he doesn't believe their will be a great deal of program sharing. Most of the services are committed to offering programming with regional appeal, he said, and it will be "difficult" to find events that have appeal in more than one region.

SPACE rebukes NCTA plan

The Satellite Television Industry Association (SPACE), a trade association representing manufacturers, distributors and dealers of home earth stations, denounced the National Cable Television Association plan to create a industry cooperative to scramble the satellite signals of cable networks and market them to owners of backyard dishes.

"The whole scheme of a co-op between the program supplier, cable operator and the NCTA itself for marketing programming services to the home dish viewers inside and outside cable franchise areas seems to be a step toward locking out any opportunity for



Peer praise. The National Cable Television Association's 34th annual convention in Las Vegas (BROADCASTING, June 10) culminated with a dinner-dance and the presentation of the association's national awards. The Vanguard Awards, the top honors, were presented to John Saeman, vice chairman and chief executive officer, Daniels & Associates, and Susan C. Greene, senior vice president, corporate affairs, Home Box Office. The award winners (l-r): T.W. Meadows, general manager, Decatur (Ala.) Telecable (state/regional association award); Abe Sonnenschein, AML product manager, microwave products division, Hughes Aircraft Co. (science and technology award);

Joseph Gans, president, Cable TV Inc., Hazelton, Pa. (President's award); James S. Cownie, president, Heritage Communications Telecommunications Group and secretary of the NCTA (Challenger award); Greene; Ed Allen, president, Western Communications, and chairman of the NCTA (President's award); Saeman; John H. Levergood, president and chief operating officer, Scientific-Atlanta Inc. (Associates award), and Jerry Maglio, executive vice president, marketing and programming, Daniels & Associates (marketing award). Not present was John P. Frazee, executive vice president, Centel Corp., and president, Centel Communications Co. (President's award).

competitive distribution of satellite programming services to this new marketplace," said Richard L. Brown, general counsel of SPACE. "Cable operators have even demanded that the basic cable services scramble their services as soon as possible, threatening removal of these services from cable systems if the programmers do not respond. It is because of this type of anti-competitive attitude that SPACE will continue to seek Congressional support for H.R. 1840 [introduced by Billy Tauzin (D-La.)] . . . which calls for fair and reasonable sales practices in the home earth station marketplace, along with FCC oversight if abuses are present."

From the ACC

Madison Square Garden Network will present 13 Atlantic Coast Conference football games next fall under an agreement announced last week with Jefferson Pilot Teleproductions of Charlotte, N.C. MSG's 12-week schedule will start Saturday, Sept. 7, with a doubleheader featuring Maryland, the defending conference champion, vs. Penn State, and North Carolina vs. Navy. The lineup also includes two other appearances by Maryland and two by Clemson, the 1981 conference champion. Each of the eight ACC schools will appear at least once during the season. The schools are Maryland, Clemson, North Carolina, Virginia, North Carolina State, Wake Forest, Duke and Georgia Tech.

MSG also announced last week that it will add six cable affiliates in September, bringing its total to 63 affiliates serving New York and the surrounding areas, and adding 10,000 subscriber households to its base of 1.8 million. The new systems, all joining MSG on Sept. 15, are Blue Ridge Cable Television (BRCT) systems of Narrowsburg, Barryville and Shohola, all New York; BRCT of Hawley, Milford and Lake Waullenpaupack, all Pennsylvania, and Consolidated Communications Corp.'s Dutchess County Cablevision, serving six communities in New York's Dutchess county.

Group effort

A 90-minute, live call-in program for children, *Youthnet On Drugs*, was made available to more than 500,000 cable households through a temporary cable interconnect linking nine San Diego cable systems—Southwestern Cable TV, Cox Cable San Diego, North County Cable, Carlsbad Cablevision, Cal Video Cable TV, Pala Mesa Cablevision, Dimension Cablevision, American Cablevision of Coronado and Julian Cable. *Youthnet* was simulcast by KSDO(AM) San Diego and was promoted by KUSI-TV San Diego with public service announcements produced by Southwestern Cable TV. The program was moderated by San Diego deputy mayor, Bill Mitchell, and Cat Xander, host of a monthly community-produced public access program, *San Diego Line-1*. It featured two former teen-age drug addicts; a teen-age representative of Youth to Youth, a "positive peer group," and an expert in pharmacology. The panelists fielded 10 questions from an in-studio audience of 30 sixth graders and 33 phone calls about drugs and peer pressure from children and parents during the broadcast.

Disney drive

A thousand cable systems reaching 60% of potential basic subscribers will participate in The Disney Channel's summer subscriber drive, a three-month promotion featuring premiums, a sweepstakes and three full-length animated films. The promotion began with the June 2 television premiere of "Robin Hood," will continue with the July rebroadcast of "Alice in Wonderland" and will conclude with the August television premiere of "The Sword in the Stone." Radio and TV spots, newspaper ad slicks, cable guide ads, posters, counter cards and 1,000 library displays will be used to promote the channel, along with 16 million inserts included in basic subscribers' bills. New subscribers will receive "tickets" to invite their friends to premiere parties and a two-gallon canister of popcorn. More than 400 prizes will be awarded by random drawing in a sweepstakes, including an all-expense-paid trip for four to Disneyland.

Running down pirates

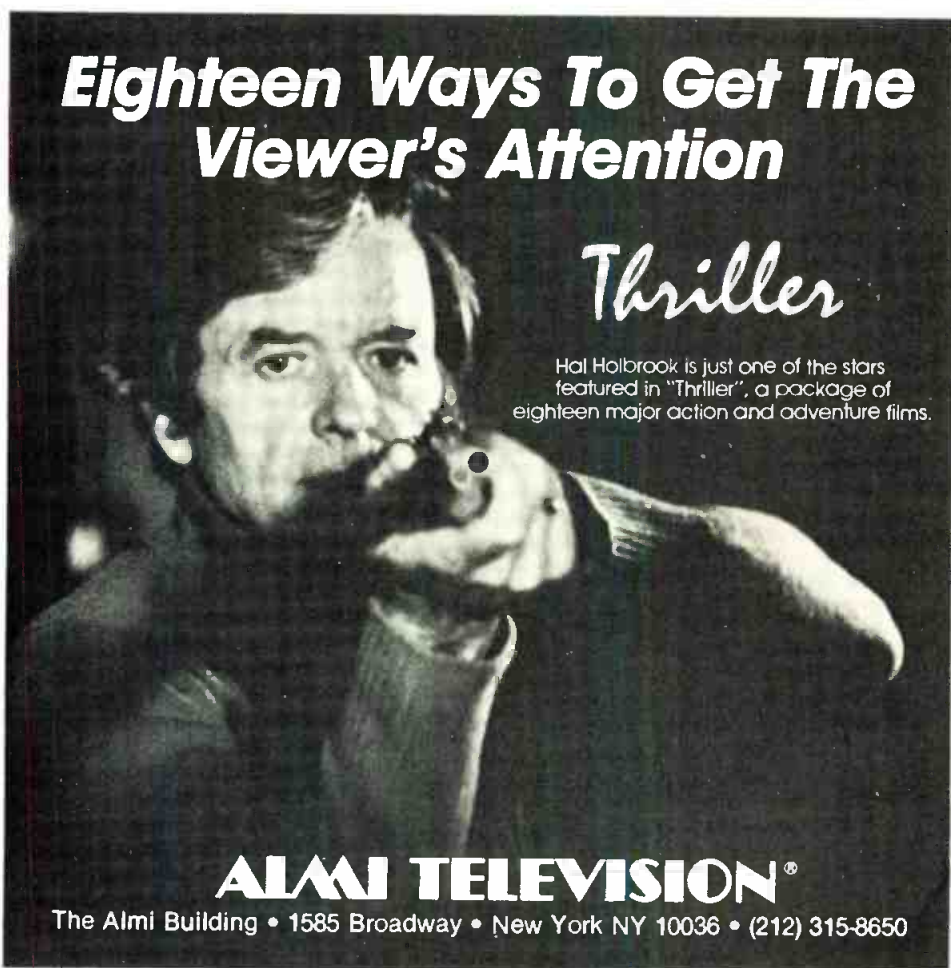
Showtime/The Movie Channel is launching a new campaign against signal piracy, attacking from several directions. It has filed suit against a hotel operator, and it has announced a new antisignal-theft program that includes bounty payments for information about pirates, stiffer restitution policies and an advertising campaign designed to let consumers know that piracy is a federal crime and that legitimate customers end up subsidizing the cheaters.

Jack Heim, senior vice president, sales and affiliate marketing, announced that the lawsuit was filed against the East Gate hotel in Lima, Ohio. He said the suit, filed in conjunction with Centel Cable of Ohio, "is the opening salvo of a wide-ranging attack against commercial signal pirates."

"Over the past year we have spent more than three-quarters of a million dollars combatting theft of service," Heim said, "and we're now eager to begin working hand-in-hand with affiliates to fight the unauthorized use of our signal. This hard-line approach is essential to maintaining the integrity of the cable industry's product and protecting our revenue base from infringement by signal thieves."

Features of the antitheft program include payment, for a limited time, of a \$25 "bounty" for any verifiable first report of a commercial property's pirating of Showtime or TMC signals; retention of a law firm specializing in the prosecution of signal-theft cases; refusal to license, under standard terms, companies that fail to "respond satisfactorily" to a cease-and-desist letters from Showtime/TMC, and new advertising and display materials to raise consumer awareness of signal theft dangers.

In the company's new antitheft marketing campaign, TV personalities tell consumers that "cable theft costs you," in 30- and 60-second TV spots, print ads and bill-stuffers that are available at no cost to Showtime and TMC affiliates. Featured in these materials are John Houseman, star of Showtime's *The Paper Chase* series; Bill Harris, Hollywood correspondent, and the cast of Showtime's *Brothers* series.



Eighteen Ways To Get The Viewer's Attention

Thriller

Hal Holbrook is just one of the stars featured in "Thriller", a package of eighteen major action and adventure films.

ALMI TELEVISION®
The Almi Building • 1585 Broadway • New York NY 10036 • (212) 315-8650

260
“Family Feud”
episodes
so good that
no other
show stood
a chance
against
them



SuperFeud!

“The Best of Family Feud” is a selection of super-charged half hours to play wherever your station needs help the most. It’s 52 weeks of well rested strip programming with no repeats. And it’s available for September starts with no spots withheld and no time period restrictions.

This is the best of the super “Feud” that swept 17 sweep periods as the Number One game in syndication and reigned as the favorite game of women 18-49 in 18 sweeps.

It’s the same super show that ranked as daytime television’s Number One game for three years, in the Top Three for eight years, and attracted more women 18-49 per thousand households than any other daytime game for seven years.

It’s the show that ABC chose to put in its prime-time schedule 17 times with a resulting average national rating of 16.9 for all broadcasts.

So, wherever you choose to put “The Best of Family Feud,” you know one thing. This super package of selected episodes can win in any time period!

GOODSON-TODMAN’S

**“The Best of
Family Feud”**



Monday Memo

A global television commentary from John M. Eger, senior vice president, CBG Worldwide Enterprises, New York

Global marketing, a growing concept

The advertising community is beginning to rally around the concept of "global" marketing, as opposed to "international" marketing. The distinction is not merely a Madison Avenue whim. The traditional international approach has been to identify regional and national differences and tailor television advertising to each specific body of consumers. Today, many advertisers have come to realize that they can build campaigns around regional and national similarities rather than differences and, in fact, can effectively sell to the world television audience a unified campaign if the product and presentation are suitable.

To the extent that global marketing succeeds, it will create the need for global networking as well, so that the most effective medium of advertising—television—can be used in the service of global campaigns.

The hardware is already available for a worldwide television network with separate voice channels for foreign-language insertions. Anyone who wishes to spend the money can participate in a satellite venture and have custom-made transponder capabilities on order—for direct broadcast satellite, high-definition television, and so on. Although the cost effectiveness of various distribution patterns needs to be studied, the fact is that the capabilities are available right now or can be ordered.

In the past, the barriers to global networking were insurmountable. Besides U.S. laws and regulations, there were the laws and regulations of other countries, the deep fear of U.S. cultural dominance often expressed by foreign governments, language barriers, bans or limitations on advertising, the restriction of advertising to certain time periods, and the sold-out status of advertising in some countries. Added to those impediments were the costs of production and distribution and the difficulty of measuring audiences. The obstacles seemed too formidable to challenge.

The givens in the formula are all radically changing, however, with the introduction of new elements. The question is no longer whether the introduction of DBS, cable, pay television and expanded commercial television is going to transform the world's media picture but how soon and in what ways.

Even the state-run foreign broadcast monopolies have acknowledged that their walls have been breached. Their audiences now have alternative viewing, via home video if nothing else, and many more alternatives are imminent. State broadcasters are scrambling not so much for government protection—they know that the monopoly they have en-



John M. Eger is senior vice president, CBS/Broadcast Group Worldwide Enterprises, New York. He is also chairman of the International Advertising Association of the Global Media Commission. Eger was formerly vice president and general manager of CBS Broadcast International. He joined CBS in 1981. Previously, he was a Washington communications attorney; director of the White House Office of Telecommunications Policy (1973-1976); legal counsel to the chairman of the FCC (1970-1973), and held various management and sales positions with the Bell System.

joyed for decades is evaporating whether their governments approve or not—as to be allowed to compete effectively. They want commercials (or more commercials) and fewer restraints.

European broadcasters, to focus on just one region, are faced with the same rapidly rising program production costs as we are. Simultaneously, program acquisition costs are subject to stunning increases because of emerging competition. The European Broadcasting Union paid \$19.8 million for the Los Angeles summer Olympics, for instance, although the Moscow games in 1980 cost only \$5.8 million. The reason: Private broadcaster Silvio Berlusconi in Italy bid \$10 million for Italian-language rights alone. The EBU was forced to top that bid. Italy is picking up the biggest fee increase, but the other EBU members are paying more as well.

And certainly they haven't missed the lesson. Competition is wide open in Italy, and the demand for programing has generated increases in license fee payments in recent years. The Europeans know what they're facing, and their rigid—and sometimes pious—standards limiting the number and placement of commercials are changing. State-owned RAI network in Italy now even allows sponsors for individual programs, something previously unthinkable.

The profound shaking of broadcast-state

bureaucracies means that: (1) they will be newly interested in acquiring popular, competitive programing that can draw both viewers and advertisers, especially if that programing is available on economically attractive terms, and (2) the new private commercial operators will be looking eagerly for any program service that can attract viewers and revenue.

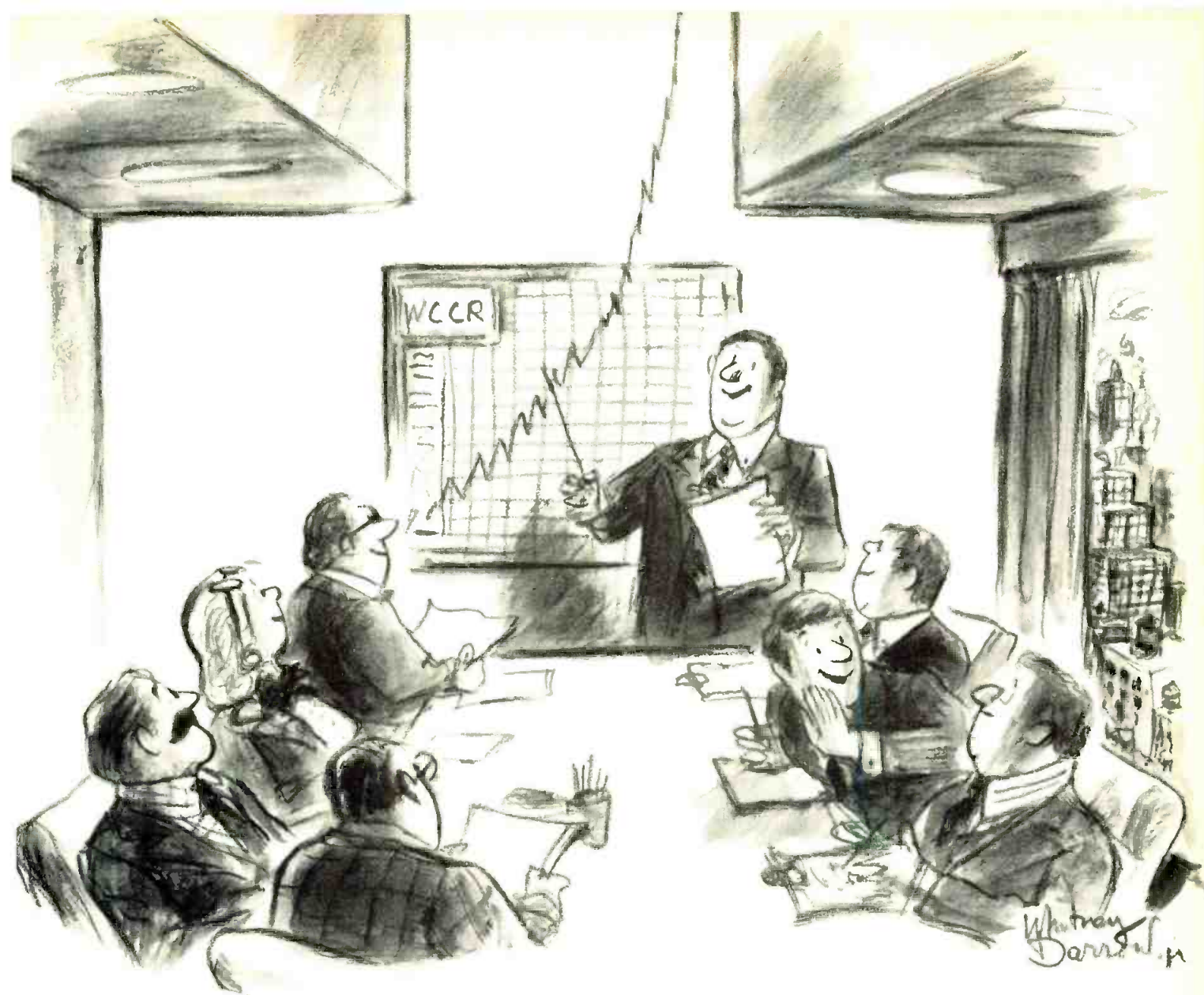
Concurrent with the metamorphosis in world broadcasting, Italy offers a tantalizing glimpse of the advertising future where private television is unregulated and fully commercial. Recent figures show that total advertising in Italy grew from \$601 million in 1976 to \$1.521 billion in 1983. Commercial television accounted for \$470 million in 1983; it was nonexistent in 1976. But RAI's advertising revenue grew from \$100 million to \$235 million. Subtract television, and the advertising business grew from \$501 million to \$816 million.

Clearly, the money had been locked up by the regulated industry, and was liberated by commercial competition. Private television didn't siphon money away; it generated more money for everyone. The Italian experience tempts one to conclude that similar "new money" may be found in all markets as their commercial corsets are loosened. All the major markets are opening—Germany, France, Spain and so on. England already has commercial television that has produced the best of PBS's *Masterpiece Theater*, from *Upstairs, Downstairs* to *Passage to India*. Some want the BBC to do as well. The debate continues whether to permit commercials on the BBC. Even Sweden is considering allowing first-ever commercials on television.

What we are witnessing in this post-industrial information age is nothing short of a "megatrend." With the convergence of technology, international laws and customs, and the economics of international marketing, comes the concept of global marketing.

It can and will happen. From concept to reality, it will, of course, require a new sense of commercial diplomacy—advertising is not only new in many countries; it is neither understood nor seen to have a value either in informing the public or in serving as the appropriate source for funding national communications developments. Programing—and commercial messages accompanying those programs—will have to be sensitive to those concerns and other distinctly hostile barriers. But a-cultural, a-national, supra-national programing and messages can be created to overcome conflicting criteria.

The case for advertising and global advertising has been made. The road to global marketing can be cleared of obstacles. The outlook for global marketing and the potential for global media are good indeed. ■



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What every station manager desires is a sales line that can literally raise the roof. A soaring sales line indicates growth. But, in a market that becomes more competitive every day, it's hard enough just to maintain the status quo.

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The advantages will be obvious.

Business Briefly

TV ONLY

Pulsar Time Co. □ Watches will be promoted in campaign to start in late October for eight weeks, with number of markets still to be determined. Commercials will be placed in all dayparts. Target: adults, 25-54. Agency: Ammirati & Puris, New York.

FDL Foods Corp. □ Campaign for company's meat products will begin in early July, flighted over 11 weeks in about 15 markets. Daytime and fringe periods will be used for commercials. Target: women, 25-54. Agency: Grant Jacoby Inc., Chicago.

Earl Scheib Co. □ Auto paint shops will be advertised in 90 markets, starting at end of June for four weeks. Market list includes Cleveland, Denver, Oklahoma City, Nashville and Tampa, Fla. Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Donald Lewis Advertising, Burbank, Calif.

Jordache □ Adult jeans will be spotlighted in third-quarter campaign

beginning in late June for 12 weeks in 24 markets, including Pittsburgh and Cleveland. Commercials will be carried in fringe and daytime periods. Target: adults, 18-49. Agency: Winner Communications, New York.

Alpo Pet Foods □ Company is launching three-week flight for Beef Bite Treats in 24 markets on July 1 and another flight for varying weeks for Beef Flavored Dinners in 18 markets, beginning on July 8. Commercials will appear in daytime, fringe and prime periods. Target: women, 25-54. Agency: Weightman Advertising, Philadelphia.

RADIO ONLY

White Rock □ Wineberry Wine Cooler is being promoted for four weeks, starting this week, in Buffalo, Rochester and Syracuse, all New York, complementing effort that began last week in Greenville and Columbia, both South Carolina. All dayparts will be used for commercials. Target: women, 18-34. Agency: KSL Media, New York.

Playboy Magazine □ Two-week flight to promote circulation will begin in early July in approximately 20 markets, including Atlanta, Boston, Detroit, San Francisco and Washington. Commercials will run in all dayparts. Target: men, 18-34. Agency: CPM Inc., Chicago.

RADIO AND TV

Red Lobster Inns □ Campaign will kick off this week for two weeks and later be integrated into company's regular promotion throughout rest of year in more than 100 markets on radio and television. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Backer & Spielvogel, New York.

Bojangle's □ Restaurant chain is scheduled to begin campaign this week in 20 top television markets and more than 40 radio markets, continuing until end of August and resuming in fall. Cost of campaign for rest of 1985 is estimated at \$10 million, mainly in Southeastern markets. Commercials will be presented in all dayparts. Target: adults, 25-49. Agency: Scali, McCabe & Sloves, New York.

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

COMING ATTRACTIONS—A Monday morning preview of the week's programming. It's an easy way to find out about special upcoming features and other outstanding sales opportunities.

SPORTS QUIZ—Test your listeners' memory with this sports trivia feature. Use questions as a contest for tickets and other prizes. Questions and answers run Tuesday and Thursday mornings.

AIRCHECK: AP RADIO NETWORK

TO YOUR HEALTH—Get your minimum daily requirement of health and fitness news in our series entitled, Health and Medicine. 90-second shows feature updates on health care research, plus advice on everything from headaches to fallen arches. Get your daily dose 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.

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.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

4X Network, Minot, N.D.: Avery-Knodel Television from Katz Continental Television.

□

KBMY-TV Bismarck, N.D.: To Katz Continental Television (no previous rep).

□

KTEZ(FM) Lubbock, Tex.; KNKS(AM)-KTLK(FM) Hanford, Calif.; WRBD(AM)-WMXJ(FM) Pompano Beach, Fla.: To Selcom Radio from Weiss & Powell.

□

KDKS(FM) Benton, La.: To Weiss and Powell from Hillier Newmark Wechsler & Howard.

□

WYKY(FM) St. Louis: To Hillier, Newmark, Wechsler & Howard from Republic.

□

WLDS(AM)-WYMG(FM) Jacksonville, Ill.: To Blair Radio (no previous rep).

□

KFMX-AM-FM Lubbock, Tex.: To Katz Radio from Selcom Radio.

□

WZZK(FM) Birmingham, Ala.: To Katz Radio from Eastman Radio.



Nonwired signing. Radio representation division of John Blair & Co. (Blair Radio and Blair/RAR) and CBS Radio Representatives signed nonwired sales agreement that would pool client stations of Blair with those of CBS for developing targeted demographic networks ("In Brief," June 10). Closing deal are (l-r): Charlie Colombo, president, Blair Radio; Tony Miraglia, director of marketing, CBS Radio Representatives; Bob Lion, general manager, Blair Radio Networks, and Ed Kiernan, vice president and general manager, CBS Radio Representatives.

Lots of lather. Study by J. Walter Thompson USA of prime time soap program trends shows that each of four established series (*Dynasty*, *Dallas*, *Knots Landing* and *Falcon Crest*) outrates average of all prime time programs by substantial margins in key demographics, including women 18-34 and 18-49, and adults, 18-34 and 18-49. *Dynasty* is now number one in households and in all demographic categories analyzed. Thompson observes that increasing popularity of four shows has resulted in higher ratings, more merchandising (product endorsements) and potential for program spinoffs. JWT predicts that NBC, sole network without prime time soap, will probably not attempt another soap project in near future. Thompson adds that rating history of prime time soaps indicates that it is difficult to establish these shows, but once established, viewer loyalty is "very strong."

\$30-million feast. Burger King is allotting \$30 million to eight-week campaign, overwhelmingly in television, to herald introduction in June of its new Whopper. Laced with humor, commercials on network TV stress two points: Whopper is bigger (4.2 ounces from its previous 3.6 ounces) and better. Commercials use well-known personalities to express their preference for Whopper. Among those who appear in Burger King campaign are Mr. T., football star Lyle Alzado, actress Loretta Swit and actor Bruce Weitz (*Hill Street Blues*). Campaign also includes radio and print. Agency is J. Walter Thompson, New York.



Mr. T for Burger King

Accent on Spanish. Growth of U.S. Spanish market and its impact on television were discussed last week by Carlos Barba, president and general manager of WNUJ-TV Newark, N.J., at meeting of New York chapter of National Academy of Television Arts & Sciences. He noted that U.S. Spanish market is fifth in size behind Spain and various Latin American countries but is first in income power, averaging \$17,000 per year per family. He granted it's been uphill struggle to attract U.S. advertisers to Spanish television but indicated strong progress has been made. Barba suggested that American television schedule programs from various parts of world to give Americans glimpses of culture from other lands. Barba also said he is developing three-hour international telethon to help poor children of Latin America.

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Editorial

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Bureaus

New York: 630 Third Avenue, 10017.

Phone: 212-599-2830.

Stephen McClellan, *associate editor*.

Vincent M. Ditingo, *senior editor: radio*.

John Lippman, *assistant editor*.

Geoff Foisie, *staff writer*.

Scott Barrett, *editorial assistant*.

Marie Leonard, June Chauhan,
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, *correspondent*.

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TELEVISION. Cablecasting.

Datebook

This week

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—18th annual Radio Workshop, sponsored by *Association of National Advertisers* and *Radio Advertising Bureau*. Waldorf-Astoria, New York.

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: '01." 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 Public Radio Development Workshops and Seminars, sponsored by *The Development Exchange*, service for public radio stations. Madison hotel, Seattle. Information: (202) 783-8222.

■ **June 19**—Archival screening of *The Jack Benny Show*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

■ **June 19**—*Cabletelevision Advertising Bureau* creative/production workshop on producing better local commercials. Sheraton Atlanta, Atlanta. Information: (212) 751-7770.

June 19-21—*Oregon Association of Broadcasters*

■ Indicates new entry

spring conference. Ashland Hills Inn, Ashland, Ore. Information: (503) 257-3041.

June 19-21—"Satcom '85: the Domestic Market," conference sponsored by *Institute for Graphic Communication*. Stouffer's hotel, Arlington, Va.

June 20—*Society of Motion Picture and Television Engineers, Committee on Video Recording and Reproduction Technology*, meeting. NBC (RCA Building), New York.

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

June 20-23—*Virginia Association of Broadcasters* summer convention. Cavalier hotel, Virginia Beach, Va. Speakers include Virginia Governor Charles Robb; Erwin Krasnow; Verner, Liipfert, Bernhard, McPherson & Hand; Gert Schmidt, joint NAB board chairman, and William Pettit, NBC News.

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—*Radio-Television News Directors Association* region 13 meeting with Washington chapter Sigma Delta Chi, Society of Professional Journalists. Key-note speaker: Steve Bell, ABC News. Washington Hilton, Washington.

June 21-22—*Radio-Television News Directors Association* region four meeting with *Texas UPI*. Bahia Mahn hotel, South Padre Island, Tex.

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 Broad-*

casters summer meeting. Myrtle Beach Hilton, Myrtle Beach, S.C.

■ **June 22**—*National Academy of Television Arts and Sciences, Washington chapter*, Emmy Awards presentation. National Building Museum, Washington.

Also in June

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 25-27**—*Computer Graphics '85 West*, sponsored by *National Computer Graphics Association*. Los Angeles Convention Center, Los Angeles.

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 28-29—*Radio-Television News Directors Association Region 10* and *Kentucky Associated Press Broadcasters* annual convention. Music City Sheraton, Nashville.

June 29—*Radio-Television News Directors Association* region 10 meeting with Kentucky and Tennessee State Broadcaster Associations. Sheraton Music City, Nashville.

June 30-July 6—Leadership Institute for Journalism and Mass Communication, program of *Garnett Center for Media Studies*. Columbia University, New York. In-

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 World Congress Center, Atlanta.

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

Sept. 11-14—"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*

Major Meetings

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 Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 17-21, 1986—*NATPE International* 23rd 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*. Amlac 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.

March 16-19, 1986—*National Cable Television Association* annual convention, including National Cable Programming Conference. Dallas. Future con-

ventions: May 17-20, 1987, Las Vegas.

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.

April 29-30, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbriar, White Sulphur Springs, W. Va.

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

May 21-25, 1986—*American Women in Radio and Television* 35th annual convention. Westin Hotel Galleria, Dallas.

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

■ **June 14-18, 1986**—*American Advertising Federation* national convention. Hyatt Regency, Chicago.

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YOUNG WOMEN
WATCH WHEN...

GENERAL HOSPITAL

SANTA BARBARA

& GUIDING LIGHT...

ARE OVER?

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KNOTS
LANDING.



WEEK AFTER WEEK #1 IN
IT'S TIME PERIOD...AND
FOR THE WEEK OF MAY 20,
THE #1 NETWORK PROGRAM!

LORIMAR

July

■ **July 7-13**—Film/TV documentation workshop, sponsored by *American Film Institute*. Louis B. Mayer Library, AFI, Los Angeles.

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 8-10**—*Television Bureau of Advertising/Sterling Institute* performance management program for account executives. McCormick Center, Chicago.

July 8-24—*A Salute to Nicholas Meyer*, tribute to the award-winning film and television director, screenwriter and novelist, sponsored by UCLA Film, Television & Radio Archives, Melnitz Theater, UCLA Campus. Information: (213) 825-8263.

July 9—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

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 12-14**—Economics conference for journalists, co-sponsored by *Foundation for American Communications, Capital Cities Communications* and *Detroit News*. Hyatt Dearborn, Dearborn, Mich. Information: (213) 851-7372.

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

July 15—Deadline for entries in Frank O'Connor Memorial/1985 Student Television Awards, sponsored by *Academy of Television Arts and Sciences*. Information: ATAS, 4605 Lankershim Blvd., North Hollywood, Calif., 91604; (818) 506-7880.

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.

■ **July 16**—*Southern California Cable Association* roundtable on engineering and technical issues. Marina del Rey Marriott, Marina del Rey, Calif.

■ **July 17**—Archival screening of *Tezaco Star Theater*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

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 Programming 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 22-26—12th annual conference on computer graphics and interactive techniques, ACM Siggraph '85, sponsored by *Association for Computing Machinery's Special Interest Group on Computer Graphics* in cooperation with Eurographics and Institute for Electrical and Electronics Engineers' technical committee on computer graphics. Moscone Center, San Francisco. Information: (312) 644-6610.

July 24-28—*National Federation of Community Broadcasters* 10th annual conference. University of Wisconsin, Madison, Wis. Information: (202) 797-8911.

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 28-30—*California Broadcasters Association* summer convention. Speakers include: Paul Kagan, Kagan & Associates; John DeLuca, The Wine Institute, and Donald B. Shea, U.S. Brewers Association. Hyatt Regency Del Monte hotel, Monterey, Calif. Information: (916) 444-2237.

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.

Stay Tuned

A professional's guide to the intermedia week (June 17-23)

Network television □ **ABC:** *In Like Flynn* (adventure), Thursday 8-10 p.m.; *The Comedy Factory** (series), Friday 8:30-9 p.m. **CBS:** *America's Junior Miss* (beauty pageant), Friday 8-9 p.m. **PBS** (check local times): *Paper Angels* (dramatic play), Monday 9-10 p.m.; *The Military and the News Media: A Question of Access* (case study), Tuesday 9-10 p.m.; *A Celebration for Handel and Bach*, Wednesday 8-9 p.m.

Network radio □ **CBS RadioRadio:** *Guess What's Coming to Dinner* (five 90-second reports), Monday-Friday (check local times). **NBC Radio Network:** *Surviving Suicide* (five 90-second reports), Monday-Friday (check local times).

Cable □ **Arts & Entertainment:** *Japanese Style* (dramatic play), Tuesday 10-11 p.m.; *The Invisible Man** (six-part science fiction series), Wednesday 6-6:30 p.m.; *Swindle* (three-part documentary profile), Wednesday 8-9 p.m.; *Venice Preserved* (documentary), Wednesday 9-9:50 p.m.; *A Place to Make Music* (documentary), Thursday 8:30-9:30 p.m.; *The Virtuoso Pianist: Grant Johannesen* (performance), Friday 9-11:30 p.m. **Cinemax:** "Beat Street" (breakdance drama), Sunday 8-10 p.m. **HBO:** *Penny Power* (young consumer guide), Monday 7-7:30 p.m.; *The Detroit Comedy Jam* (stand-up comedy), Saturday 10:15-11:15 p.m. **WTBS(TV) Atlanta:** *1985 National Basketball Association Draft* (live), Tuesday 1:05-3:05 p.m., and *The Chosen Few: The 1985 NBA Draft* (recap), Tuesday 10:20-10:50 p.m.; *Jacques Cousteau: The First 75 Years* (tribute), Sunday 8:05-10:05 p.m.

Academy of Television Arts & Sciences (Directors Guild Theatre, 7950 Sunset Blvd., Hollywood) □ Free archival screenings: *The Jack Benny Show*, 1952 broadcast with George Burns, and *The Smothers Brothers Show*, 1967 broadcast with Jack Benny, George Burns, Esther O'Farim and Nelson Riddle, Wednesday 8-9:30 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Milton Berle: Mr. Television*, 60 hours of material highlighting Berle's early days of translating vaudeville to television, now through July 11.

*Asterisk denotes series premiere



Paper Angels on PBS

August

Aug 4-7—*Cable Television Administration and Marketing 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. 9-16**—Directors' Guild Hollywood workshop, sponsored by *American Film Institute*. Directors' Guild headquarters, Los Angeles.

■ **Aug. 12-14**—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Georgetown Inn, Washington.

■ **Aug. 13-15**—Computer graphics show, sponsored by *National Computer Graphics Association*. Boston Bayside Exposition Center, Boston.

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. 20**—*Southern California Cable Association* seminar on systems operation and management. Marina Marriott hotel, Marina del Rey, Calif.

■ **Aug. 21**—Archival screening of *Three for Tonight*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

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. 26-28**—*Television Bureau of Advertising/Strling Institute* performance management program for account executives. Georgetown Inn, Washington.

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. 6-7—"Radio Station Ownership and Management," seminar sponsored by *UCLA Extension* in cooperation with *Southern California Broadcasters Association*. Sheraton Plaza La Reina hotel, Los Angeles.

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

■ **Sept. 9-10**—*Television Bureau of Advertising* group heads meeting. Hyatt O'Hare, Chicago.

■ **Sept. 10-11**—*Television Bureau of Advertising* board of directors meeting. Hyatt O'Hare, Chicago.

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

Sept. 11-14—"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. 13-15**—Latin American conference for journalists, co-sponsored by *Foundation for American Communications*, *Tinker Foundation* and *Institute of the Americas*. L'Enfant Plaza, Washington. Information: (213) 851-7372.

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. 17**—*Southern California Cable Association* luncheon. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Errata

Omitted from top 50 MSO list in June 3 issue was **Falcon Communications**, which is the managing partner of Falcon Communications, Falcon Cable TV of Northern California and Falcon Cablevision. It has **200,000 basic subscribers**, 230,000 pay subscribers, and passes 390,000 homes with 500,000 homes in its franchised areas. Lenfest, 50th-ranking MSO on original list, becomes 51st.

□

Due to error in reported RER figures, **national spot radio for April decreased by 16%**, not 15.4% as stated in "Riding Gain" in June 10 issue. And when RER adjusts data to compensate for five-week standard billing month last year versus four weeks this year, month increased by 5%, not 5.7%.

Sept. 16-20—Atlantic Cable Show. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

■ **Sept. 18-20**—*Television Bureau of Advertising* sales advisory committee meeting. Rye Town Hilton, Rye, N.Y.

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

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association*, *Institution of Electrical Engineers*, *Institute of Electrical and Electronics Engineers*, *Society of Motion Picture Engineers*, *Institution of Electronic and Radio Engineers* and *Royal Television Society*. Metropole conference and exhibition center, Brighton, England.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates, Sebasco, Maine.

■ **Sept. 20-22**—Economics II, conference for journal-

ists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

■ **Sept. 21-24**—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey*; *E.F. Hutton*; *Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by International Teletext Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

Sept. 22-25—Intelevent, fourth annual international telecommunications conference, sponsored by *Intelevent*, nonprofit corporation established to "foster dialog between international private sector and governments." Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Five things you should know about Broadcasting Publications Inc.

1 BROADCASTING: The news magazine of the fifth estate: radio, television, cable TV, satellites and the allied arts. Providing wall-to-wall coverage of broadcast entertainment, journalism, advertising, regulation, engineering, finance and other areas essential to professionals in all sections of the broadcast media universe. Authoritative, widely read, widely quoted. \$65 a year.

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4 BROADCASTING INDEX: A handy guide—classified and cross-indexed for ready reference—of the year's events in broadcasting. 1982, 516 pages, \$160; 1981, 539 pages, \$160; 1980, 437 pages, \$150; 1979, 400 pages, \$145; 1978, 384 pages, \$145; 1977, 368 pages, \$130; 1976, 384 pages, \$130; 1975, 340 pages, \$115; 1974, 298 pages, \$105; 1973, 154 pages, \$90; 1972, 228 pages, \$80.

5 THE FIRST 50 YEARS OF BROADCASTING: A year-by-year informal history of the times, people and events that shaped the development of radio, TV, cable TV and allied fields, compiled from reports in *BROADCASTING*, indexed for easy reference. \$29.95.

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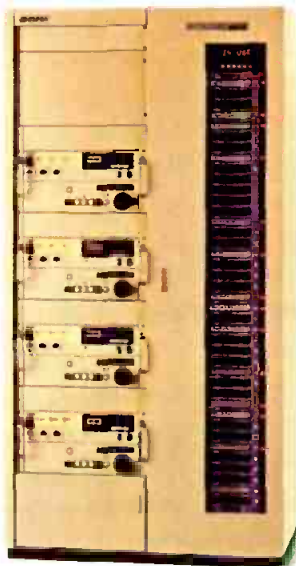
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1985 MEDIA TRANSACTIONS

| <u>Acquiring Companies</u> | <u>Acquired or Divesting Companies</u> | <u>Form of Transaction</u> | <u>Transaction Size</u> |
|---|--|--|-------------------------|
| Capital Cities Communications, Inc. | American Broadcasting Companies, Inc. | Merger for Cash and Warrants* | \$3,500,000,000 |
| Cox Enterprises, Inc. | Cox Communications, Inc. | Cash Tender Offer | 1,300,000,000 |
| Taft Broadcasting Company | Gulf Broadcast Company | Purchase of Assets* | 760,000,000 |
| Time Incorporated | Southern Progress Corporation | Merger for Cash | 480,000,000 |
| SFN Holding Company, including Hallmark Cards, Incorporated | SFN Companies, Inc. | Merger for Cash and Exchangeable Preferred Stock | 476,000,000 |
| Gannett Co., Inc. | The Des Moines Register | Sale of Stock* | 165,000,000 |
| Advance Publications, Inc. | The New Yorker Magazine, Inc. | Merger for Cash (83%) | 142,000,000 |
| CBS Inc. | Taft Broadcasting Company WLTT-FM, Washington, D.C. KLTR-FM, Houston, Texas KTXQ-FM, Dallas, Texas WSUN and WYNF-FM, Tampa, Florida | Sale of Assets* | 107,500,000 |
| Gannett Co., Inc. | Des Moines Register and Tribune Company | Sale of 14% Interest in Cowles Media Company* | 56,000,000 |
| Gannett Co., Inc. | The Jackson Sun | Sale of Stock* | 40,300,000 |
| Ackerley Communications, Inc. | KSGO/KGON-FM, Portland, Oregon | Sale of Assets* | 6,750,000 |
| Burnham Broadcasting Company | KHON-TV and KAIH-TV, Hawaii | Sale of Assets* | Undisclosed |
| The New York Times Company | WQAD-TV, Moline, Illinois | Sale of Assets* | Undisclosed |
| Price Communications Corporation | WIBA/WIBA-FM, Madison, Wisconsin | Sale of Assets* | Undisclosed |

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Broadcasting Jun 17

Vol. 108 No. 24

TOP OF THE WEEK

Barter taking \$450-million bite out of spot

ABC study estimates that's how much stations and networks lose each year

An internal study by ABC's network sales development and affiliate projects department which is being privately circulated among ABC affiliates claims that barter programming is having a major impact on the spending of spot television dollars by advertisers, and even traces, in large part, the recent sluggishness of the spot market to the growth of barter programming.

Titled "Barter and the Spot Marketplace," the study evolved from previous presentations on the subject given at ABC regional affiliate meetings, with the latest findings presented to affiliates at the closed-door business session during the affiliates meeting last month in New York, although it had gone unreported by the press at the time. Over the last two weeks, ABC affiliates have been receiving printed copies of the presentation in the mail.

The study—described as a "comprehensive analysis"—was based on advertising expenditures as reported by Broadcast Advertiser Reports, the New York-based commercial monitoring firm. ABC said it was able to conduct the analysis by "identifying and removing" the barter dollars contained in the BAR reports—believed to be a first for that kind of breakout—and consequently "isolate the real spot spending for the brands we analyzed."

The ABC study traced the advertising activity of the top 100 barter brands in 62 barter programs—55 series and seven specials—during the fourth quarter of 1984. Not included in the analysis, however, were barter children's programming, barter sports programming, movies or most specials—categories that those involved in barter programming agree account for a sizable chunk of the barter market. The analysis was an updated and expanded version of an earlier one by ABC that traced the advertising activity of the top 10 barter brands in 25 barter programs during May 1984—the results of which were presented at regional affiliate meetings.

The ABC analysis estimates that if it were not for the current level of barter programming, another \$300 million in advertising revenue would be available to stations and another \$150 million would be shared among the three networks.

"We believed that stations were clearing straight barter or cash-plus-barter programs without fully determining the direct and indirect financial impact of their decisions,"

the report said. The report added that although stations probably could account for the forfeiting of avails on a local level, they were ignoring "to a certain extent the damage barter was causing to the overall spot marketplace."

In order to conduct its analysis, the report said ABC had to first break out the dollar volume of barter advertising from BAR's report on total fourth-quarter 1984 spot television expenditures among the top 100 barter brands. According to BAR, the total for that period was \$167,597,000. But since that total for spot expenditures included dollars allocated to barter, ABC said it initially had to identify the barter spots.

To identify the barter spots among the 62 programs it was analyzing, ABC obtained the traffic reports of the programs that are sent to the stations from the syndicators. From the traffic reports the network was able to determine which advertisers were participating in which barter shows and at what frequency. Then, based on a special analysis ordered from BAR showing for each brand the actual BAR rates assigned to each barter spot, ABC was able to estimate the total barter dollar volume for each brand's spot

schedule.

Once it was able to determine the dollar value of the barter spots for any particular brand, ABC subtracted that figure from what BAR reported as the total dollar volume for spot television among the top 100 barter brand advertisers in the fourth quarter, yielding what it called the "real" dollar volume of the spot market. Finally ABC compared these "real" spot expenditures to an average of fourth-quarter spot expenditures of the five years between 1976-80 "because during this period barter was not yet a major factor in the national advertising marketplace."

What the analysis showed, ABC reported, was that when barter expenditures for the top 100 brands were totaled, it was found that more than 25% of reported spot expenditures were not spot at all, but really dollars belonging to barter programming. In other words, for reported fourth-quarter spot expenditures among the top 100 brands of \$167,597,000, only \$123,580,000 was attributed to "real" spot spending while the remaining \$44,017,000 were barter dollars.

And those figures, the study stressed, do not include barter dollars soaked up by children's, sports, movies or other kinds of bar-

Chancellor calls for news council

NBC News Commentator John Chancellor, appearing before reporters during the Consumer Press Tour in Los Angeles last week (also see pages 53 and 54), said the time has come for a forum that would provide the public with a means of airing complaints about broadcast and print journalism. Speaking at the Century Plaza hotel in Los Angeles, Chancellor said: "I have come very reluctantly to the belief that we ought to have a National News Council" or an organization like it. He acknowledged that just such a council folded last year after 11 years of operation, and had not been supported by NBC out of the latter's belief that a council infringed on the network's journalistic independence. The veteran NBC newsman said: "There's a lot of talk going on now in Washington, New York and elsewhere" about such a council "as a kind of safety valve." Chancellor was not specific about how such an organization would operate.

The broadcaster said he was deeply disturbed by the Public Broadcasting Service's decision to air a program later this month that criticizes the non-commercial network's series, *Vietnam: A Television History*. The special edition of *Frontline* will include a one-hour response to the series backed by Accuracy in Media, a Washington-based media watchdog organization. The two-hour special will air on most PBS stations June 26 and will include a panel discussion of the Vietnam documentary. Although he stopped short of accusing PBS of caving in to AIM pressure, Chancellor told reporters he was "disturbed, deeply, that any organization" that had originally backed such a program "would allow somebody to come on and attack it. I don't think that's what journalism is all about... I'm not sure what PBS is doing would make me very comfortable, were I producing a documentary for PBS."

Chancellor made his remarks following a screening of his documentary, *Portrait of the Press: Warts and All*, that aired on NBC last Saturday, June 15 (see page 67).

ter programming. Nor do they include, ABC estimated, over 300 additional other brands that participated in barter series during the fourth quarter of 1984. "If we were able to identify the total amount of barter reported as spot in BAR's 75 markets, we estimate it would easily exceed \$100 million," the study concluded.

As to the perennial question where all the barter money was coming from—network budgets or spot budgets—ABC diplomatically concluded it "depended on the advertiser." It reached that conclusion by comparing the network and real spot shares of total television advertising expenditures for the top 20 barter advertisers in the fourth quarter of 1984 against an average of the fourth quarter between 1976-80.

ABC said it found that some advertisers were taking their increased barter investments out of network budgets, some out of dollars originally assumed headed into spot, and some out of both. But overall, ABC believed, "it appeared that spot had been negatively impacted more than network."

Among the advertisers who were taking their increased barter expenditures out of their network's budgets, ABC said, were Procter & Gamble, Warner-Lambert, Johnson & Johnson, Heinz and Clorox. Those taking it out of both network and spot were Richardson-Vicks, General Foods, Lever

Bros., Nestle and Beatrice Foods.

But the list of advertisers who were taking their increased barter advertising expenditures out of only spot budgets was double that of either of the other lists. Those advertisers included Colgate-Palmolive, Pillsbury, Sears, Beecham, Dart & Kraft, Nabisco, Block Drug, American Home, Levi-Strauss, and Zales.

To illustrate the overall effect on the spot market, ABC went back and calculated the shares that network, real spot and barter received in the fourth quarter during the five-year, 1976-80 period among the top 100 brands—a period which, estimated ABC, averaged \$315,119,000. On average during that period, networks accounted for 74.5% of the total television advertising pie, compared to 23.6% for real spot and 1.9% for barter. But during the fourth quarter of 1984, when the total pie nearly doubled to \$614,672,000, network accounted for 72.7% (down 2.9%); real spot accounted for 20.1% (down 15%), and barter nearly quadrupled to 7.2%.

However, ABC pointed out that if network, real spot and barter had maintained in the fourth quarter of 1984 their average levels of the 1976-80 period—a period when barter programming was not yet of significant proportion—the three networks would have earned an additional \$11 million and spot an

additional \$21.5 million—or a sum equal to barter's gain. ABC emphasized again that the "real losses are far greater" because of the far greater number of brands that invest in barter spots as well as barter programs encompassed by the study.

"To put it very simply, the study indicates that for every fourth-quarter dollar that barter gained among the 100 brands analyzed, network has lost about 34 cents and spot has lost 66 cents," said the study.

But ABC did not leap to the conclusion "that barter syndication has taken two-thirds of its revenue directly from spot TV." ABC noted that there are "many reasons" why a particular brand may cut back on its network or spot advertising that have nothing to do with barter. At the same time, ABC said, "the brands that are spending the most in barter syndication are the same brands that are allocating lower shares of their TV dollars to spot television."

And based on what ABC said are estimates that the total 1984 barter advertising expenditures were about \$450 million—and some consider that a conservative figure—the study equated that with another \$150 million that could be available to the networks and \$300 million in spot shared by stations.

ABC estimated that annually there are "well over" 50,000 additional national avail-

Boesky, Mechem, Quello talk takeovers

Ivan Boesky said last week he was "shocked" that CBS felt threatened when he bought up 8.7% of CBS's stock earlier this year. Appearing with financier T. Boone Pickens, president of Mesa Petroleum, before a meeting of the Financial Analysts Federation in Washington, Boesky extolled the role of arbitrageurs (or "arbitrageurs," as he prefers to call them) in the investment marketplace.

The CBS reaction "was really surprising," said Boesky. "Our intentions were never more than to be an investor. When we saw something in the marketplace that had an analyzable value in our judgment of something in excess of \$200 a share," it would be "reasonable that people ought to be allowed without being threatened or abused or sued to make such an investment." Boesky was quoted last week as "conservatively" estimating the value of the stock of CBS is now at between \$220 and \$240 a share.

The arbitrager's role "is to create a more orderly market," said Boesky. If there were no arbitrageurs, other investors would not have the chance to see a stock realize its potential values, he said, claiming that arbitrageurs are misunderstood as mere pursuers of private wealth.

"The marketplace is the most efficient judge of a company's worth," said Boesky, "but what bothers management is that the market in setting a price also judges managements' ability to realize a true asset value." (Last week, Boesky sold his KTTN-TV Minneapolis for \$20 million-\$25 million. He purchased the station the year before for about \$12 million [see "Changing Hands," page 69].)

"Voluntarily managements are finally getting the point that the thing to do to ward off those who may want to buy something at a bargain, is to do what is right for your stockholders" and to work for a company's full value," he said.

At the same analysts' meeting, Charles S. Mechem, chairman of Taft Broadcasting, explained the arithmetic in Taft's \$755-million purchase of Gulf Broadcasting's radio and television stations. The price represented 11 times the cash flow of the sta-

tions, which Mechem said was at the "high end of the range." of accepted multiples. "However, we had a feeling about the markets," he said, adding: "We will come in at something closer to 10 times" cash flow after adjustments are made. "The debt that we're going to have to carry is going to be, importantly, less than we had originally thought," said Mechem, "because we had budgeted a certain amount of borrowing to buy in our own stock if we had a serious stock erosion problem, which we haven't had, and second, we are selling radio properties acquired in the deal for a greater amount than we expected." (Five Gulf radio stations were spun off to CBS for \$107.5 million.)

From the government view, the broadcasting marketplace "looks like *Let's Make a Deal* is more than just the name of a popular television show," FCC Commissioner James H. Quello told the analysts. Quello said the Gulf purchase by Taft, which he called a "well-managed" company with "a very good reputation for serving the public interest," was a sign that "over-the-air TV looked good to very sensible people and is going to be around for a long time."

Quello warned, however, that "the financial community should realize that broadcast properties should not be considered just another takeover game."

The FCC commissioner also signaled a favorable reaction to the Capcities/ABC merger. As to Capcities' anticipated request of a waiver of the FCC's overlap rules to permit the transfer of ABC's WABC-TV New York and Capcities' WPVI-TV Philadelphia, Quello said: "I think the overlap is more technical than practical. I made it public that I thought the overlap was elevating form over substance. . . . It's a relatively small matter because I don't see any big bar for this kind of a takeover."

On the recent 3-2 FCC decision to allow Coniston Partners to wage a proxy fight for control of Storer Communications—a decision to which he dissented—Quello said: "I don't think there's a company around that can stand that kind of a test."

"Sometimes I think legal technicalities obstruct common-sense solutions."

abilities that have been created as a result of "barter's phenomenal growth." This is equivalent to syndicators "taking these favors and selling audiences in your market at discounted rates to your customers." And if local station managers are wondering why

local sales are not quite as robust as they might have projected, the study suggests an answer. "If you think about that," it concluded, "then it's only logical that the recent softness in the spot TV marketplace was caused, in great part, by barter syndication." □

still talking with WCI. "I'm sure they're still interested," said Kaplan.

Short of finding a partner to take the place of American Express immediately, said Anshel, Warner might be able to arrange temporary financing to buy out Amex and then resell a portion of the cable operation later. "Basically it's bridge financing," he explained. "It would be similar to when you want to buy a house and you haven't sold the old house yet. You can get bridge financing for the period in between."

The sweetened Time-TCI offer, the companies said, calls for the spinning off of both the 19% interest in Showtime/The Movie Channel Inc. and the two-thirds interest in MTV Networks Inc. held by WA. The combined value of those holdings has been estimated at \$300-\$375 million. The proposal stipulates that if Warner agrees to the sale, both it and American Express would also share in the proceeds from the sale of those program interests, "above a certain level," which was not disclosed.

Another factor complicating the sale of WA is the internal strife within WCI—specifically, the ongoing struggle between Ross and Herb Siegel, chairman of Chris Craft Industries, which owns 28.5% of WCI. Chris Craft acquired its position in WCI last year to help WCI fend off an unfriendly takeover bid from Rupert Murdoch. WCI, in turn, gained 42% of Chris Craft's broadcasting subsidiary. However, the union between Ross and Siegel has been stormy and both have explored ways, separately, of taking WCI private. □

TCI and Time raise bid for Warner Amex

They add \$100 million to pot; American Express ready to sell but Warner still holding out

Tele-Communications Inc. and Time Inc. last week sweetened the cash portion of their bid for Warner Amex Cable Communications by \$100 million, bringing their offer for the company to \$850 million cash plus assumption of approximately \$500 million of debt. American Express was impressed enough to sign a definitive agreement that "contemplates the sale of Warner Amex," provided that the other partner in WA, Warner Communications Inc., also agrees to sell. But at BROADCASTING's deadline last week Warner officials were barely acknowledging that an offer to buy WA was even on the table, proclaiming, as one spokesman put it, "We have not yet received a formal proposal."

Analysts and others following the bidding believe that Warner Communications is stalling for as much time as possible in an effort to come up with another partner to replace American Express in their current cable system and program service ventures. "They are just stalling as long as they can to try to put together their own deal," said Bear Stearns analyst, Barry Kaplan.

The thinking on Wall Street is that WCI is reluctant to give up its cable holdings, having survived some expensive, debt-ridden years of major construction and program service launches just as the outlook for the industry and the company is on the upswing. Fred Anshel, an analyst with Dean Witter, suggested that WCI Chairman Steve Ross has "always felt that cable would be a great area to be in. And after suffering through all of the problems they have had I would think he would be reluctant to sell just at the time when it's turning and when the losses are being paired down and there is a chance they might even be in a positive cash flow situation by the end of the year. In addition, the lack of response to the first offer by Time and TCI to buy Warner suggests they are not overly anxious to sell it. And obviously the outlook for the cable industry is pretty good with deregulation and all."

Technically, Warner officials were correct in saying the company had not received a formal proposal outlining Time and TCI's sweetened offer. A Time spokesman said one would be sent shortly. So far, however, the companies have heard nothing from Warner at all concerning their interest in buying TCI. It is also understood that Warner's Ross was apprised of the new offer directly by American Express Chairman James Robinson on June 10, the day before it was announced. An American Express spokesman confirmed that company officials briefed

Warner executives about the new offer beforehand, but had no more details.

It was not clear how long Time, TCI and American Express would give Warner to respond to the new offer. One course of action open to American Express is to exercise the buy-sell option contained in its joint venture agreement with WCI, whereby it can make an offer to buy WCI's half of WA, and if Warner refuses, it then has to buy American Express out at the price Amex offered. Either way, Amex could get out of the business at the price Time and TCI are offering. Asked whether Amex would exercise that option, a spokesman responded: "We are keeping all options open." The spokesman added that American Express is "hopeful the agreement with Time and TCI will receive a prompt and positive response from Warner Communications."

One possible partner for Warner is Viacom, which reportedly submitted an earlier bid to buy WA outright, but at a lower price than that offered initially by Time and TCI. Viacom declined to say last week whether it still had an interest in owning any or all of WA. But analysts think Viacom is probably

BMI sues dissident shareholders

Action follows attempt to call special meeting on proposed new rates; hearing set this week

The board of directors of Broadcast Music Inc. has sued five of its broadcasters/shareholders and the All-Industry Television Station Music License Committee charging them with violating antitrust laws and seeking a court order to prevent them from holding a special shareholders meeting later this month.

The lawsuit came in response to a petition filed by five of BMI's broadcasters/shareholders to hold a special shareholders meeting on June 20 to consider and vote upon three proposed amendments to BMI's bylaws and two shareholder resolutions (BROADCASTING, June 3 and 10). In their petition, the five BMI shareholders—King Broadcasting, Taft Broadcasting, WGN Continental Broadcasting, Meredith Corp. and Stauffer Communications—said their action was promoted by "what we believe to be consistently unresponsive conduct of BMI's management" regarding the "needs of BMI shareholders."

In its lawsuit filed in the U.S. Southern District Court of New York, BMI sought also to prevent the petitioning shareholders from soliciting proxies from other shareholders, communicating with other televi-

sion broadcasters regarding their music licenses, and "otherwise interfering with [BMI's] efforts to deal with its television licensee customers."

King Broadcasting responded the next day with a counterfiling denying BMI's antitrust allegations. Although BMI had requested a temporary restraining order along with its lawsuit seeking emergency relief from the shareholders' petition, federal Judge Edward Weinfeld denied that and instead scheduled a full hearing on the matter for tomorrow (June 18).

The counterclaim said that it was "critical" that the special shareholders meeting be allowed to take place on June 20 "in order that BMI's shareholders have an opportunity to take the action which they have an absolute right to take before BMI can effectuate the take-it-or-leave-it licensing ultimatum which BMI has announced will occur by July 1, 1985."

King said that unless BMI is ordered to hold the special shareholders meeting and provide a list of shareholders for soliciting proxy votes and be temporarily stopped from sending out new license agreements, "BMI shareholders will be irreparably harmed by being forced either to accept arbitrarily imposed license terms at whatever rate BMI chooses to dictate or to subject themselves to potentially massive copyright infringement

actions.”

The BMI lawsuit, which also named committee chairman Les Arries as a defendant, said that the defendants have “entered into a conspiracy” and “apparently plan to carry out this scheme by using the corporate machinery of BMI to pass by-laws and resolutions preventing BMI’s management and directors from entering into licensing agreements except on terms approved by the All-Industry Committee.”

The suit claimed that the shareholders want to “keep BMI license fees at the out-of-date 58% of ASCAP rate. In short, they are attempting to fix prices.” Any special shareholders meeting to consider and vote upon the proposed by-law amendments, BMI said, “would restrain trade and suppress competition in the music licensing business. . . [and the amendments] if adopted, would themselves be agreements in restraint of trade and thus illegal under the antitrust laws.”

Committee chairman Arries called the suit “a diversionary tactic designed to avoid BMI’s obligation under its by-laws to call a special meeting of BMI shareholders.” He said it was “ironic that BMI would twist such an effort by its own shareholders who have been thwarted in their effort to negotiate fair license terms with the company they own into a purported antitrust conspiracy.”

In a letter to BMI shareholders from BMI board chairman, Robert L. Pratt, vice president and general manager of KGGF(AM)-KQQF(FM) Coffeyville, Kan., Pratt wrote that the board had “considered and rejected” the request for a special shareholders meeting. He said the board’s decision was “unanimous” and “was taken upon the independent advice of two major law firms that the purpose behind the demand was unlawful under the antitrust laws and improper as a matter of corporate law.” Pratt warned that a vote in favor of the five shareholders proposals “could give rise to

possible liability under the antitrust laws.” A BMI spokesman pointed out that 17 of BMI’s 18 board members are broadcasters. The non-broadcaster is BMI President Edward M. Cramer.

Although new BMI licenses are expected to be sent out and received by stations before the end of the month, it does not appear the committee or BMI will soon come to an agreement. Each has accused the other of effectively breaking off negotiations. Last week’s decision by Judge Weinfeld not to grant an emergency temporary restraining order on behalf of BMI was viewed by the defendants as “winning round one.” And the committee is not about to accept BMI’s contention that the new licenses will be “fair, equitable and easy to administer.” Said committee administrative director, Jack Zwaska: “That should be seen for what it is—an explanation by the wolf to Little Red Riding Hood about how nice her future is going to be.” □

Election key issue for NAB’s joint board

Contest between Giller, May and Snider culminates Friday; Guttenberg report attracts board attention; tempo upbeat

The leadership of the National Association of Broadcasters assembles in Washington this week (June 17-21) for its annual summer sojourn. The meeting of NAB’s joint board of directors is expected to be a continuation of earlier organizational fine-tuning and further refinement of legislative and regulatory strategy. Much of the week-long gathering, however, may be dominated by internal politics. With three candidates competing for the joint board chairmanship, the meeting, says one director, will be “lively.”

Indeed, the election appears to have overshadowed much of NAB’s activity since the board last met in January. Some directors are even complaining that the race has “gotten out of hand.” Says one TV director, the race has “turned off some people.” Nonetheless, most board members think the tenor of the politics will only increase until the directors choose a new chairman, on Friday.

It is a contest primarily between two of the candidates, Radio Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark., and radio director Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky., and WTKC(AM) Lexington, Ky. Radio Board Vice Chairman Edward Giller, Gilcom Stations, is viewed as the odd man out.

The outcome is still up in the air. According to sources close to May, that candidate would go into the week with 27 votes, Snider with 11 and Giller with four, with 8 directors remaining undecided. The Snider camp continues to insist that it has 31 votes committed. However, sources also say, there is a possibility that three directors won’t be there to vote on Friday, which could result in May losing one vote and Snider two. However, balloting will take place early Friday morning to give an opportunity to those directors who might have to leave early to

vote.

Still other elections to the executive committee are likely to draw a lot of attention. Three other posts are being contested. According to sources, John Dille of Federated Media, Elkhart, Ind., holds the lead over Clyde Price, WACT-AM-FM Tuscaloosa, Ala., in the race for radio board chairman. Also on the radio side, in the competition for radio vice chairman, Bev Brown, KGAS(AM) Carthage, Tex., is reported to be far ahead of Dick Oppenheimer, Central Texas Broadcasting. On the TV board, the race for TV vice chairman is considered a “toss up” between Wallace Jorgenson, Jefferson Pilot Broadcasting, Charlotte, N.C., and Peter Kizer, Evening News Association, Detroit. Only the current TV board vice chairman, Bill Turner, KCAU-TV Sioux City, Iowa, is unopposed in his bid for TV chairman.

Despite the emphasis on politics, the board also will focus on a number of key internal issues. Two items in particular are likely to generate a vigorous debate. A by-laws committee proposal to add two new “at large” seats on the radio board for major market broadcasters is already under fire.

Members of NAB’s major market radio committee, who are pushing for increased representation on the radio board, are dissatisfied with the proposal. Indeed, the committee said it “fell short of assuring major market group representation.” They adopted a resolution calling on the NAB board to “review the issue of representation on its board of directors, including major market groups and station sales representatives.” Adding further fuel to the fire, some executive committee members want to eliminate two regional seats on the radio board at the same time adding two network seats.

The bylaws committee also will recommend minor changes to the association’s election process. Additionally, the committee was asked to examine the bylaws on proxy voting. The rules forbid proxy votes and the committee is recommending that that

practice remain intact.

Another matter slated for a “robust” discussion by the joint board is the communications audit conducted by Guttenberg Associates on the general perception of NAB and its public affairs efforts. The results of the audit, which examined the association’s public affairs activities and how it communicates with its members, was reviewed by the executive committee earlier this month.

The committee is expected to present specific recommendations based on the conclusions of the report to the board. The audit, which has not been circulated among board members, will still not be handed out. Directors, however, can read the study in the chairman’s office during the meeting.

“I think there will be a deep discussion on the Guttenberg report,” said one radio director. “I think you’ll find there’s going to be a lot of board input. The board feels NAB is doing an excellent job, but is doing a lousy job in getting the word out.” The outcome of the discussion, said another director, could lead to a larger budget for the public affairs department and a “much bigger program.”

“We’ll do whatever is necessary to respond positively,” said NAB President Eddie Fritts. “There are a couple of things we’ve got to do. The biggest criticism is how NAB gets the word out. That’s probably because we’ve been focusing on managing the issue, rather than telling broadcasters how great we are. Getting the word out is the biggest single issue we need to respond to,” Fritts said. Before initiating any major changes, however, Fritts said NAB’s research department would field test what broadcasters are “reading, what they are responding to and where they get their information.”

Overall, the tempo of the meeting is expected to be upbeat. The general sense now is that NAB’s house is in order. (Fritts will kick off the meeting with a report that NAB’s finances are sound. He noted that last year the association had a \$264,000 deficit and will end this fiscal year with a \$300,000

GERT HANS WERNER SCHMIDT

Leaving the NAB a little better than he found it

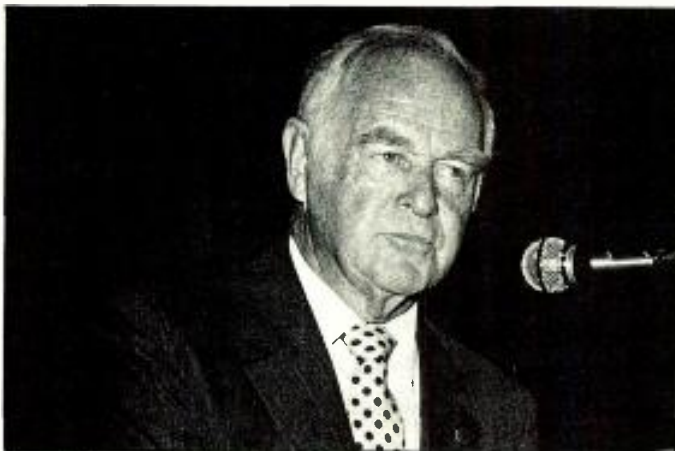
The joint board chairmanship of the National Association of Broadcasters in the past couple of years has put Gert Schmidt to perhaps the ultimate test of his talents for mediation. When Schmidt—who is senior vice president for broadcasting and entertainment for Harte-Hanks Communications, Jacksonville, Fla.—assumed the chairmanship in 1983, the association was beset by serious internal strife. The controversial election of NAB President Eddie Fritts had divided radio and TV board members, a number of key staff vacancies were in need of filling, and NAB's reputation on Capitol Hill was at an all-time low.

Schmidt's term expires on Friday, June 21, and he will step down with the knowledge that the association has achieved an equilibrium that few would have predicted when he took office.

"When I first became joint board chairman, it was at a critical time in the history of NAB," Schmidt recalled the other day. "It was at the end of one regime and the beginning of a new one. We had quite a bit of attrition. The morale was bound to have been affected. We were constantly in the glass bowl and under the gun, being watched very carefully."

According to those who have served on the executive committee with Schmidt, he was the "right joint board chairman at the right time." He was able, says TV Board Vice Chairman Bill Turner, KCAU-TV Sioux City, Iowa, "to move the association forward" and steer it in the "right direction." Turner credits Schmidt with helping to create a more unified association by bringing opposing parties together. During Schmidt's tenure, the Daytime Broadcasters Association was merged with NAB, and the National Radio Broadcasters Association joined its annual radio convention with NAB's radio programming conference. The union of the two radio conventions was viewed by some as a major milestone.

Schmidt calls it an "amalgamation of broadcast interests," and says he is pleased with the outcome. "There's peace and an understanding that we all have the same goals and shouldn't be having family squabbles. I think that's a major achievement."



surplus. Fritts also will announce that NAB's television membership is at an "all-time high" at 861 and radio membership has increased by over 400 during the past year.)

"If we had had a bad convention, or a convention that ended up with a lot of problems, if we had our budget in disarray, if we were losing our advertising to a tune of a billion dollars, people would walk in and say what the hell is our trade association doing for us," Fritts said.

Instead, he underscored that board members are going to walk in and say, "I am proud of what NAB's doing for me. . . I am proud to be a part of it and I am going to work harder to make it better in the future." That's the type of spirit, Fritts said, that "we're seeing develop these days."

The joint board's primary concern in January was the threat of a legislative ban on beer and wine commercials. Since January, however, NAB has waged an effective lobbying

Schmidt's "greatest strength is his ability to mediate," said Radio Board Chairman Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark. "He knows how to deal with people who are agitated and keep his cool." Snider said Schmidt had a role in improving NAB's rapport with the Television Operators Caucus, which was formed by station groups that had felt underrepresented in Washington, as well as with the NRBA.

Is Schmidt satisfied with his handiwork? "I think we've made great, great strides," he said. He attributed much credit to Fritts, other executive committee members and the NAB staff. "It's not Gert Schmidt. It really takes a combined effort. Many people were involved. We have a good staff and we got a lot of support from diverse elements within our industry."

In addition to internal repairs, the association has made progress in its principal mission, lobbying, Schmidt said. While "we might have floundered a little bit," Schmidt acknowledged "NAB has a stronger lobbying organization today than a couple of years ago." He called it "a monumental achievement to get 237 co-sponsors for a bill," as the NAB managed for the deregulation bill introduced, but never passed, in the last Congress. "That's hard to do unless you have a good grass-roots lobbying effort."

NAB's ability to block efforts by citizen groups to ban beer and wine commercials on radio and television is a recent example of improvement in government relations, Schmidt said. "We are not always reacting. There were broadcasters that started drunk-driving campaigns before there was even a threat of an advertising ban. We even got some nice accolades in the *Congressional Record*, where we were commended for taking a positive viewpoint to a societal problem and doing something about it. I think it's been a very positive experience for broadcasters. If I would urge anything to my fellow broadcasters, I would urge them to continue that effort, because we are the solution to the problem, we can be helpful in those areas."

Although NAB has so far been able to deflect attempts at a ban, Schmidt doesn't feel the issue of counteradvertising will disappear. Children's television programming is another problem that needs further attention in Schmidt's opinion. "I think the continuing executive committee and the board must urge the industry to continue improvement in children's television. There are quite a few broadcasters that do an excellent job in that area, but maybe there are many others that could join that parade."

Schmidt's advice to his successor: "Establish an environment. . . a very open society where everyone's viewpoint is heard—and then come up with a consensus." And NAB's next joint board chairman may also want to follow the advice once given to Schmidt. "My mother always told me, 'Try to leave everything you find a little bit better than when you found it.' I kind of feel as I leave my position as joint board chairman, that the association and the work it does, is a little bit better than when I found it."

campaign in Congress and has been able—at least temporarily—to deflect attempts to legislate beer and wine ads off the air. Nonetheless, Fritts emphasized that beer-wine is not taking a "back seat." Indeed, Fritts stressed, "we don't think the issue is over."

"I see the board acting positively on beer and wine," he said. Fritts expects the board will pass a resolution reaffirming NAB's commitment to continue its public service campaign on alcohol and drug abuse. "We

will be energizing the board to in turn energize the industry to continue the efforts they have begun."

The future of public broadcasting is another subject the directors will examine. NAB's efforts to help public broadcasters find alternative funding sources and its own recent interest in developing some method to fund alternative programming are subjects that will surface during the meeting. NAB has been exploring possible options for developing alternative programming sources with House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). The board is likely to call for the reestablishing of NAB's "blue ribbon task force" on public broadcasting.

Codification of the FCC's must-carry rules, requiring cable systems to carry local broadcast signals, is another key legislative priority and will likely occupy the TV board. However, before NAB develops a strategy to accomplish that goal, its must-carry task force is recommending the association conduct several research studies on the impact of the rules on broadcasters and cable systems.

Presently, the association is on hold until the Court of Appeals issues an opinion on Turner Broadcasting/Quincy Cable First Amendment challenges to the rules. "We need a lot more information before we decide what to do," explained Jorgenson, who chairs the task force. He said they would collect data on the number of so-called saturated cable systems and how must carry affects those systems. Also, they would examine the effect of network duplication and the concept of significantly viewed signals. "We want to find out how much of a problem this truly is for cable operators," Jorgenson said. Cable copyright issues also are expected to crop up.

Another matter for the TV board meeting on Thursday is NAB's television dues structure. A special subcommittee has been looking at ways the association might change the structure of its dues. Under the current system, the dues are based on the latest data compiled at the FCC (1981). But that data is getting further out of date and the subcommittee may recommend using ADI ranks instead.

For the radio board, meeting Wednesday, several key matters are slated for discussion. The sexually explicit and violent nature of some of today's record lyrics is a topic that has already resulted in a letter campaign by NAB. Fritts sent a letter to the heads of 45 major record companies asking that all recordings sent to broadcasters be accompanied by copies of the song's lyrics. The issue has received increased attention due to the formation of the Parents Music Resource Center.

Radio directors will likely discuss the private line phone increases that went into effect April 1. As a result of the new FCC tariff, some radio broadcasters are facing increases of between 50% to 1,000% for intercity relays and local loops. The NAB's radio audience measurement task force, created a year ago, is expected to ask the board to allow it to continue for another year. And the

committee on local television and radio audience measurement is planning to recommend that two committees, one for radio and one for television, be created. A report on the cable radio/audio marketplace also will be presented.

In the past, NAB usually has key members of Congress address the joint board. However, on Tuesday night, NAB is sponsoring a congressional reception in the courtyard of the Russell Senate Office Building for all members of the House and Senate Commerce Committees and each board member's congressmen. Vice President George Bush will brief the broadcasters earlier that day and a dinner is scheduled at the State Department Wednesday night. □

Broadcast takeovers drawing Hill eye

Eagleton plans bill introduction on Senate side; Wirth to hold hearing

Congressional interest in hostile takeovers of broadcasting networks heightened last week as key Senate members announced they would introduce legislation addressing the problem. In addition, the House Telecommunications Subcommittee said it would hold a hearing on the issue July 10.

Senator Thomas Eagleton (D-Mo.) and possibly others, including James Exon (D-Neb.) and Wendell Ford (D-Ky.), plan to offer a bill that would require the FCC to hold evidentiary hearings on all attempts of hostile takeovers of broadcast networks. The bill is considered a sign of the growing congressional concern over Ted Turner's bid for CBS. And it is expected that Exon and Ford, both members of the Commerce Committee, will push for hearings on the measure.

According to an Eagleton aide, the measure would also provide a 30-day period after the hearing in which petitions to deny could be filed. The aide noted that Eagleton's concern is based on what he considers the FCC's "lackadaisical attitude toward these revolutionary changes in the communications industry." He also said the senator delayed introduction of the bill last week in order to gain more bipartisan support. Eagleton also felt it was best to limit the bill to hostile takeovers of networks and not station groups.



Eagleton

Earlier in the week, in a letter to FCC Chairman Mark Fowler, Eagleton and five other Democrats—Senators Exon, Ford, John Kerry (D-Mass.), Daniel Moynihan (D-N.Y.) and Jim Sasser (D-Tenn.)—said the public interest in Ted Turner's bid to acquire CBS demanded more than a one-day oral argument. "It seems clear to us from reports of the letters and petitions you have on file that the public's interest is in a full exposition on the record of Mr. Turner's plans, finances and capabilities to operate CBS."

The Democrats also said that when the FCC has confronted proposed transfers of networks in the past, it has adopted special procedures, including evidentiary hearings, so that everyone could have an opportunity to participate and there "would be a full record on which you and your fellow commissioners could decide whether it was in the public interest to proceed."

Fowler has agreed to consider oral arguments. But according to Jerald Fritz, chief of staff to Fowler, only after the commissioners completed their analysis of the comments presented at those arguments would they decide whether "substantial and material questions of fact requiring designation for hearing" before an FCC administrative law judge have been raised (BROADCASTING, June 10).

House Telecommunications Subcommittee Chairman Tim Wirth plans to hold a hearing next month on broadcast mergers and acquisitions, the FCC and the public interest. The hearing, said the subcommittee's senior counsel, Tom Rogers, will focus on the public policy issues the commission should be examining in hostile takeovers and friendly acquisitions.

The subcommittee will not, however, examine whether a particular merger is good or bad, he said. Rather, Rogers said, commission procedures in such cases will be the subject of review. One question, however, that will concern the subcommittee is the extent to which the FCC should examine the relationship between the purchaser's financial resources and its ability to provide public service programming. It is a question that seems to trouble a number of members and some FCC officials and broadcasters (see story, page 38).

Rogers said the members are interested in whether the FCC should regard takeover attempts of the networks more seriously, given the special responsibility networks have.

In event of a hostile takeover, Rogers said, the subcommittee will want to see what the FCC procedures should be in proxy fights, and to consider the manner in which the commission could be "least intrusive."

The intent of the hearing, according to Rogers, is to focus on issues the commission should consider, "not to send signals that we should put the process on hold or that the process should be delayed for weeks."

Moreover, since the commission is still working on this, Rogers said, "our hope is that the hearing will be helpful to the commission in coming up with a framework for analyzing takeovers." The subcommittee doesn't want the FCC to be a "roadblock to sales." □

House bill proposes to abolish CRT

Synar, Schroeder measure would eliminate agency, freeze cable royalty rates until 1988

Some in Congress are sounding the death knell for the Copyright Royalty Tribunal. A bill was introduced in the House last week calling for elimination of the tribunal. The measure also would freeze all cable royalty rates until Jan. 1, 1988, and would transfer the tribunal's current distribution responsibilities to the Register of Copyrights.

The bill, H.R. 2752, was offered by Representatives Mike Synar (D-Okla.) and Patricia Schroeder (D-Colo.), who sit on the House Copyright Subcommittee. They were anxious to get the bill out before the subcommittee holds the first of two CRT oversight hearings, scheduled on June 19 and later on July 11.

The legislation "will get us to focus on reforming the CRT," Synar told BROADCASTING. The representatives believe the measure takes a "good approach" because it forces Congress to come up with an alternative to the tribunal. Furthermore, Synar thinks the bill will encourage copyright holders and the cable industry to negotiate a settlement among themselves on some of the more substantive issues involving copyright law.

"We introduced this measure because the public interest demands the CRT's elimination. We hope to begin a debate that will result in a better copyright rate-making system," Synar said on the House floor. "At a minimum, we should enact this measure to end the wasteful and unnecessary expense of an agency whose \$70,000-a-year commissioners only randomly show up for work," he said.

Schroeder noted that "on paper it [the CRT] looked great." However, she said, "in practice the CRT has been a dumping ground for political appointees who have little or no experience in the field of copyright policy." And what is worse, she stated, taxpayers are "paying for a joke."

According to the legislation, Congress would have until Jan. 1, 1988, to come up with another process for determining royalty rates. If Congress fails to act, however, the entire system will cease to exist.

The bill would eliminate the agency within 60 days of enactment and grant the Copyright Office the authority to "distribute and determine controversies regarding royalty fees." It would be up to the Copyright Office to distribute the 1983 cable royalty pool now pending before the CRT and to act on the Turner Broadcasting System petition, also pending before the tribunal. Turner has asked the CRT to reconsider its 3.75% royalty rate decision.

It also would provide that "any action taken by the CRT from today forward shall have no effect." Synar acknowledged that that was an "unusual action." Nonetheless, he emphasized, the tribunal in its present form "is incapable of giving adequate consideration to the complex issues involved in rate-making."

The bill, he underscored, doesn't do away with the compulsory license. "I strongly support the compulsory license for cable retransmission of copyright materials and I oppose the current rates. But the system is such a mess, this is a necessary first step toward finding a solution. I ask the cable industry to live with the current rates for the time being," Synar said.

House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) welcomed the bill's introduction although he is not a co-sponsor and stated his intentions to keep his options open. "I do feel, however, the proposal serves two important purposes: First, to stimulate debate during the hearings that my subcommittee will be holding, and second, to send a clear message to the outside world that Congress has a pressing political issue on its hands."

The measure also was greeted enthusiastically by the cable industry. "It certainly will get the ball rolling, and as a starting point it's very helpful," said National Cable Television Association President James Mooney. "We support it as a first step. It's a sensible solution to the CRT problem," commented Steve Effros, executive director, Community Antenna Television Association.

Meanwhile, the CRT put out a notice in response to the bill and stated its intention to continue its proceedings as planned. "The

tribunal is compelled by existing law to carry out its functions, and to carry them out expeditiously," the statement said. "Therefore, the tribunal shall make the partial distribution scheduled for June 27, 1985, and shall continue its cable distribution proceedings and jukebox distribution proceedings as planned. The hearing of the direct case of the Phase I claimants in the cable distribution proceeding will begin June 19."

The CRT also said it regrets that this situation "puts the parties at risk." And should the Synar bill become law, the tribunal said it "will seek guidance as to the proper procedures to follow to implement Section 6 of the bill." The tribunal's acting chairman, Eddie Ray, would not comment on the legislation. However, he said, "it is the right of any congressman to introduce any bill he feels is better for government and consumers." He also noted that the tribunal has a legal obligation to continue with the functions "we have begun."

On a more personal note, Ray took umbrage at Synar's remarks that the commissioners "only randomly show up for work." Indeed, Ray maintained, he takes his position seriously. "I have never missed a staff meeting, a prehearing conference or a proceeding. Over the three years I have served at the tribunal, I have taken off no more than three to four weeks. I resent the characterization that I have not taken this job seriously. I give much more to this job than a 9 to 5 schedule requires," Ray said. □

Another step toward separate systems

Senate committee markup includes language supporting administration's arguments for Intelsat competition

The Reagan administration is closer than it has been for some time to regaining full control of national policy on the establishment of separate international communications satellite systems that would compete with Intelsat. The Senate Appropriations Committee last week, in a markup session on a supplemental appropriation bill, adopted report language giving the administration much of what it wanted in the way of Senate support—and in the way of countering language in a House report that the administration felt would unduly delay implementation of the President's determination that separate systems are in the national interest.

The argument is between supporters of Intelsat who are concerned about the economic harm they say separate systems might inflict on the global organization—six applications for such systems are pending before the FCC—and the administration and separate-system applicants who feel the President's determination contains adequate safeguards and that nothing further is required from Congress. The determination would prohibit the separate systems from engaging in public switched service, the business that generates most of Intelsat's revenues. And it would withhold final FCC authorization until a system, in cooperation with a foreign correspondent, completes the process of co-

ordinating its proposal with Intelsat under a provision of the Intelsat Agreement designed to assure economic and technical compatibility.

The report language adopted by the Senate committee, language authored principally by Senator Ernest F. Hollings (D-S.C.), clearly comes down on the administration side of the argument. It expresses the belief that "the presidential determination properly balances the U.S. commitment to Intelsat with our commitment to develop a competitive international marketplace," and adds: "The FCC should now act to issue final construction permits on the applications, consistent with the 1934 Communications Act, the Communications Satellite Act of 1962 and [the] presidential determination."

The report as adopted was the product of several sessions in which aides to the key senators involved—Hollings; Warren Rudman (R-N.H.), who sought to include language reflecting concern for Intelsat's protection, and Paul Laxalt (R-Nev.), chairman of the subcommittee with direct jurisdiction—sought to develop compromise language. Hollings had substantial support from Senator Barry Goldwater (R-Ariz.), chairman of the Senate Communications Subcommittee, who in a letter to Senator Mark Hatfield (R-Ore.), chairman of the Senate Appropriations Committee, said he stands "with the President" and urged the committee to "adopt report language clearly supporting the President's goal"—language

he said Hollings's proposal supplies. Secretary of Commerce Malcolm Baldrige also sent a letter expressing the administration's opposition not only to the House report but also to the adoption of an amendment in the House requiring the administration to review Intelsat's pricing flexibility (BROADCASTING, May 13), a requirement Baldrige said would not be in the national interest. The reference in the Senate committee report to issuance of "final construction permits" is one critical point of conflict with the House report language, which was largely the work of Representative Bob Carr (D-Mich). The House said the commission was not to issue final construction permits until the coordination process was completed—a condition administration officials termed a "Catch-22," since, they said, applicants would not have the credibility to attract a foreign correspondent until they had a permit to build. The Senate committee report says that the commission, in deciding whether to issue final authorization, is not to be influenced by the amount of money an applicant spends in building a satellite—a provision included to ease the concerns of those who say a sympathetic commission might issue a final authorization in the face of a negative finding on coordination if an applicant showed it had incurred heavy expenses.

Where the House called on the commission to act on the separate systems applications only on the basis of a rule that would be adopted in a new proceeding—another time-wasting enterprise, in the view of administration officials—the Senate committee requires only that the commission adopt and make public the measures "necessary to enforce the presidential determination and the conditions established pursuant to such determination." The committee also says that the commission, before issuing final authorizations, is to review those measures and any public comment on them.

The committee assigns a key role to the secretary of state in a section that makes it clear the U.S. does not regard its membership in Intelsat as depriving it of any freedom of action. It says the FCC "may issue a final authorization" after the secretary advises it of the successful conclusion of a coordination with Intelsat. But it also says the commission may issue a final authorization even if Intelsat issues a negative finding, if the secretary "has advised the commission that it continues to be in the national interest of the United States to launch and operate such a system."

The Senate committee also offers a counter to a provision of the House report ostensibly designed to insure that Intelsat acts on coordination proposals within six months but feared by administration officials as a stalling device that Intelsat could use by determining that the data supplied for making a decision was inadequate. The Senate committee would shift to the secretaries of state and commerce the responsibility for determining whether the material supplied was "relevant," and defines it as the information requirements for coordination found in the International Radio Regulations. If the coordination process is not completed within

six months of the submission "of all relevant information," the report says, the commission "may issue a final authorization" if the two secretaries find the U.S. "has met its obligations under the Intelsat Agreement."

A number of battles remain to be fought in Congress on the separate-systems issue. The Senate is expected to approve the committee report without change, but then conferees of each house will have the task of resolving the significant differences in the two reports. Then, too, Senate and House will have to decide whether the final version of the State Department authorization bill will contain an amendment regarding Intelsat pricing flexibility—and if so, what it will say. But last week, the administration was pleased with the Senate committee's action.

"We're happy with it," said William J. Schneider Jr., under secretary of state for security assistance, science and technology, who has played a major role in shaping administration policy on the issue.

Intelsat representatives were not describing the action in terms suggesting they regarded it as a defeat. Simon Lazarus III, one of the attorneys who have lobbied for Intelsat on the issue, said, "We regard this as a forward step. It's not as helpful as the House report, but it endorses what Intelsat regards as essential prerequisites for Intelsat maintaining its viability in a competitive market." But Lazarus expressed the hope it is "improved further" in the Senate-House conference. And by that he said he meant the final product is closer to the House language. □

New concern over Intelsat's separate system coordination

England and Australia join with U.S. in questioning Colino's proposals and plan to cut domestic lease charges

Intelsat's board of governors, meeting in Bergen, Norway, for its quarterly meeting, reviewed again the director general's proposals for modifying the guidelines Intelsat follows in its economic coordination of separate international communications satellite systems. The board did not reach a final decision on the proposals that were initially presented to the board last September—but the strict guideline approach received little support, and two countries, the United Kingdom and Australia, that have joined the U.S. in raising questions about the director general's proposed guidelines.

The coordination guidelines were one of two principal issues on the board of governors' agenda. The other was Director General Richard Colino's recommendation that the board cut charges for domestic leases—15% for satellites in the C band and 10% for those in the Ku band, provided all three transponders in the Ku-spot beam are leased. Colino has also recommended 50% reduction in surcharges for obtaining higher priority protection for domestic leases. The proposed cuts were to be discussed early this week.

The proposed modifications of the procedures for coordinating separate systems with Intelsat under Article XIV(d) of the agreement have been a sore point with the U.S. since they surfaced. The U.S., with six applications for separate international systems pending before the FCC, regards the proposals as unnecessarily rigid and not accounting for changes in demand. The U.S. favors retaining the existing guidelines, contending they offer needed flexibility. The UK and Australia do not go that far. But papers they circulated at the board meeting offer alternatives to the director general's position.

The UK took issue with the director general's proposed guidelines in asserting that, in considering economic harm, the level of significance should be considered in terms of the entire Intelsat system, "not just to any part of it (e.g., a particular service or a par-

ticular region)." And in a related matter, the UK said "the cap" principle as proposed by the director general should not be adopted. Under that principle, all of the separate systems planned by a country should not, in the aggregate and over a 10-year period, "divert more than a small amount (de minimis) of service traffic which Intelsat is able to carry." The UK said that "each proposed alternative system should be considered on its own merits."

Australia's paper suggests what it calls "a middle course" between the existing guidelines used by Intelsat, which the paper describes as "too general," and the director general's proposals, which it describes as "too mechanistic and restrictive." Australia suggested supplementing "the primary indicators of economic harm" suggested by the existing guidelines with "some of the detailed points" raised by the director general's proposals, and eliminating the director general's "flow-chart approach." The paper said a checklist would result that would provide the board "with maximum flexibility for case-by-case coordination," and insure that "all important factors are considered." Australia's paper contained nine main criteria to be considered—among them, what is the effect on Intelsat utilization charges both in the short and long term, what is the estimated effect on the cost of providing the Intelsat space segment, and what is the estimated effect on signatory investment in Intelsat.

The proposed reductions in prices for domestic leased services—proposals Colino indicated were inspired by the apparent success in cutting charges for international video service—have drawn expressions of concern from three of the applicants for separate systems. Orion Satellite Corp., International Satellite Inc. and Pan American Satellite Corp. did not expressly oppose Colino's proposals. But they say Intelsat's charges should be cost-based, that Intelsat should not be allowed to subsidize competitive markets with revenues from monopoly services. And ISI said the director general's proposals raise concerns because they "are not remotely justified on cost grounds." □

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FROM PUBLIC INTEREST TO MARKETPLACE

Changing point of view at the FCC

There's been a slow but sure shift in orientation at the commission over the years that has led to a fundamental transformation in policymaking that many others see producing a conflict over which should take precedence, making money or serving the public

At the outset it is suggested that the Aviation Corp. [Avco Corp., the proposed purchaser of the broadcast licensee involved] is disqualified because it is engaged in extensive manufacturing enterprises and has large investments in other fields. In short, it is said that this is an instance of big business taking over radio broadcasting. This presents a grave policy problem. (FCC majority opinion, Powel Crosley Jr., Aug. 2, 1945).

Given the current frenzy of activity in station sales, mergers, leveraged buyouts and takeovers, friendly and otherwise, the concern expressed in the above quotation—lifted from an FCC order in a celebrated assignment-of-license case 40 years ago—seems almost quaint. It recalls a time, 11 years after enactment of the Communications Act of 1934, when the commission made much about such things as whether a station—as remarked in the same order—“will be operated in the way calculated to return the largest revenue without regard to public service.” Pressures generated by the enormous sums being put at risk in the current market are causing some observers to express the same concern. And more than that. Reports from Capitol Hill last week indicated the possibility of a backlash developing (see “Top of the Week”).

There is Ted Turner's \$5.5-billion effort to take over CBS (that's the CBS of Edward R. Murrow and William S. Paley fame). Capital Cities Communications is coasting in with a friendly takeover of ABC—a classic case of a minnow swallowing a whale—for \$3.5 billion. Australian media magnate Rupert Murdoch (best known for the lurid journalism of some of his publications) and his 50% partner in 20th Century Fox, Denver oilman Marvin Davis, answered Metromedia chairman and principal owner John W. Kluge's call for help with an offer to relieve Metromedia of all seven of its television stations for \$2 billion. (Of course, Murdoch and Davis would promptly get almost one quarter of that back with the sale of only one of the stations, WCVB-TV Boston, to Hearst Corp. for \$450 million.) Then, too, there was the announcement of the Tribune Co.'s proposed purchase of Golden West Broadcasters' independent KTLA(TV) Los Angeles for \$510 million (BROADCASTING, May 20), a record that still stands, after almost a month.

Those are substantial sums, even in a country grown used to a national debt of \$1.8 trillion. Even Kluge, long regarded as one of the masters of financial management, found he had left himself no room for maneuver when he took Metromedia private in a leveraged buyout of \$1.3 billion. It was the enormous cost of servicing the resulting debt—reportedly \$100 million in interest payment alone this year; up to \$160 million in principal and interest in 1988—that persuaded him to sell the stations. They would not be capable of generating the necessary revenue. And Turner, in a filing with the Securities and Exchange Commission, made it clear he would expect to follow the same route in the event he acquired control of CBS. He said that his Turner Broadcasting System, after its takeover of CBS (assuming it occurs), would not be able to make the dividend, principal and interest payments due over the life of the TBS securities and that properties would be sold to raise the revenue needed “to service and, if desirable, to reduce indebtedness.”

The fear of sharks looking for prey has caused some companies to take protective measures that are expensive. Cox Enterprises Inc.,

the family-owned 40.2% owner of Cox Communications, has purchased virtually all of the remaining shares of stock in the group broadcaster/cable MSO, for \$75 a share, or close to \$1.3 billion. And the management and family founders of Multimedia, in the face of some real live offers of its stock, have proposed purchasing the company for \$890 million—but Washington Redskins owner Jack Kent Cooke is seeking to block implementation of that recapitalization plan and gain control of the company himself. Storer Communications Inc. was able to fend off an attempt by a dissident stockholder group to gain control of and then dismember the company only by throwing itself into the arms of a white knight, KKR.

□

All of which raises some interesting questions about the nature of broadcasting in 1985. When the commission, on a 4-3 vote, issued the *Powel Crosley Jr.* decision, World War II still had more than a month to run its course and government was full of the notion that broadcasting involved a special calling, that public service, not profit, was the ultimate goal. Of course, there has always been a tension between what Congress, the FCC and the courts agreed was broadcasters' obligation to serve the public interest in return for the “privilege” of the license they were granted, on the one hand, and, on the other, broadcasters' natural inclination to make money. And for all the special feeling supposedly associated with being a pioneer in the broadcasting business, station brokering has long been a lucrative occupation.

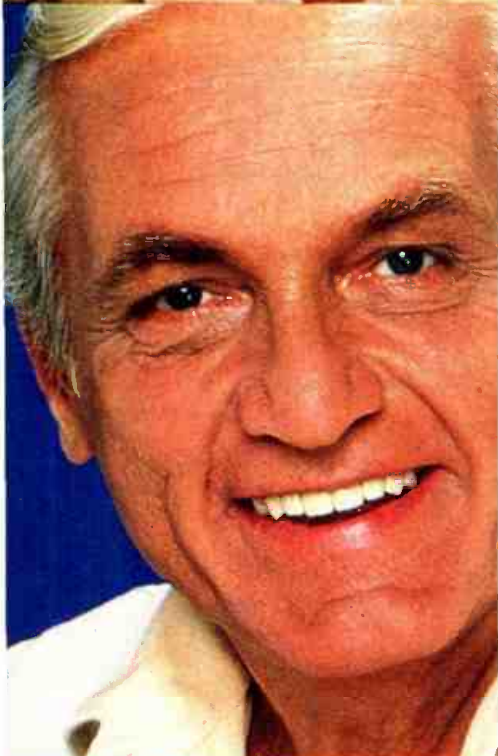
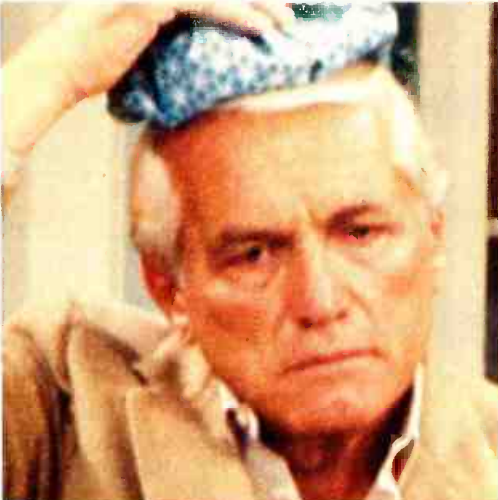
But today, that tension is subject to new pressures generated by the passion for deregulation that is running throughout government, indeed, the country, and for giving free rein to the play of the marketplace, even in an industry still regulated according to a statute whose bottom line—if the term can be used in another context—is the public interest. What of the impact, if any, of the debt being assumed on the public service programming to be offered the public?

FCC Chairman Mark Fowler is virtually a classic free marketeer. In part, at least, he indicates that his preference for marketplace, as opposed to government, regulation stems from a First Amendment bias. Under the “trusteeship model” of regulation, which assigns broadcasters the role of public trustee in the use of a broadcast frequency, Fowler says, “government had a responsibility to impose programming obligations on broadcasters, and they did.” (The tense employed is Fowler's.) He prefers another approach: Let the viewers and listeners determine the programming by the choices they make among the television and radio programs offered.

So far, Fowler would have with him those traditionally opposed to big government. But the alliance breaks down in concern over the possibility that the substantial sums being spent on acquiring properties will make it difficult if not impossible to provide quality programming. “I don't accept the idea that by paying large sums [for properties] the programming goes down the drain,” said Fowler. “If [the purchaser] cuts costs, he is vulnerable to competition.” Fowler acknowledged some may go bankrupt. But in that event, he said, “someone else comes in and puts the property on a sound footing.”

And there are those whose long view of current developments is relaxed. Former FCC Commissioner Steve Sharp, who is now practicing communications law (and represents the Storer dissidents in getting FCC approval of their proxy fight), sees little change in the atmosphere in broadcasting today, for all of the record-making deals. “I'm all for the free market,” he says. “But the marketplace isn't new. People always made deals. People even in the '20's wanted to make a profit.” What is new, though, he feels, is the policy of the commission: “It has stopped trying to impose by rules what they couldn't impose—a sense of responsibility.” Won't the substantial

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debts being incurred "overwhelm the sense of good" a broadcaster might otherwise have? Sharp doesn't think so. "I'm not prepared to believe that the economy so drives someone he forgets something he would otherwise remember. It's not the price that drives them that way... it's an attitude."

Others are not so sanguine. Wall Street types, if anyone, are respectful of the bottom line. Yet even as hard-nosed an analyst of broadcast stocks as Anthony Hoffman, vice president and director of corporate finance for Cralin & Co., found himself—in an interview with BROADCASTING—wondering about the effect on public service of the tactics that will be needed to generate the revenues to service the extraordinary debt being assumed. The acquiring companies, he said, will have "to generate exceedingly high profit margins out of these properties... which means that experimental programming, community service, anything that doesn't generate a return on investment is going to go by the boards." Attention, he added, "will be focused on the bottom line—not just because it's a good thing to do, but because it's a matter of survival" (BROADCASTING, June 3).

What's more, there are those with roots planted deep in the broadcasting business who share those concerns. Theodore Pierson, of Pierson, Ball & Dowd, a conservative member of the Federal Communications Bar Association who began representing broadcasters before World War II, says, "My predilection is to favor market regulation over government regulation, but that assumes that market regulation is the perfect answer; there will be people who will abuse the freedom." Pierson, who said he was speaking for himself and not the firm or its clients, acknowledged that government has "abused" or used "unsatisfactorily" its power to determine who will be licensed to operate broadcast stations. But he added, "Now it seems that the qualifications of people running stations is not important in terms of the public interest; what is important is that the people in the free market buy and sell at the right time."

"I don't think that the [Communications Act] intended that the FCC rely only on the market to determine who operates [broadcast] facilities." Pierson foresees the possibility of a Turner, say, so burdened with debt after a successful acquisition as to go bankrupt, with the public the loser in terms of service. Pierson, in the interview two weeks ago, anticipated last week's developments on Capitol Hill when he said the approach being pursued by the FCC merited "close examination" by Congress.

Stanley S. Hubbard, son of the founder, and now chairman, of Hubbard Broadcasting Co., recalls worrying with his father, Stanley E., over the difficulty in raising the money to put their first television station, KTSP-TV Minneapolis-St. Paul, on the air, a feat finally accomplished in 1948. The company now owns three AM, two FM and four television stations, and Hubbard finds present developments in the broadcasting business "disturbing." He opposes government regulation, but he foresees stations acquired in major takeovers or the subject of refinancing operations cutting back on service because of the heavy debt the owners incur. "We built our business on service," Hubbard says. And if that sounds self-evident, as well as self-serving, he points out that Hubbard stations undertake projects that do not pay for themselves—like sending a camera crew to Australia to cover the Minnesota symphony orchestra—but that are meaningful to local audiences. "You give service, and profits take care of themselves," he says.

If members of the broadcasting establishment are disturbed by the implications of the current wave of wheeling-dealing in broadcast properties, it is not surprising that representatives of the public interest community are particularly exercised. Henry Geller, who headed the National Telecommunications and Information Administration in the Carter administration and now is director of Duke University's Washington Center for Public Policy Research—a position that allows him to take on public interest causes—is worried about the impact of debt on public service programming. He cited as an example the FCC's 1974 policy statement on children's programming, which said such programming should come first and profits second. But, Geller said, referring to the kind of burden Kluge had faced, "How do you do that with \$100 million debt?" Broadcasting, unlike other businesses, he said, "is supposed to be impressed with the public interest."

And to Geller—and others—the prices being paid for stations buttress the spectrum scarcity argument used to justify program regulation, an argument that seemed to be wearing thin in the face of the growing diversity of media voices. "How," Geller asked, "can a station sell for \$510 million in Los Angeles if there is no scarcity?"

□
What is on view is the working of the marketplace, a dimly understood mechanism at best, one that all too often produces surprises, even ironies. For instance, the commission's decision to eliminate the rule limiting ownership of stations to seven AM, seven FM and seven TV stations was designed to permit group owners to grow into the strength needed to compete with the networks. So what was the first major acquisition announced in connection with the new rule permitting broadcasters to own 12 stations in each of those services, provided the television stations did not reach more than 25% of the national television audience? Capacities' proposed purchase of ABC, network and all.

Still, at least some of the activity that is attracting attention seems certain to create the kind of competition the commission feels is desirable. The purchase of Metromedia's stations would place Murdoch and Davis, with their ownership of 20th Century Fox, in position to become a major factor in broadcasting, and not only in the U.S. Murdoch's vast communications holdings include a satellite superstation, Sky Channel, which transmits programming to cable systems throughout Europe, and two television stations in Australia, and he has talked of establishing a global television service, providing programming for and transmitting commercials over his facilities in Europe, America and Australia. He also suggests that he has more than enough money to invest in the kind of programming Geller feels is important. Murdoch, in a conversation with FCC Commissioner James Quello, said he could inject \$400 million to \$500 million into American programming and programming development. (Changing his nationality to overcome the Communications Act's ban on alien ownership is less of a problem, although it may cost him his stations in Australia.) Perhaps it is not too much to say, as Sharp does, that in spite of the reputation created largely by the sex-and-slaughter kind of journalism that some (though not all) of Murdoch's newspapers practice, "he has a vision."

The Tribune Co., too, seems to be pursuing "a vision," if an expensive one, with its \$510-million purchase of KTLA(TV). The company is, in truth, among the pioneers of broadcasting. Its first station, WGN(AM) Chicago, went on the air in 1924. It now owns three AM, two FM and five television stations (KTLA(TV) would be the sixth), as well as the news service for independent television stations, INN. And KTLA(TV), according to Tribune Broadcasting Co. President James C. Dowdle, will help provide the base the company needs on which to produce "alternative" programming, either on its own or through joint ventures, and not only for Tribune stations but for stations across the country. (Along with WPIX(TV) New York and WGN-TV Chicago, the new purchase will give The Tribune Co. stations in each of the top three markets.) "Some can see [the purchase of KTLA(TV)] as part of a big Monopoly game," Dowdle said. "But I differ with anyone who does. That's our obligation, our life. We know our obligations. This can help all our stations serve their communities."

Perhaps no one is as enthusiastic about the developments in the broadcasting business that have disturbed some and stunned many as Ward Quaal, who for 20 years headed the Tribune Co.'s broadcasting operations and is now a consultant to the company. He feels the commission's action in lifting the limit on broadcast ownership has created exciting possibilities. "I'm upbeat," he says. "It means we'll have a bigger and better industry. Important companies are becoming bigger; new entrepreneurs are coming in." As for the public interest considerations, Quaal says he has never seen a station purchased by a group owner that has not done a better job for the public as a result of the money and attention given it by the new owner. All of which, he feels, will stimulate competition—for the networks, among others—and Quaal is bullish about the Tribune Co.'s role in that regard: "The networks need competition, and we at the Tribune Co. are going to provide it."

□
Until last week, there was little evidence that the major broadcast properties and companies being bought and sold for vast sums of money would generate any unusual interest by the government. The commission decision, by a 3-2 vote, that a substantial change in control was not at issue in the effort of a group of Storer stockholders to wage a proxy fight for control of the company, even though the group intended to sell off the company's assets, was a signal, if one were needed, that the commission was not likely to put a crimp in the blossoming entrepreneurial spirit. The commission's decision—upheld by the U.S. Court of Appeals in Washington—meant that the



Fowler



Pierson



Hubbard



Geller



Quaal

public did not have an opportunity to comment on the proposal.

But then Congress began reacting. First, Senator Thomas Eagleton (D-Mo.) and five of his Democratic colleagues in the Senate wrote to Fowler calling for "a full hearing" on Turner's proposed takeover of CBS. Eagleton planned to follow the letter with a bill that would require the commission to hold evidentiary hearings on all hostile takeovers aimed at television networks. Eagleton—whose home town of St. Louis is served by CBS's KMOX-AM-TV and WHTR(FM)—said on the Senate floor last week that the FCC and other government agencies "seem content to let this new breed of corporate pirate, the 'raider', roam freely with little concern for the consequences of their inaction" (see "Top of the Week").

And last Wednesday (June 12), the House Subcommittee on Telecommunications, Consumer Protection and Finance announced plans to hold a wide-ranging hearing next month on the questions being raised—"What," a subcommittee aide said, "are the public policy issues the commission should focus on, both in hostile takeovers and friendly acquisitions." One of the questions that will be raised is the extent to which the commission should examine the relationship between a proposed buyer and its ability to provide public service programming. Representative Timothy Wirth (D-Colo.), subcommittee chairman, occupies a unique position to influence policy in the area, since corporate takeovers and mergers generally, as well as telecommunications matters, are within the subcommittee's jurisdiction.

At a minimum, the congressional interest should strengthen the

position of those on the commission who do not seem as certain as does Fowler of the sanctity of the marketplace. Commissioner Henry Rivera, one of the dissenters in the Storer case, for instance, said, "Congress has said we have to pass on potential transfers of ownership; they have to pass through the FCC filter. And until Congress changes the law, the 'public interest' is the only standard we can use in defining the qualifications of the potential transferees." And he expressed concern about the effect on programming of the purchase prices being paid. "The indebtedness," he said, "is sucking the cash out; there may be money only to service the debt." Commissioner James Quello, the other dissenter in the Storer case, has said that he was not "appointed by the President and ordained by Congress to accommodate a bunch of fast buck artists."

The demonstration of congressional interest also indicates that Pierson was on to something when he suggested that the marketplace approach espoused by Fowler should be examined by Congress. "Maybe it [Congress] will decide what is happening is OK," Pierson said in the interview with BROADCASTING two weeks ago, "but I have a feeling that this kind of approach—it's so radical—was not intended by the '34 Act."

Pierson's years of experience as a communications lawyer have made him aware that, as he says, "whether you like it or not," the [broadcasting] industry is "sensitive to political concerns." And if people—as he believes will happen—"abuse" the freedom of the free marketplace and permit service to suffer, "they will be inviting reregulation." □

Transfer trouble in New Mexico

FCC approves sale of Farmington AM-FM after fining trustee for ceding control of stations too early

Unauthorized broadcast transfers are forbidden by the Communications Act. But persons involved in illegal transfers need not be permanently stained, as long as someone is assessed with a fine. That would appear to be the moral of the FCC Mass Media Bureau's resolution of allegations of just such a transfer of KRZE(AM)-KRAZ(FM) Farmington, N.M.

In the case at hand, the bureau fined the trustee in bankruptcy of the stations \$10,000 for allegedly illegally transferring their control to Homer L. Pirkey, the former station manager of KNDN(AM) Farmington. In almost the same breath, however, the bureau also approved the transfer of the stations for \$750,000 from the trustee—Robert L. Finch, a Farmington attorney—to D.P. Inc., a corporation wholly owned by Pirkey.

The bureau's action may be read by some as reassurance about the FCC's enforcement proclivities. But E. Boyd Whitney, the 62-year-old former licensee of the stations who tipped the commission to what was happen-

ing—and supplied it with a sheaf of corroborating documentation—said he was planning to pursue the case however he legally could. "I don't know how the hell they got it [the transfer] through," Whitney said. "If this had happened just a few short years ago, Homer Pirkey would have received 90 days and the electric chair."

Precisely how the trustee ran afoul of the commission's responsibility to give prior approval to broadcast transfers is not crystal clear. But the bureau letter notifying Finch of the fine implies that at least part of the blame should fall upon the shoulders of U.S. Bankruptcy Court Judge Mark B. McFeeley who is presiding over the bankruptcy proceedings. Indeed, the bureau suggests in its letter that the alleged illegal transfer of control was "pursuant" to a court order.

Also according to the letter, Pirkey allegedly took control of the stations before the FCC had even granted Finch's application for involuntary transfer. In addition, the bureau alleged that Pirkey, who eventually sought FCC approval to buy the stations from the trustee, continued to exercise control over the stations, even after the commission was advised that Pirkey had been re-

moved as manager and "will not be returning without prior FCC approval."

In its letter, the bureau doesn't mention who advised the commission that Pirkey had been removed. But it suggests that the relevant ball started rolling on June 8 last year when the court appointed Finch trustee of the stations. On Dec. 4, 1984, the bureau said, the court approved the sale of the stations to the principal creditor, Western Bank of Farmington (the bank subsequently reportedly agreed to finance Pirkey's buy of the stations), and directed Finch to file the necessary applications with the FCC to secure a temporary license to operate. Finch, according to the bureau, filed an application for involuntary assignment on Dec. 7; that wasn't granted until Dec. 14. But also on Dec. 7, according to the bureau, Finch, "pursuant to another court order," entered into a management contract with Pirkey. On Dec. 6, the bureau said Pirkey opened a bank account in the name of the stations. He drew and signed checks to cover station expenses. He hired one and fired two employees. He received all station revenues and supervised operations of the stations.

The bureau said that on Dec. 14, the com-

mission was advised that Pirkey had been removed as the manager on Dec. 12 and that Pirkey would "not be returning without prior FCC approval."

Nonetheless, the bureau said its inquiry "produced evidence" that after that notification, Pirkey continued to exercise control over the stations. "For example, on Jan. 20 and 21, 1985, he [Pirkey] opened in his name, utility accounts for the stations," the bureau said in its letter. "Until Feb. 19, 1985, the stations' receipts were deposited in the bank account opened in his name and under his control. Until Feb. 19, he signed checks for the stations' expenses. Through Feb. 19, Pirkey's corporation spent about \$18,000 of its funds on the stations."

As a result, the bureau said, it appeared that from Dec. 7, 1984, to "at least" Feb. 19, 1985, Finch had "willfully and repeatedly violated Section 310(d) of the Communications Act of 1934... by engaging in an unauthorized transfer of control of the licenses" to Pirkey.

Finch told BROADCASTING that he hadn't received notice of the fine as of early last Wednesday (June 12). He also said he had "no idea" of whether he would pay the fine or appeal. "We'll just look at it when we get it and decide what to do," Finch said.

Judge McFeeley, through his courtroom deputy clerk, declined comment on why he had ordered Finch to do something apparently illegal. McFeeley said he hadn't seen the FCC ruling in question. □

FCC's financial rules for bird owners debated

Some commenters say financial rules for domestic satellite applicants are too strict, others disagree

The FCC's proposed rules imposing stricter financial requirements on fixed domestic satellite applicants received mixed reviews in comments filed at the FCC last week by satellite applicants and users. Some said that the rules were too stringent; others thought they were reasonable and necessary.

Since November 1983, the FCC has been faced with far more applications for C-band and Ku-band fixed satellites than it can accommodate in the geostationary orbital arc. According to GTE Spacenet's comments, the FCC now has before it applications to build and launch 26 C-band and 31 Ku-band satellites. And even with two degrees spacing between satellites in both bands, it said, the FCC will not be able to find room for 11 C-band and 13 Ku-band birds.

To help it winnow the current batch of applications, the FCC proposed last month strict new criteria that applicants must meet to prove that they are financially qualified to receive a satellite construction permit, launch authority and, most important, an orbital slot.

"We propose that each applicant... unequivocally demonstrate, prior to grant, that it has firmly committed financial resources

NAB concerns. The National Association of Broadcasters has warned that the FCC's proposed technical deregulation of AM directional antenna systems "would appear" to increase interference risks. In its proposal, the FCC asked whether there was a need for a required schedule of partial and skeleton proof-of-performance and antenna-monitoring point measurements, and whether there was a need to retain specific design criteria for on-site antenna monitoring systems. In its comments, NAB urged the FCC to dispense with the periodic three-year requirement for AM directional antenna partial proofs of performance; to retain monitoring point measurement requirements for those AM stations now required to perform them; to consider adding a provision to the existing monitoring point measurement requirements for those AM stations now subject to an "as often as necessary" requirement; to revise the specific design criteria for antenna monitoring systems to permit use of new technology, but to maintain the existing sampling system specifications as minimally acceptable sampling system standards, and to "preserve in the rules certain policies designed to promote the installation and maintenance of 'type-approved' antenna sampling systems."

On another topic, NAB gave its support to an FCC proposal aimed at revising rules governing design, installation and use of automatic transmission systems, and would permit the use of ATS for TV broadcast transmitters. But NAB, among other things, recommended that the commission retain its definition of ATS.

to meet the estimated costs of proposed construction, launch and other initial expenses, as well as the estimated operating expenses for a year," the FCC said. More specifically, it said, the applicant (or its parent company) must show it "has uncommitted current assets sufficient to cover estimated investment costs and the estimated costs of the initial year of operation."

If the applicant plans to cover its costs through borrowing, it must show that the lender "has already determined that the applicant is creditworthy and, absent changed circumstances, is prepared to make the loan immediately on grant of [FCC] authorization to construct the satellite system."

"It makes no economic sense to require companies to commit unalterably such large contingent liabilities on their balance sheets without first considering prevailing market conditions, such as the availability of launch insurance," said Ford Aerospace & Communications. And the elimination of that stringent requirement would not "adversely affect" the FCC's goals, it said. "All applicants still would need adequate financial resources... to be considered fully qualified."

Mobile Communications Corp. of America (MCCA) said the proposed financial rules were "unreasonable in view of the extreme cost that they would entail to applicants, especially those proposing debt financing."

As an alternative, MCCA suggested the FCC take a two-step approach in granting satellite applications. The FCC could grant an applicant a construction permit, it said, giving it a certain period of time, say three months, to make its financial showing. If it made the showing, it said, the FCC could then grant launch and operational authority.

National Exchange Inc. (NEX) also opposed the new standards, calling them "inconsistent with the realities" of financing satellites. "It would be imprudent," it said, "for any company to arrange, years in advance of construction and launch, the kind of firm, noncontingent commitments that the FCC is now proposing."

Like MCCA, NEX proffered its own scheme. If an applicant lacked the necessary capital to "meet the conventional financial qualification standards," it said, it would have to show it had the support of a "reputa-

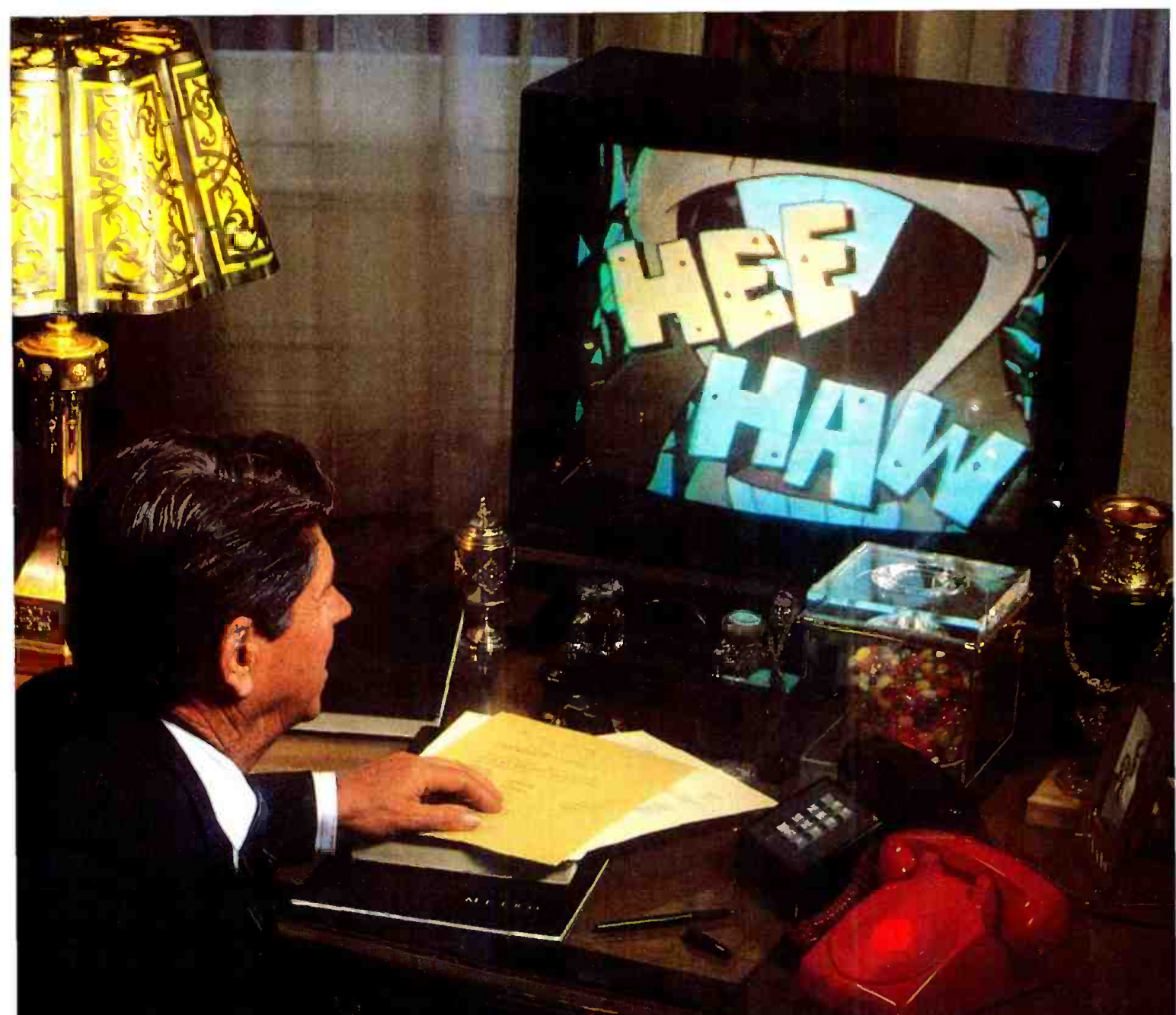
ble" investment or banking institution; a "concrete and realistic business plan"; experienced principals and officers, and evidence that it had made "demonstrable" progress in implementing its business plan.

The Committee of Corporate Telecommunications Users, a group which said it represents 30 of the nation's largest public and private users of telecommunications facilities and services, argued that the proposed rules would discourage many companies from entering the domestic satellite business. "The proposed tightening of the regulations will foreclose all but the largest companies from becoming domestic satellite competitors," it said, "and will foreclose entry to all but those with an established, sizable clientele or those with immense assets. That result cannot be the intended consequence of the commission's proposed rules, yet it will."

Equatorial Communications shared the same concerns as the CCTU. The proposed standards, it said, may be unnecessarily restrictive and could preclude all but the largest corporate applicants from being considered for new satellite authorizations, notwithstanding that other, less capitalized applicants can nevertheless provide reasonable assurance that they are financially qualified to construct their proposed systems."

Several companies that have applied for international or mobile satellites filed comments, asking that the FCC make clear that they were exempt from the proposed rules. Financial Satellite Corp., for instance, said it and the other four international applicants should not be burdened by the same requirements as the domestic fixed satellite applicants. The international applicants will "undoubtedly encounter numerous legal, political, economic and operating uncertainties that the domestic satellite applicants no longer face."

World Communications, a major satellite user and resale carrier, suggested that the FCC drop its requirement that applicants be able to demonstrate that they can cover first-year operating costs. Such costs, it said, "are frequently intertwined with the expense of the licensee's operation of other nonsatellite communications facilities, and inclusion of operating expenses in the test of financial qualification would involve the commission



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*NTI Average Audience Estimate S&ON Report (4 weeks ending February 24, 1985)

**Nielsen Cassandra (February 1985)

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GAYLORD PROGRAM SERVICES

The likeness portrayed above is an impersonation. Design Metro Advertising

in questions of cost allocation."

Western Union, calling the proposed rules "too ambiguous," suggested that the FCC implement a lottery to divvy up the remaining orbital slots among the competing applicants. The awards, it added, should be conditioned "on reasonable milestones for construction and launch and forfeited... if the successful applicant fails to commit to a bona fide satellite construction contract consistent with those milestones within six months of the date of the award."

Satellite Business Systems asked the FCC to distinguish between established satellite carriers and new applicants in any new processing rules. "It should be sufficient," it said, "to permit existing licensees to rely on revenues generated by existing customers on other existing assets and on other specified sources of funding to demonstrate financial qualification," it said. "It would be unnecessary and a major disincentive to require literal advance segregation of enormous sums of capital for contingent construction or costly borrowing by someone already in the business."

American Satellite agreed with SBS. The "financial showing required by the commission for applicants who are established carriers is unreasonably stringent and unnecessary," it said. "Established carriers have already proven... that they can obtain the necessary funds to construct and operate satellite systems." It said it "advocates that established carriers be required to demonstrate their continuing ability to construct and launch their systems."

Although GTE Spacenet believes the FCC existing qualifications are adequate to sort through the current batch of applicants, it said it does not object to the new criteria—with certain modifications. "Virtually no business entity is willing or able to identify 'uncommitted capital assets' for any project three or more years in advance," it said. "The commission's requirements and its objectives should be satisfied by demonstration of financial capability, together with a commitment from management regarding the satellite program. Apart from this, the commission's present due diligence requirement will ensure that an authorization is utilized as applied for."

GTE Spacenet also said that there is no reason for "having corporate officials make representations that specific funds will be allocated or reserved, when a showing has been made of financial capability to obtain the funds from internal or external sources...."

Some of the satellite applicants that would have no trouble meeting the FCC proposed criteria supported them. Comsat General said it believes the proposed rules are "fair to all applicants." Such rules, it said, are "necessary to determine both financial capability and commitment to system construction."

"The proposed requirements are needed to eliminate unqualified applicants," said AT&T, "thereby dealing with the problem of more satellite applications being on file than orbital locations available under current spacing criteria."

RCA Americom also felt the proposed requirements were "reasonable." "Granting authorizations to financially unqualified ap-

plicants may well prevent or delay a fully qualified applicant from constructing and launching its satellite system."

"Appropriate steps should be taken," concluded Alascom, "to assure that the increasingly limited number of orbital positions remaining for fully qualified applicants not be jeopardized by grants of speculative proposals, the implementation of which the commission has already found to be problematic in a significant number of instances." □

Senate earmarks funds for RFE/RL radio services to Soviet Union and Afghanistan

Senate action on authorization bill also produces cuts in money administration sought for USIA

Radio Free Europe/Radio Liberty, Radio Marti, and now, it seems, Radio Maccabee and Radio Free Afghanistan. RFE and RL have been on the scene for more than 30 years, broadcasting to Eastern Europe and the Soviet Union. Last month, Radio Marti began broadcasting to Cuba (BROADCASTING, May 27). And last week, the Senate included funds in the the budget for RFE/RL, which is overseen by the Board for International Broadcasting, to strengthen its service to Soviet Jews and to establish a service that would broadcast to Afghanistan, now under Soviet domination, in the Dari and Pashto languages. Funds for the U.S. Information Agency and its Voice of America, however, were cut.

The amounts authorized for the proposed services are not large. The Senate action would authorize \$400,000 each for fiscal year 1986 and 1987 for Radio Maccabee, named for a famous family of Jewish leaders and warriors who lived about 160 B.C. The project, which would become a part of Radio Liberty, was sponsored by Senator Paula Hawkins (R-Fla.), who was the principal Senate backer of the legislation to create Radio Marti. The Senate authorized \$450,000 for Radio Free Afghanistan in 1986 and \$250,000 in 1987, under the amendment introduced by Senator Gordon J. Humphrey (R-N.H.).

But the additional services the Senate favors do not carry with them additional funds. The Senate authorized \$137,717,000 for RFE/RL in 1986 and \$137,517,000 for it in 1987. That is about what the Senate Foreign Relations Committee recommended—and about \$8 million less than the administration requested for the radios for the two years.

But overall, in acting on the State Department authorization bill, the Senate cut deeply into funds the administration had sought for USIA, including the VOA. The Senate, in generally accepting the recommendations of the Senate Foreign Relations Committee, authorized \$837,623,000 for USIA in 1986

and \$844,623,000 in 1987. That is less than the House authorized in both years. And the Senate authorized only \$116 million for the Voice of America's modernization program in each of the next two years, amounts less than those approved by the House, and far less than those sought by the administration—\$168 million in 1986 and \$326 million in 1987.

USIA officials have said the cuts in the construction funds would seriously affect the VOA's effort to strengthen a physical plant the administration says is badly outmoded, and it seemed virtually certain an effort would be made to restore at least some of the cuts, either in the Senate-House conference to reconcile differences in the two versions or in a supplemental appropriation request. The House had approved \$136.6 million for VOA construction in 1986 and \$142.6 million in 1987. And those cuts may have been made more palatable by language in the report of the House Foreign Affairs committee describing the recommended figures as a deferral rather than a cut. The report noted that the VOA in the past had not been able to use all of its modernization funds in the year they were appropriated.

Still to be determined is the effect on the VOA and other elements of VOA of a cut of some \$60 million the Senate bill makes in the administration's request of \$585 million for operating costs for the agency.

Radio Marti, created as an arm of the VOA, would be funded at a higher level than the \$8.5 million recommended by the committee for each of the next two years. In approving an amendment offered by Hawkins and Senator Lawton Chiles (D-Fla.), the Senate authorized \$11.5 million for the new service in 1986 and \$11.7 million in 1987. Those figures are slightly higher than the amounts sought by the administration.

In approving a Radio Maccabee service for Radio Liberty, the Senate went further than the House did on the same subject. The House simply voted to direct BIB to set up a Radio Maccabee task force to study "the advisability and feasibility" of increasing broadcasts beamed to Jews in the Soviet Union. The Hawkins amendment would direct Radio Liberty to increase its Russian language programming for Soviet Jews, and gather the programs into a unit to be known as the Radio Maccabee program of Radio Liberty. "The effect of the amendment," Hawkins said in a statement on the floor, "will be to provide a life line, encouragement and support for the Jewish community in the Soviet Union."

The Radio Free Afghanistan service provided for in Humphrey's amendment would broadcast one half-hour a day, seven days a week in the Dari and Pashto languages, and would operate out of the RFE/RL offices, in Munich. But, Humphrey said, Radio Free Afghanistan would be "independent," separate from RFE and RL, although it would share their facilities and support services. Humphrey said the amendment—which declares the service is to continue as long as Afghanistan "is under Soviet occupation," is intended to implement a Senate resolution calling on the U.S. "to support the people of Afghanistan, and to encourage them to continue their struggle for freedom." □

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Supreme Court sends lawyer advertising case back to state for reconsideration

It instructs Iowa Supreme Court to take another look at decision upholding bar association rules for television ads for lawyers

Two Iowa lawyers have been given another opportunity to persuade the Iowa supreme court that the state bar association's rules barring lawyers from using dramatizations in their television advertising violate the First Amendment. The Supreme Court last week directed the state court to reconsider its order in the case in light of the high court's decision two weeks ago in another lawyer-advertising case, although that one involved only print (BROADCASTING, June 3).

At issue in the Iowa case are three commercials in which actors and actresses were seen as individuals in need of legal service. The commercials appeared over a three-day period on WHO-TV Des Moines in September 1982, until they were withdrawn in response to a complaint from Iowa's Committee on Professional Ethics and Conduct of the Iowa State Bar Association. They had been scheduled to run four days a week for 47 weeks.

The committee said the lawyers violated one of its rules of conduct in that the commercials "contain more than a single nondramatic voice, have background sound and visual displays of two or more people characterizing themselves as clients which

make laudatory comments as to defendants' services." The first commercial featured an actor and actress portraying a doctor and a nurse in an examination room; the second, an actor portraying a printer. The third showed two actors as bowling partners. In each case, the commercials focused on "negligence" of others that caused accidents to persons in the spot, and stressed the need for obtaining the services of a lawyer.

In each commercial, the scene shifted to the reception room of the law office of the lawyers involved in the suit—Mark A. Humphrey and Fredd J. Haas—after the dramatization, and showed the firm's name, address and telephone number, while the announcer gave the firm's telephone number.

The state supreme court, in response to a complaint from the committee, enjoined the lawyers from continuing the advertising. Humphrey and Haas protested that the rules violated the First Amendment, as well as the due process clause of the 14th, and contended that the rule's ban on the use of "dramatic" voices and "self-laudatory" statements was impermissibly vague.

The committee's principal justification for the rule was that the dramatizations may appeal to a viewer's "emotions," interfering with "rational" choice, and are "unnecessary" to convey pertinent information. But the committee made no complaint that the ads were false, deceptive or misleading. And the state supreme court specifically did not claim that the advertisements were "deceitful." It justified its injunction on the ground that, in television, "the public could well be misled by the ads."

Humphrey and Haas, in petitioning the Supreme Court to review the case, said the question to be considered is whether a state "may enforce a prophylactic rule" to enjoin them from airing the ads at issue "on the theory that *other* dramatized television ads

by lawyers *might* be deceptive." They said the First Amendment bars the use of such a prophylactic rule.

The absence of a holding by the Iowa bar's ethics committee that the ads were dishonest could be critical to the outcome of the second look the Iowa supreme court has been directed to give the case. For in its decision in the lawyer-advertising case involving print—a Columbus, Ohio, attorney Philip Q. Zauderer, had taken the case to the high court—the Supreme Court said lawyers cannot be prevented from using illustrations and making statements that are truthful and not deceptive.

More than 40 states permit lawyer advertising on television that uses dramatization, visual displays and background sounds. Only five states—Alabama, New Jersey, Ohio, Vermont and West Virginia—impose restrictions on lawyers' television advertising at least as severe as those of Iowa's.

Two of the Supreme Court's nine justices—Sandra Day O'Connor and William Rehnquist—opposed the order referring the case back to the Iowa supreme court. They would have granted the Iowa lawyers' petition for review and set the case for oral argument. That would have prepared the way for a Supreme Court opinion regarding the lawyers' use of television advertising. O'Connor, in one of the separate opinions in the Zauderer case, said in a footnote that she was expressing no view as to whether that opinion applies to radio and television. Rehnquist, along with Chief Justice Warren E. Burger, had joined in O'Connor's opinion. O'Connor, in the footnote, quoted the high court in an earlier opinion on lawyer advertising as noting that "the special problems of advertising on the electronic broadcast media will warrant special consideration." □

AT&T's satellite moves. AT&T has agreed to purchase Comsat's majority interest in three international earth stations for approximately \$55 million and has told the FCC that it will not build the fourth satellite of its planned four-satellite Telstar 3 system.

According to its agreement with Comsat, AT&T will purchase Comsat's 50% interest in earth stations in Roaring Creek, Pa.; Etam, W. Va., and Jamesburg, Calif. It will take over the facilities, which are used to uplink and downlink signals to the Intelsat system, on Jan. 1, 1988.

"Nearly 60% of all AT&T's international traffic is relayed... from these earth stations," said Richard K. Jacobsen, vice president-international for AT&T Communications, in a prepared statement. "Ownership of [them]... will allow AT&T to more closely control the cost of sending services via international satellites."

All five international earth stations in the continental U.S. are owned by the Earth Station Ownership Consortium (ESOC) and operated by Comsat. Comsat owns 50% of ESOC; AT&T, 47.5%, and other international carriers, the remaining 2.5%. AT&T's purchase of Comsat's interest in three of the facilities, AT&T said, was made possible by an FCC ruling last year permitting companies other than Comsat, the U.S. partner in Intelsat, to own and operate Intelsat earth stations.

According to AT&T spokesman Rick Brayall, AT&T's decision to forgo construction of its fourth C-band Telstar 3 satellite was based, in large part, on the belief that there are enough C-band satellites in orbit or under construction. "There's certainly a lot of C-band capacity up there," he said. "It wouldn't be a wise decision to add to that in 1988." The fourth Telstar 3 had been tentatively scheduled for launch in 1988.

AT&T's current satellite system comprises two Telstar 3 satellites (301 and 302) and two Comstar satellites (D3 and D4), which it leases from Comsat General. The third Telstar 3 (303), which was scheduled for launch by NASA today (June 17) aboard the space shuttle Discovery, will replace Comstar D4, which, in turn, will replace Comstar D3, which is nearing the end of its seven-year design life.

According to Brayall, AT&T plans to move the bulk of its long-distance telephone traffic to terrestrial lines, and use its satellite system for television, radio, data and other business traffic.

Space WARCers back home again

Initial rounds of worldwide meetings termed "fruitful"

U.S. Space WARC delegation members were back in Washington last week after trips to the Soviet Union and several other European countries, working with other members of the government to complete work on the proposals the United States will present at the International Telecommunication Union-sponsored conference later this summer in Geneva. Ambassador Dean Burch, who will head the delegation, described the conversations as "on balance, fruitful." And Harold Kimball, of the State Department, who is executive director of the delegation, expressed optimism, as he has in the past, that the conference will produce a result "that won't hurt us." But much of the work to assure a satisfactory outcome remains to be done in the next two months.

Burch and Kimball, in separate interviews, said the trip—which included talks in which one or both of them and other delegation members participated with representa-



Photos top to bottom:

Bill Cosby tells host Greg Gumbel why "The Cosby Show" is on top.

Kim Fields discusses "The Facts Of Life" with host Deborah Crable.

Billy Dee Williams tells if there's a "Dynasty" in his future.



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tives of the Soviet Union, Finland, Sweden, Norway, the United Kingdom, and Yugoslavia—produced no surprises. The Soviet Union is continuing to talk about a form of *a priori* planning, one based on a set of parameters defining basic transmission characteristics. And Burch described the meeting with the Scandinavian countries, in Stockholm, as “pleasant”—there was “a considerable community of interest there,” he said—although Sweden seems to be “flirting with planning” of some sort.

But overall, Kimball said, West European countries “are four-square” against *a priori* planning and, like the U.S., “for procedural approaches” as the way to “resolve the goals of the developing as well as the developed countries. A key U.S. proposal is for the development of multilateral conferences to coordinate the requirements of nations for fixed satellite services. Some developing countries—notably India, Algeria and Kenya—have called for *a priori* planning as the means for achieving the conference goal of assuring all countries “a guarantee in practice” of “equitable access” to the geostationary orbit. But the U.S., which has made its opposition to such planning clear, believes that reserving orbital slots and frequencies for countries regardless of their need is inefficient and wasteful. Given its choice, the U.S. would prefer the existing system, under which slots and frequencies are allocated on an as-needed, and as-available, basis.

The World Administrative Radio Conference is to be held in two sessions—the first, of five weeks, beginning Aug. 8, the second to be held in 1988—to plan use of the space services and frequencies. The conference is expected to limit its deliberations to the fixed satellite services—used, among others, by distributors of television programming. The U.S. would like to restrict the frequencies planned to those in the 6/4 ghz band, but some Third World countries are interested in planning the 11/12-14ghz band as well.

The U.S. proposals to be advanced at Geneva are expected to be those that have been under consideration for several months (BROADCASTING, May 13). A senior interagency group representing agencies concerned with international communications matters was due to give them final clearance in a meeting Friday afternoon (June 14). The proposal for multilateral conferences is the U.S.’s answer to developing countries’ demands for “equitable access.” The conferences would be held on a regular basis to permit countries to update and refine requirements and to resolve conflicts with other countries with requirements in the same part of the orbit. This reflects the system under which U.S. applicants for domestic satellite systems work out conflicts under the eye of the FCC—the only difference being that, in the international arena, there is no comparable regulatory agency.

Another proposal, one to satisfy the demand for “guaranteed access,” is to reserve the so-called “expansion bands”—those that were allocated by the General WARC in 1979 adjacent to the existing frequency bands, and where no satellite systems now operate—for long-range planning by the developing countries. (A related proposal is

Washington Watch

South of the border. National Association of Broadcasters President Eddie Fritts and Board Chairman Gert Schmidt, in letter to president of Mexican broadcasting association, Camara Nacional de la Industria de Radio Y Television, asked group to urge Mexican government to agree to terms of U.S.-Mexican bilateral agreement implementing Region 2 AM radio agreement. Letter emphasizes importance of bilateral agreement. □

Congressional criticism. Senator James McClure (R-Idaho) blasted ABC News for its broadcast of three-hour documentary on nuclear energy, “The Fire Unleashed.” He criticized network’s handling of issue and said program tended to “sensationalize” issue and was not balanced. “It did nothing to help public understanding of the situation. What it did was elevate public emotion and hysteria through cinematically excellent, but factually questionable and inflammatory, portrayals of the challenges and choices posed by the nuclear age,” McClure said. He is chairman of Senate Energy and Natural Resources Committee. □

Adding members. Intelsat’s membership increased to 110 countries when The Bahamas joined organization. Intelsat operating agreement was signed by Edison M. Key and Robert Bartlett, chairman of board and manager, respectively, of Bahamas Telecommunications Corp., in brief ceremony at State Department. □

FCC challenge. FCC refusal to assign preference to women in lotteries it will use to choose winners of MMDS licenses has been challenged in appeal to U.S. Court of Appeals in Washington. Attorneys for Stella Pappas, who in September 1983 filed MMDS applications in 105 markets, said in brief last week that in deciding to award licenses by lottery without giving women preference, commission is violating section of Communications Act they say requires such preference. Commission is expected to hold first MMDS lotteries on June 28 (BROADCASTING, June 3).

expected to be offered by the United Kingdom; it would combine *a priori* planning with “reverse band” operation in the expansion bands, and would, theoretically, double the capacity of those bands.) The U.S. will also propose changes in the procedures required by the international radio regulations to simplify their use.

Kimball’s optimism that the U.S. and its allies among the developed countries can successfully turn aside Third World countries’ proposals for *a priori* planning stems in part at least from talks with representatives of those countries at the various preliminary meetings and seminars that have been held in countries around the world in the past several months. “They say they recognize the drawbacks” in such a plan, Kimball said. “And they suggest that if a reasonable compromise were achievable, they wouldn’t object.” Among the countries reported to favor *a priori* planning are four in South America—Colombia, Peru, Ecuador and Bolivia (“Closed Circuit,” June 10).

“So,” Kimball said, “a lot of lobbying work is ahead of us.” And he said the work must be done in advance of the conference. “Once delegates arrive in Geneva with position papers drafted by policy makers in their government,” he said, “it is difficult to change that country’s position.” Some of that lobbying burden will fall on Burch. On Saturday (June 15) he headed east with a five-member team on a final round of bilateral meetings before the conference, and the itinerary, besides Tokyo and Beijing, includes the capitals of two of the countries expected to cause the U.S. and its allies the greatest difficulty on the *a priori* issue—In-

dia and Algeria. The team is due to return on July 3.

But beyond the question of the kind of planning that will be adopted is one on which the U.S. delegates are not particularly hopeful: The effort to persuade the conference to incorporate in the international radio regulations the direct broadcast satellite plan the countries of Region 2—the western hemisphere—adopted in 1983. Incorporation of the plan is on the Space WARC agenda. U.S. officials say that the countries of Region 1—Europe—and Region 3—Asia and the Pacific—are unwilling to permit incorporation of Region 2’s plan before theirs are ready. Regions 1 and 3 adopted the downlink portion of their DBS plans in 1977, and postponed action on the feeder links until 1988. Burch says the other regions are concerned about the possibly adverse impact on their plans if the Region 2 plan goes into the regulations before theirs. But he also said, “I think there’s a lot of hubris involved.”

“I’m not saying it’s doomed,” he said of Region 2 efforts to have the DBS plan incorporated in the international radio regulations. “But it won’t be an easy task.”

It isn’t clear what practical effect failure to win incorporation of the plan in the regulations would be. At least, it would complicate the effort of a DBS operator in Region 2 to coordinate its system with systems in the other two regions. But Edward Jacobs, of the FCC’s Office of Science and Technology, the U.S.’s expert on the issue, said it was likely that, rather than simply reject the application for incorporation, the conference would give it “some form of status.” □



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Countdown for 'West 57th'

Joyce and Lack give more details on new prime time magazine show; August air date to be set soon

A premiere date and time will be announced shortly for *West 57th*, the new CBS News prime time magazine that begins a six-week run in August, followed by a 13-week run beginning next January. CBS News President Ed Joyce and *West 57th* Executive Producer Andrew Lack disclosed details of the series during the Consumer Press Tour in Phoenix (BROADCASTING, June 10). Both said they expect the program will receive a 10-11 p.m. time slot.

Principal correspondents for *West 57th* will be former White House correspondent John Ferrugia, *CBS Evening News* correspondents Meredith Vieira and Jane Wallace, and Bob Sirott, life-style and entertainment editor for CBS-owned WBBM-TV Chicago.

The series, which will present four to six individual pieces during each one-hour segment, has a budget comparable to that for the long-running CBS News Sunday magazine, *60 Minutes*, according to Joyce. The budget was placed in the neighborhood of \$300,000-\$400,000 per hour. In comparing the two programs, Joyce pointed out that no commentary segment is planned on *West 57th* and that each piece will be introduced by its reporter from within the network's news studios. He also observed that *West 57th* is the first news series at CBS for which a pilot was produced. Segments will be shorter than those seen on *60 Minutes*.

Among its other distinctions, *West 57th* is believed to be the first prime time news magazine that is produced almost entirely ("95%," according to Lack) on videotape. *60 Minutes*, by contrast, is shot almost entirely on film. However, Joyce said no substantial cost saving will accrue as a result of the switch to videotape. The network is promoting *West 57th* as having "fast-paced, innovative production techniques" and being "aggressive and energetic in style." Lack told BROADCASTING the program will experiment in format and concept but declined to be specific "for competitive reasons."

Lack said stories are or will soon be completed about actor Chuck Norris; the venereal disease, chlamydia; Oregon-based guru Bhagwan Shri Rajneesh; young Republicans; the drug, PCP; organ transplants, and Vietnam veterans now living in Asia. Foreign stories include two segments on Central America and a third on Ethiopia's famine. A total of 25 pieces are currently in production.

Lack, who is 38, stressed the "like sensibilities" among the program's producers but insisted *West 57th* is not targeted for a youth



Lack

audience. However, he also said he "would not take great umbrage" to the program being referred to as "The Big Chill" in the newsroom" if it taps "the sensibilities of people around the country who liked that film." *West 57th* opens with a fast-paced collage of newsroom activity and banter that some critics have compared to the opening sequence of the dramatic series, *Lou Grant*, which depicted the working lives of urban newspaper reporters. "The material that we pursue will be material that interests my colleagues and me," Lack explained, adding: "I hope my mother and all her friends watch this show."

Asked whether the program's title might reflect an insular attitude, Lack said *West 57th* was his first and only choice for a title, contending: "It simply identifies who we are and where we work out of."

Lack said he has discussed the possibility of CBS commentator Bill Moyers participating in *West 57th*, but said Moyers wants to concentrate on other duties. The news magazine "is not a form that he enjoys working in, so it's kind of a moot point," Lack said.

Price outlines CBS's daytime plans, including wrestling show

Reacting to criticisms raised during a Consumer Press Tour news conference, Judy Price, CBS's vice president of children's programs and daytime specials, defended her network's scheduling of a wrestling-related series this fall, emphasizing that professional wrestling "is one of the hottest things happening in popular culture today." *Hulk Hogan's Rock 'n' Wrestling* will premiere this fall with the animated adventures of such World Wrestling Federation wrestlers as Hogan, Rowdy Roddy Piper, Andre the Giant, Captain Lou Albano, The Iron Sheik and Junkyard Dog. Speaking at the Arizona Biltmore hotel in Phoenix, Price emphasized that no actual wrestling will be

depicted on the show and that ethnic and national stereotyping will be minimized. Price emphasized that the series, oriented toward children aged two to 11, will focus on comedy. Hogan will appear on camera with a health tip at the conclusion of each episode, she added.

Price also said the program's producer, D.I.C. Productions, has signed an agreement with Mattel Inc. for merchandising of toys and other products associated with the program and World Wrestling Federation characters. She said CBS guidelines will bar scheduling of any advertisements within *Rock 'n' Wrestling* for such products.

In other developments, she disclosed that nine additional episodes on *CBS Storybreak* have been ordered for the 1984-85 Saturday morning season.

CBS is adding a total of five new series to its Saturday morning children's programming schedule this fall. The new programs are: *The Berenstain Bears* (7-7:30 a.m.); *The Wuzzles* (7:30-8 a.m.); *Jim Henson's Muppets, Babies and Monsters* (8-9 a.m.); *Hulk Hogan's Rock 'n' Wrestling* (9-10 a.m.), and *The Young Astronauts* (10-10:30 a.m.), all NYT. They are from, respectively, Southern Star Productions, Walt Disney Productions, Henson Associates/Marvel Productions, D.I.C. Productions, and Marvel Productions. In addition, five new *Schoolbreak Specials* have been scheduled for the 1985-86 season, dealing with social issues of relevance to teen-agers in late-afternoon time slots.

Beginning June 22 at 10:30 a.m., CBS will present *Land of the Lost*, a live-action science fiction series. The half-hour program, scheduled to be broadcast through Sept. 7, replaces the canceled series *Pryor's Place*, which had its last telecast June 15. *Land of the Lost* was originally broadcast on NBC-TV and in syndication.

Following Price's presentation, Michael Brockman, vice president of daytime and children's programs for CBS, told BROADCASTING the network is facing "a horrendous problem" attracting serial writers for its daytime soap operas. The situation is part of a long-term dilemma facing programers, he said, including concern about the gradual erosion and aging of the daytime serial audience.

CBS Entertainment's vice president of daytime programs, Jeane Renick, last week announced establishment of the new CBS Daytime Serial Writer Development Program. Intended to bring new head writers into the daytime serial area at CBS, the unit will be headed by Linda Line, a former consultant in writer development for Procter & Gamble Productions and former vice president of daytime programs for NBC-TV. Line, based in New York, will be assisted by Milton Slater, also a former writer consultant for Procter & Gamble.

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writers into prime time serials has created an opportunity for an infusion of new writing talent in daytime and CBS is seeking the best and brightest for this unique and highly specialized creative area," said Renick. According to the network, the program will be looking for writers new to the serial form, including playwrights, novelists, journalists, screenwriters and magazine feature writers. □

Jankowski expounds on Turner, station acquisitions, mergers, fairness in media and ABC's third-place ratings finish

"We are not going to merge; we are not interested in merging," CBS/Broadcast Group President Gene F. Jankowski declared in a June 8 appearance before television critics attending the semiannual Consumer Press Tour in Phoenix. The executive told the Arizona Biltmore hotel audience that he does not believe the Turner Broadcasting System's pending CBS takeover bid represents the first in a series of sallies against the communications giant.

"We do feel at the moment that if there was a lot of cash available to buy CBS or to put into the Ted Turner deal, it would have surfaced by now," Jankowski said. "As of the moment, we are not aware and we can't find any place where there's any big money for this area." He estimated it would take "in the neighborhood of \$4-to-\$5 billion in cash" to buy CBS.

If Turner succeeded in his bid, said Jankowski, "there would be no CBS. We would just disappear. The debt service would be so huge that we could not develop new programs. Without new program development you don't have a network. You don't have affiliates, you don't have advertisers—you just disappear and go away." He also said Turner's proposed sell-off of important CBS assets would also have a detrimental impact on the television network.

Such an occurrence, he argued, would have major implications for the entertainment industry as a whole. "We do feel strongly that CBS would go out of business and having a network go out of business is not in the public interest. It's not in the interest of competition, it's not in the interest of the Hollywood creative community [and] it is not in the interest of diversity," he maintained.

Jankowski said he has been encouraged by the "heartwarming" response of CBS affiliates in support of the network's arguments against Turner's proposal, adding that CBS has received "a lot of mail and a lot of phone calls from viewers" who have asked how they can help the network. He said one reporter's estimate that \$5-to-\$6 million had been spent by CBS fighting Turner's takeover action was "not too far off."

"I think the record is pretty clear that he is not a very successful business, measured by profit standards," Jankowski said of Turner. "The total revenue generated by his enterprise I think adds up to about \$168 million. To try and put that in perspective, the five owned-and-operated stations of CBS only have the potential of reaching 20% of the

country, yet our profits... are substantially higher than [Turner's]."

Confirming that CBS earlier this year received approval to line up more than \$1.5-billion worth of credit, Jankowski said the money "could be used for acquisitions, should we find any. In terms of television stations, we're always looking for more properties... We've been looking for a dozen years for a couple of profitable television stations." He conceded that most CBS-affiliated VHF stations in large markets are either not for sale or securely held by major group owners and that even fewer UHF stations are seen as realistic acquisition possibilities by the network. "We continue to look [for more television stations]," he told BROADCASTING, plus one more radio station. CBS is also pleased with its home video joint venture with 20th Century Fox, Jankowski added, and would entertain similar deals in the future.

"It makes it very difficult to acquire a station and do it at a price that is economically justifiable, but we keep looking," Jankowski continued. He said CBS has about 30 million shares outstanding and could purchase some of them to further gird itself against outside acquisition efforts. Other possible strategies include selling off some assets and buying other companies, both inside and outside broadcasting.

Asked if he felt CBS had "overreacted" to the Turner takeover attempt, Jankowski said it had not. "Any time anybody goes to the FCC, we have to take it seriously... It's possible that there may be some people who are foolish enough to try to invest in that offering, so we have to take it seriously." The network executive said he felt it "proper" and "in the public interest" for the FCC to hold evidentiary hearings on the takeover bid. He contended such hearings would allow enough time to fully investigate all the concerns expressed by those filing comments in the matter, rather than the one-day hearing currently planned by the FCC (BROADCASTING, June 10).

Jankowski downplayed the possibility that a fourth network might emerge from the recent round of mergers and acquisitions in the broadcasting industry, saying that if such an enterprise were economically feasible it would have already taken place. Each network, he pointed out, must spend nearly \$2 billion a year funding its own operations plus \$150 million or more on program development, "much of which is thrown away." The capital requirements are so onerous, the executive argued, that fourth networks will probably be limited in the future to ad-hoc or single-program ventures.

Jankowski criticized Fairness In Media, suggesting that "their definition of fairness is information that is favorable to their philosophical beliefs. We have to continually remind people that there is a big difference between fair and being favorable. Fair coverage is not necessarily favorable coverage to people like Mr. Helms. I would suspect that if FIM did take over our network or any other network they would use it to espouse their political thought... [If they do], people aren't going to watch it."

Asked about ABC's ratings slippage, Jankowski volunteered that he is worried about

the third-place network and "the fact that they've dropped so far... That's not good for our industry. In fact, I worry about that more than I worry about anything else," explaining that prices for network advertising may drop on ABC to such a level that rates on the other two networks also may be forced down "to stay competitive." □

Joyce calls Turner 'privateer,' responds to Arledge comments about 'CBS Morning News'

CBS News President Ed Joyce told reporter attending the Consumer Press Tour in Phoenix that the proposed takeover of CBS by the Turner Broadcasting System "is a disturbing thing even to contemplate." TBS Chairman Ted Turner, in Joyce's opinion, "is not so much an ideologue as a privateer... who is willing to sail under any flag as long as he gets his share of the plunder. That's not a value system that I would feel comfortable with."

Speaking at the Arizona Biltmore hotel, Joyce downplayed the significance of Turner's Cable News Network, labeling it "a respectable processor of news... They are in a different business than NBC, ABC and CBS," he argued. "We are news coverers with extensive bureaus throughout the country and the world. CNN is not in the same business. [However], I think they perform a valuable service and would hate to see that service disappear."

Asked to comment on moves by Senator Jesse Helms (R-N.C.) and other conservatives to acquire a controlling interest in CBS stock, Joyce said that although "Helms has succeeded in attracting publicity beyond his wildest dreams, I don't think anyone believes for a moment that Jesse Helms is going to become Dan Rather's boss."

As for their possible motives, Joyce pointed out that CBS News "goes right into the homes of middle America... When you are in the ideology business and you are trying to present your constituents a particular vision of America, it is very frustrating when night after night we come along and we may even report your vision of America, but then, darn it, we go out and seek other voices and present other perspectives and then you have to deal the next day with your constituents, trying to get them back on the holy path. I think that's why [CBS is] the



Joyce

target. . . . I do believe [Helms] speaks to and for the far right."

On other matters, the news chief said Bill Moyers will return to his commentator's role on *The CBS Evening News* within the next month, explaining that Moyers is working on two *CBS Reports* documentaries: one on the impact of illegal immigration on U.S. labor and another on the "two black Americas," affluent and poor.

Joyce emphasized that the "basic format" of *The CBS Morning News* will remain the same under the yet-to-be-named successor to co-anchor Bill Kurtis, although it is possible that news blocks will be presented by new personalities and more remote origination will take place.

Joyce said he was surprised by the report that ABC News President Roone Arledge had compared CBS News to "a prostitute" in its weekday morning changes, adding, "I think I understand some of the pressures that he's under right now. . . . He's got a third-place evening news broadcast, an affiliate

revolt on *Nightline*. . . and the most widely written about news magazine in the history of this business, *Seven Days*, never got on the air."

Reacting to PBS's decision to present a program on its schedule produced by Accuracy in Media that is highly critical of a previously aired PBS documentary series on Vietnam, the CBS executive said the action raised an important issue in broadcast journalism.

"I think we need to find ways to get a variety of voices on our air," said Joyce, adding: "We're not very good at that." He said that he does not think that narrow, ideologically biased groups should be given their own crews and airtime, but that commentary segments should have a place on the CBS schedule. Options discussed include a continuing "op-ed" segment of *The CBS Morning News* or a video adaptation of CBS Radio's *Spectrum* series, which offers short opinion pieces by a group of six outside commentators. □

Tinker sees no RCA takeover

NBC chief doubts Turner will capture CBS; calls Capcities, ABC's prospective new owner, 'positive force' in broadcasting

NBC Chairman Grant Tinker told reporters on the NBC stop of the Consumer Press Tour at Los Angeles's Century Plaza hotel last Wednesday he believes RCA is an unlikely takeover target. The NBC parent, he said, is "a very undigestible bite." The possibility of a takeover was of virtually no concern to him, he said, and a recent discussion with RCA Chairman Thornton Bradshaw revealed no trepidation on his part either.

Responding to a questioner, Tinker also said he considers it "very unlikely" that the Turner Broadcasting System will succeed in its bid to acquire CBS. He termed CBS "a

NBC continues its winning summer ways

For the sixth time since the end of the regular prime time season (April 21), NBC won the prime time ratings week. For the week ending June 9, it scored a 13.9 average rating and a 25 average share, winning again on the strength of repeats. NBC captured six of the top 10 shows, and 10 of the top 20.

According to Nielsen's National Television Index (NTI), CBS ended the week with a 13/24, with four of the top 10 shows, and 10 of the top 20. ABC, meanwhile, had a 9.8/18. ABC failed to place any shows in the top 20 and also failed to capture a nightly win.

In combined ratings for the three networks, the week's 36.7 was up 2% from a 35.8 a year ago. Combined share for the week was identical to last year's. The HUT levels for the week were also up 2%, from last year's 54.1 to 55.4.

Of 66 programs, the week featured 54 repeats and seven specials. In nightly wins, CBS had four and NBC three.

■ CBS won Monday on the strength of repeats of its regular schedule, including the 10th-ranked show of the week, *Kate and Allie* (16.8/27). The season premiere of *ABC Monday Night Baseball* (8-11 p.m. NYT) between the New York Mets and the Los Angeles Dodgers posted a 10/17, sending ABC to third for the night.

Tuesday night belonged to NBC, with a regular schedule that featured fourth-ranked *Remington Steele* (17.7/31) and 11th-ranked *A Team* (16.5/30), and helped NBC to the week's highest rating for any night (17/30).

■ CBS eeked out a Wednesday win by 0.2 share point over NBC. The broadcast of the fourth game of the *NBA World Championship Series*

(17/30), from 9-11:40 NYT, assured CBS the nightly win. CBS scored a 14/24.8, while NBC had a 14/24.6. Although *Highway to Heaven* (15.4/28) won its time period (8-9 p.m. NYT), the remainder of NBC's schedule could not match the basketball game. Repeat episodes of *Dynasty* (9.7/16) and *Hotel* (13.5/24), which performed strongly during the regular season from 9-11 p.m. NYT, did poorly.

■ Thursday on NBC featured the number one, two and eight shows of the week, *The Cosby Show*, *Family Ties* and *Cheers*, respectively, from (8-9:30 p.m. NYT), to give that network its accustomed win on that night. CBS had the fifth-ranked show of the week, from 9-10 p.m., *Simon & Simon* (17.6/29). An *ABC News Closeup*, "The Fire Unleashed," 8-11 p.m. NYT, an "assessment" of the "nuclear age," was the second lowest-ranked show of the week and the lowest rating/share of the week for a night, at 6.7/12.

■ Despite a challenge from game five of the *NBA Championship* (15.3/28), NBC captured Friday night with its regular schedule, which featured the third-ranked show of the week, *Miami Vice* (18.8/35). On ABC, two half-hours *Webster* (11.3/23) and *Benson* (10.7/22) combined to win the 8-9 p.m. period.

■ NBC edged ABC on Saturday by 0.3 rating points, with the networks' regular series going head-to-head. ABC only won the 10-11 p.m. period with *Finder of Lost Loves* (11.9/23).

■ CBS enjoyed a Sunday win, taking every time period with its regular schedule. The *ABC Sunday Night Movie* (8-11 p.m.), a repeat of "Beyond the Poseidon Adventure" did a 10.4/19, and the *NBC Sunday Night Movie* (9-11 p.m.), a repeat of "Hopscotch," scored a 13/25.

| Rank | Show | Network | Rating/Share | Rank | Show | Network | Rating/Share | Rank | Show | Network | Rating/Share |
|------|--------------------------|---------|--------------|------|-----------------------------|---------|--------------|------|----------------------------|---------|--------------|
| 1. | The Cosby Show | NBC | 21.9/40 | 24. | Double Trouble | NBC | 14.5/24 | 47. | Beyond Poseidon Adventure | ABC | 10.4/19 |
| 2. | Family Ties | NBC | 20.0/35 | 25. | Night Court | NBC | 14.0/23 | 48. | Three's a Crowd | ABC | 10.4/19 |
| 3. | Miami Vice | NBC | 18.8/35 | 26. | Hill Street Blues | NBC | 13.9/25 | 49. | T.J. Hooker | ABC | 10.0/22 |
| 4. | Remington Steele | NBC | 17.7/31 | 27. | Hopscotch | NBC | 13.8/25 | 50. | Baseball, Dodgers vs. Mets | ABC | 10.0/17 |
| 5. | Simon & Simon | CBS | 17.6/29 | 28. | Hotel | ABC | 13.5/24 | 51. | Dynasty | ABC | 9.7/16 |
| 6. | NBA Championship, game 4 | CBS | 17.0/30 | 29. | Scarecrow & Mrs. King | CBS | 13.0/23 | 52. | Fall Guy | ABC | 9.3/17 |
| 7. | Dirty Work | CBS | 17.0/30 | 30. | TV Bloopers and Prac. Jokes | NBC | 12.9/23 | 53. | Roulups, Bleeps & Blunders | NBC | 9.1/16 |
| 8. | Cheers | NBC | 17.0/29 | 31. | Magnum, P.I. | CBS | 12.0/21 | 54. | E/R | CBS | 9.0/16 |
| 9. | Riptide | NBC | 16.9/28 | 32. | St. Elsewhere | NBC | 12.0/21 | 55. | Charles in Charge | CBS | 8.9/17 |
| 10. | Kate & Allie | CBS | 16.8/27 | 33. | Finder of Lost Loves | ABC | 11.9/23 | 56. | Marva Collins Story | CBS | 8.8/16 |
| 11. | A Team | NBC | 16.5/30 | 34. | Hunter | NBC | 11.8/23 | 57. | Silver Spoons | NBC | 8.6/18 |
| 12. | Trapper John, M.D. | CBS | 16.0/29 | 35. | Knight Rider | NBC | 11.6/22 | 58. | Dukes of Hazzard | CBS | 8.1/17 |
| 13. | Cagney & Lacey | CBS | 16.0/27 | 36. | Gimme a Break | NBC | 11.5/23 | 59. | Altered States | ABC | 8.0/16 |
| 14. | Newhart | CBS | 16.0/25 | 37. | Webster | ABC | 11.3/23 | 60. | Ripley's Believe It Or Not | ABC | 7.2/16 |
| 15. | M.A.D.D. | NBC | 15.7/28 | 38. | Mama's Family | NBC | 11.2/22 | 61. | Jeffersons | CBS | 7.2/13 |
| 16. | Highway to Heaven | NBC | 15.4/28 | 39. | Love Boat | ABC | 11.0/22 | 62. | Cover-Up | CBS | 7.0/16 |
| 17. | Crazy Like a Fox | CBS | 15.4/27 | 40. | Mike Hammer | CBS | 10.9/21 | 63. | Best Times | NBC | 7.0/14 |
| 18. | NBA Championship, game 5 | CBS | 15.3/28 | 41. | It's Your Move | NBC | 10.7/23 | 64. | Punky Brewster | NBC | 6.7/15 |
| 19. | Facts of Life | NBC | 14.9/26 | 42. | Benson | ABC | 10.7/22 | 65. | Fire Unleashed | ABC | 6.7/12 |
| 20. | 60 Minutes | CBS | 14.8/32 | 43. | Future in Now | ABC | 10.7/19 | 66. | Lucie Arnaz Show | CBS | 6.4/12 |
| 21. | Who's the Boss? | ABC | 14.8/25 | 44. | Diff'rent Strokes | NBC | 10.6/24 | | | | |
| 22. | Murder, She Wrote | CBS | 14.7/28 | 45. | Airwolf | CBS | 10.6/21 | | | | |
| 23. | Goodbye Charlie | ABC | 14.6/23 | 46. | V | NBC | 10.5/20 | | | | |

*Indicates premiere episode

very good, well-managed company" and said "the status quo is what I opt for... against all comers." He also praised Capcities as "a positive force" in the broadcasting industry, indicating he is not troubled by its pending takeover of ABC.

Despite ABC's also-ran status, Tinker said he does not think its ratings plight is cause for much concern. "They are doing very well," he noted, particularly in revenues from daytime programming. Tinker acknowledged that all three networks tend to compete better and harder when they are all strong.

Tinker said he has no immediate plans for a life beyond NBC, hinting only that he will leave eventually to "do something in production" in Los Angeles, "but I don't know what that would be." He discounted the possibility of returning to MTM Enterprises, the independent production company he headed before joining NBC in 1981.

The executive said he is pleased with NBC's performance, which he said has renewed his belief that high-quality, intelligent programs can find a significant audience in prime time. "People will come to good television, if and when it is presented to them," Tinker declared.

Tinker said he has high hopes for the new shows on the fall schedule, particularly for *Amazing Stories* and *Golden Girls*. "We are a formidable contender," he said. "A lot of the stuff we have on the air is still very young and should get stronger as it matures." Tinker also reiterated past statements of support for *American Almanac*, the prime time news series debuting on a limited basis next fall and joining the schedule full time next January. He conceded NBC "probably gave up too early" on earlier news-oriented programs. He said the latest effort "is a project we all know will take years to succeed... There's no doubt about it, it will depress [ratings on] some part of some night."

Asked about the future of NBC Entertainment President Brandon Tartikoff at the network, Tinker said he still believes the programming chief "is the best" in television. "I can't imagine replacing him," he said. "I can't even imagine where I'd look." □

Tartikoff tells press of NBC's upcoming shows

Among projects in works are shows on AIDS, missing children; Michaels's 'SNL' departure confired

NBC Entertainment President Brandon Tartikoff disclosed last Wednesday (June 12) that NBC-TV will broadcast a two-hour made-for-television movie about a young male victim of acquired immune deficiency syndrome (AIDS) and the disease's impact on his family and friends. *An Early Frost* will likely enter production this August for airing during the late fall or early winter of next season, he told reporters during the Consumer Press Tour at the Century Plaza

hotel in Los Angeles. The program, from NBC Productions, has Perry Lafferty as executive producer and may be followed the night after its broadcast by an NBC News documentary on AIDS. Tartikoff said he is discussing the latter possibility with NBC News President Larry Grossman, who has expressed interest in a one-hour news special on the disease, which now affects about 10,000 Americans, the majority of them homosexual males. The programming executive said a script for *An Early Frost* has been completed and is being updated with information concerning the latest medical treatments for the disease, which thus far has no known cure. Casting will take place later this summer, he said.

NBC is also planning to broadcast another drama special on the problem of missing adults and children during the fourth quarter of this year, Tartikoff said. The program is the second of what may become a series of specials on the subject, he added. Last year, NBC's *Missing* special generated thousands of calls regarding missing children and eventually resulted in the return of several to their parents.

During a question-and-answer period with assembled television writers, Tartikoff stopped short of predicting that NBC will move into the number-one rating position in prime time next season, but said "we're going to be very competitive... We're going out to win." He said initial response to the fall schedule will be difficult to gauge because NBC will carry World Series play-offs as well as the Series itself during October, "and everybody will be throwing in their mini-series and movies during November." He would not comment on ABC's recently announced schedule change (BROADCASTING, June 10), explaining that he had not seen either of the new shows that network is adding, but predicted that NBC's continuing series will do well against older programs returning to the CBS lineup.

Discussing the state of prime time in general, Tartikoff said there is no need to "pull the rug out from under the audience" during the current era, arguing that viewers have become too familiar with the plot formulas and stock characters that have been television's staple for 30 or more years. He suggested that producers "invert the formula" and inject "an element of unpredictability" into their concepts. The anthology genre, he noted, "gives you an opportunity for a large measure of that... You have a total blank page each week."

Tartikoff acknowledged that Steven Spielberg's *Amazing Stories*, one of four anthologies being added to prime time this fall, is probably the most expensive half-hour series on the NBC schedule, but pointed out that the series will allow for a "merging of the talent pool" between film and television, obtaining the involvement of writers, producers and actors who ordinarily are wary of a series commitment. *Amazing Stories* is being overseen by executive producer Spielberg, who has a commitment for 44 episodes from the network.

The NBC executive confirmed reports that Lorne Michaels is stepping down as producer of *Saturday Night Live* and that negotiations are under way for a replacement. He

said casting for the new season will not be announced until after the new producer is on board. Tartikoff insisted that *SNL* has had "a very successful season" and that Michaels was leaving to devote more time to motion picture work.

Tartikoff also said that negotiations are continuing regarding the continuation of *Saturday's Main Event*, the occasional professional wrestling series NBC has aired during the *Saturday Night Live* time slot this spring. He told BROADCASTING that if the program returns, it will be on an occasional basis, not as a once-a-month series as had been speculated.

Asked which shows NBC expects to boost its fortunes next fall, Tartikoff singled out *Amazing Stories*, *Golden Girls* (a situation comedy) and *Miami Vice* as particularly important, along with the continuing *Cosby Show* and *Highway to Heaven*, which he said helped NBC immensely last year.

Tartikoff also said that there was no evidence of a purported list of 10 potential replacements for Johnny Carson as host of *The Tonight Show* and reiterated that "if there were any such list, Joan Rivers would be at the top." The comedienne had alleged that such a roster existed and that her name was not on it (BROADCASTING, June 10), but Tartikoff said neither she nor anyone else had been able to produce such a list. "Her concerns have been answered," he said, after a meeting earlier this month. □

Hollywood panel explores '80's media proliferation

Panelists explore fallout from changing environment—cable inroads, record broadcast station prices

The "media explosion" of the mid-1980's continues to offer an abundance of opportunities to business entrepreneurs and members of the creative community, key industry executives agreed last Tuesday (June 11) during a luncheon meeting of the Hollywood Radio and Television Society. The four-member panel represented major players in the current television-based entertainment mix: production companies, home video producers, basic cable and independent stations.

Greg Nathanson, vice president of programming for Golden West Television, said he believes recent record-setting prices for KTLA-TV Los Angeles (sold by Golden West to Tribune Broadcast) and Metromedia "are bargains." The former, he told the Beverly Wilshire hotel audience, "brings in more advertising revenue each year than either [KNBC-TV] or KCBS-TV Los Angeles]." During the May 1985 Arbitron sweeps between 6-8 p.m., Nathanson claimed, 53% of homes using television in the Los Angeles market were tuned to independents, while 35% watched network stations.

"That is why a strong independent station in a mature market makes a lot of sense," he said. "But there are going to be more inde-

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The Earth year is 2020. Alien space ships approach the planet Mars. The NASA Expedition HQ is spectacularly destroyed. The Androids have journeyed from the Planet Guk, and now their witch-like commander "Zelda" sets up her base on Mars and lays her plans for the invasion of Earth and the destruction of the human race.

Alerted by the first Alien Attack in 2017, the UN High Command appoints Dr. "Tiger" Ninesteln to devise and establish an elite international fighting force to defend the World against the unknown aggressors.

This small dedicated team is called "THE TERRAHAWKS." From their base somewhere in South America they develop their sophisticated weaponry and prepare for the battles to come.

Produced by Gerry Anderson, creator of "Thunderbirds," "THE TERRAHAWKS" is an action-packed weekly children's series of 39 half-hours available on a barter basis.



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pendent stations going under or bankrupt within the next five years than in the history of independent television. High syndicated programing prices is one reason, but the main reason is overbuilding of stations."

Nathanson said there is "no way" all the recently built independent stations are going to make it, especially since syndicated program costs "have skyrocketed." He predicted that the prices of situation comedies will remain strong but that prices for one-hour dramas "will drop drastically." Prices of theatrical movies should also decline.

"The biggest change for independent stations in syndication will come about as a result of competition among the five [major] owned and operated station groups," ABC, CBS, NBC, Tribune and Metromedia-Fox. "These five control New York, Chicago and Los Angeles and because of that they will play a key role in launching first-run syndicated product. The two independent groups will also form station alliance groups with other station groups to form ad-hoc networks for all dayparts. . . . Over a long, long period of time they will knock unsuccessful shows off the air. Eventually when the independent station groups have found enough successful shows to simulate the hit ratio of the networks, they will evolve as five groups of O&O's, all competing for time periods, for their shows on stations whose loyalties will be ratings. At that time, this country will no longer have three networks, it will have five ad-hoc networks."

MTV Networks Vice President and Chief Operating Officer Bob Pittman called 1984 "the year of focus" for cable networks, saying they became more distinguished from the three commercial networks. The basic cable services are more akin to specialized magazines, he said, providing narrowly defined audiences for advertisers. The average household income of cable audiences, he noted, is substantially higher than the general broadcast network audience.

Last year was the first in which there was "a noticeable impact" on broadcast network programing, Pittman contended, evidenced in the popularity of wrestling, mood- and emotion-based elements, and increased creativity. "A fusion of the visual arts," including painting, fashion, music videos, advertising and television programing, has been encouraged by cable, according to Pittman.

Karl-Lorimar Home Video President Stuart Karl said "the videocassette recorder is not a robber, it is an appliance, like a hair-dryer or a dishwasher." He noted the VCR can be used for time-shifting, instruction, entertainment and other activities. The challenge is to integrate the "appliance" into the existing telecommunications environment, Karl said.

Karl urged broadcasters to work with research companies to determine the true impact of commercial "zapping" and other repercussions of what he labeled "the single greatest communications tool and appliance of the next decade."

Paramount Television Group President Mel Harris said consumers "are increasingly doing their own thing in more and more traditional ways." The public mood toward "video instruments," he said, dictates a demand for "choice, convenience and quality."

Today's very active viewer is now searching for the "most acceptable" rather than the "least objectionable" program, Harris argued, and becoming more aggressive and discriminating.

What Harris called "network-lets," or small networks, have sprung up to reach specific audiences or to achieve a certain distribution efficiency.

"It is an enormously exciting time for the creative community," Harris maintained, representing a shift of focus from the "hard-ware of distribution" side of the business. "You have to have the most consistent, best creatives you can get, because the creative community is always closer to the public mood than executives are." As a result, Harris said, competitive advantages will go to companies that shrink the distance between the public and creative talent.

During a question-and-answer period, Nathanson claimed independents still consider pro-network prejudice to be their biggest problem. He estimated that for 25% of what it cost to air a prime time commercial on KNBC(TV), an advertiser could place two

spots in the same time period on independents KCOP(TV) and KTLA(TV). For this reason, he said, it is still very important for off-network or network-quality shows to find their place on an independent's schedule.

Harris said Paramount still has network projects as its highest priority, although the intensity of first-run syndicated fare is also great. The demand for off-network programing, he agreed, should continue to be high as new independents sign on the air.

Asked about MTV's recent introduction of a British-made comedy series, Pittman said the move does not represent a departure from the service's music video format. "We are much more of an attitude and a culture than just straight music," he replied. "The series aspect of it is not important. What is important is that it is something that is cutting edge and we're covering new ground." He also said MTV's reduction in heavy metal programing is a result of shifts in the music business rather than a response to advertiser pressures, noting that the channel still schedules two hours of "heavy metal mania" every Thursday night. □

Raycom takes over Katz sports rights

Former Katz head, Fred Botwinik, forms own TV syndication firm

Raycom Sports has acquired the television rights to a number of sporting events formerly owned by Katz Sports, which has ceased to function as a sports syndicator. It was simultaneously announced that Fred Botwinik, former president and chief executive officer at Katz Sports, has formed Telstar Communications to syndicate television sports and entertainment.

In forming Telstar, Botwinik took with him three former Katz executives who will perform the same function for the new company that they did for the old. Pat Garvey will be senior vice president and general manager; Greg Gush will be executive vice president and director of sales, and Terry Reed will be vice president and director of creative services.

Reed said that Botwinik had entered a partnership in forming Telstar with "key people in broadcasting" she refused to name.

Telstar acquired the rights over two years to Notre Dame basketball and football, as well as Boston College, Pittsburgh and Syracuse football. Terms of distribution of the games are barter. Telstar refused to disclose the advertising split.

Said Lucille Luongo, a corporate spokesman for Katz, Katz Sports "was an experiment, and it didn't work." Reports that Katz left the sports business because of conflicts of interest between the Katz Communications, the rep firm, and the division selling sports programing, were confirmed by Katz.

According to one source familiar with the problem, conflicts developed when a Katz station turned down a program offering from Katz Sports, only to express indignation when the same program turned up on one of its competitors with higher ratings.

It was also reported that in the sports offerings, member stations were not signing

up for a large stock of the sport arm's offered games, leaving it with a number that were not distributed widely enough to turn a profit. Another conflict cited by one source familiar with sports syndication was the problem Katz Sports presented in offering programing that would require network affiliates to pre-empt their own network's sports programing, thus placing a station between a network and its rep firm.

All BROADCASTING contacts agreed that the abundance of college sports offerings last year brought down advertising prices in the marketplace. Katz Sports' decreasing profit margin was said to be an outgrowth of this.

Raycom has become the largest distributor of sports programing in the country now that it has acquired the Katz properties, according to Raycom vice president, Ken Haines. The properties acquired are the Kickoff Classic, Liberty Bowl, University of Miami football, Pacific Coast Athletic Association basketball and Big 8 basketball. In addition to already owning the rights to Atlantic Coast Conference basketball, Southwest Conference basketball and football and Big 8 football, Raycom recently acquired the rights to Metro Conference basketball in a five-year deal.

Haines said that following the Supreme Court decision that allows universities and colleges to negotiate television rights for themselves, syndicators often engaged in "upfront commitments that were difficult to fulfill." Previously, the NCAA and CFA negotiated the rights for members.

"A lot of people thought there was more money to be made than there is, and some companies made commitments that were difficult to fulfill," said Haines in reference to the number of sports syndicators that have gone out of business. Raycom commonly engages in "revenue-sharing" barter agreements instead of using upfront commitments in distributing games. □

Syndication Marketplace

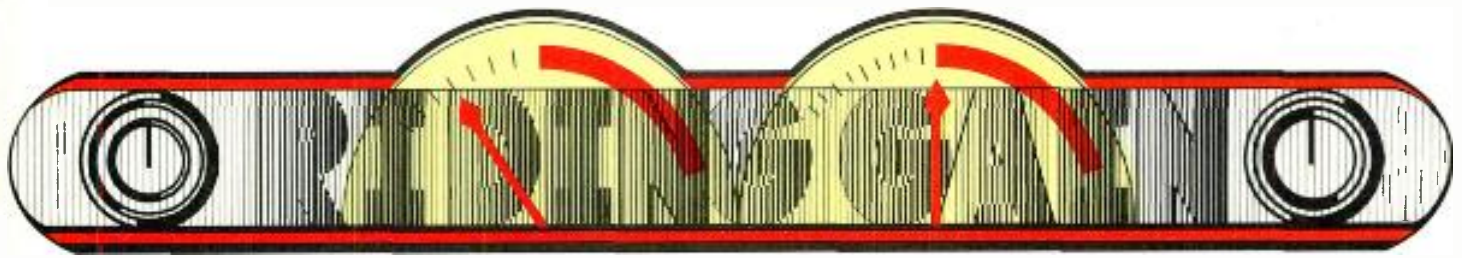
■ **Gaylord Productions, Transcom Media and ITF Enterprises Inc.** have joined forces to produce 65 half-hour episodes of new, first-run animated strip for syndication, titled *Adventures of the Galaxy Rangers*. Strip will become available in fall 1986 and be offered on cash-plus barter basis with two 30-second spots withheld for national advertising. Transcom Media is new production company founded by former ITC Entertainment President Abe Mandell and his son, Robert, who was executive vice president of creative affairs at ITC. ITF Enterprises is headed by Thomas M. Battista, former partner in World Events Productions and executive with the CBS-owned television stations division. Gaylord is putting up money to produce *Rangers* as well as clearing it on its five independent stations: KTVT(TV) Dallas-Fort Worth, KHTV(TV) Houston, KSTW(TV) Seattle, WUAB(TV) Cleveland and WTTV(TV) Milwaukee. *Rangers* is representative of Gaylord's new push to supply more original programming to its independent stations and syndication marketplace, said Alan Courtney, executive vice president, Gaylord Production Co. Gaylord also has pilot for weekly one-hour pop music/comedy syndicated series, titled *TNT*. Mandell's Transcom is creator and producer of *Rangers* series; Battista's ITF Enterprises will be distributor. Battista said *Rangers* will be produced in "full" 35mm animation as well as stereo. Battista also claimed *Rangers* production budget is record for animated series, even exceeding \$15 million Telepictures has outlayed for *Thundercats*. Battista added he expects to have pilot finished and on street clearing strip by July 22. ■ **D.L. Taffner Ltd.** announced that actor Ted Knight has signed to star in new first-run syndicated series, called *The Ted Knight Show*. Series will be spinoff of *Too Close For Comfort*, which is currently in its second season of first-run syndication after being cancelled by ABC in 1983. As has been case with *Comfort*, Metromedia will carry new sitcom on all seven of its stations and LBS Communications will be responsible for selling national advertising spots. Storyline for *The Ted Knight Show* will evolve slightly from *Comfort*. In new series, Knight's character, Henry Rush, buys minority interest in suburban San Francisco newspaper and undertakes to manage it along with his family. Storyline also will include natural confrontations that befall new minority owner and his female business partner, who formerly was paper's sole owner. At present, 85 stations representing 73% coverage carry weekly first-run episodes of *Comfort*, with 76 of those stations scheduled to carry strip version this fall. At press conference at Taffner's midtown Manhattan headquarters announcing new venture, D.L. Taffner President Don Taffner stopped short of guaranteeing that stations which carry *Comfort* strip will be same ones carrying new *Ted Knight Show*, but he did offer that new series would be "natural fit" in old first-run *Comfort* time period. Taffner will distribute show on cash-plus-barter basis with three 30-second spots withheld per episode for national advertisers, as compared to two spots withheld for *Comfort*. Additional 30-second spot had to be retained, explained Taffner, because series—basically to continue with same cast and crew—would be going into its third year of first-run episodes and staff wanted more money—thus increasing cost of production. When Taffner, Metromedia and LBS joined to present new first-run episodes of *Comfort*, talent and crew agreed to pay cut in order to get project off ground. Unlike successful network

sitcom in its second or third season, Taffner said, "we haven't been able to give [the cast] enormous raises." Also on hand to make announcement were Richard C. Block, executive vice president, Metromedia Television, and Henry Siegel, chairman, LBS Communications. Siegel said he expected *Ted Knight Show* to at least equal estimated 6.8 NTI rating guaranteed to advertisers for *Comfort*. Rate card for 30-second spots in *Comfort* open at \$30,000. Other *Comfort* cast members staying on for *Ted Knight Show* will be Nancy Dussault, who plays Henry Rush's wife, Muriel, and Jm. J. Bullock, who plays Monroe Ficus, friend of one of Rush's daughters. But Rush daughters, played by Deborah Van Valkenburgh and Lydia Cornell, will not be included in new series, along with Rush's two-year-old son, Andrew. Executive producer Aaron Ruben, producer Geoge Yanok, supervising producer Volney Howard III, all also will continue. Taping of *The Ted Knight Show* will begin at Metrotape studios in Los Angeles on Aug. 9.

■ **Columbia Pictures Television** reports it has cleared 71 markets representing 75% coverage for new first-run episodes of *What's Happening Now!*. Series, which was cancelled by ABC in 1979 after intermittent three-season run, will feature 22 new first-run episodes on top of 65 already produced. Columbia is clearing show on cash-plus-barter basis with seven 30-second spots offered for local advertising and six spots withheld for national advertising. LBS Communications is handling barter sales. Top 10 markets cleared include WNEW-TV New York, KTLA(TV) Los Angeles, WFLD-TV Chicago, WTAF-TV Philadelphia, KBHK-TV San Francisco, WLVI-TV Boston, WKBD-TV Detroit, WOCA-TV Washington, KTVT(TV) Dallas-Fort Worth and WCLQ-TV Cleveland. ■ **Warner Bros. Television Distribution** has added four additional markets for *Matt Houston*, bringing total to 25. Latest stations to buy 68 one-hour episodes are WXDQ(TV) Detroit; KAYU-TV Spokane, Wash.; KAME-TV Reno, and WOBQ(TV) Tuscaloosa, Ala. Stations in top 10 markets which previously bought off-network runs include KTLA(TV) Los Angeles, WPHL-TV Philadelphia, WXNE-TV Boston, WJLA-TV Washington, KTVT(TV) Dallas-Fort Worth, KHTV(TV) Houston and WUAB(TV) Cleveland. *Matt Houston* premieres in syndication this fall. ■ **Syndicast Services** has reached 70% coverage with 75 stations signed up for two 90-minute Elvis Presley specials, titled *Elvis Presley—Comeback* and *Aloha From Hawaii*. *Comeback* special will air in Aug. 15-31 window, and *Aloha* special has window of Jan. 1-15, 1986. Syndicast is distributing first run of each special on straight barter basis, but second and third runs have been sold for cash license fee while stations get to schedule at any time within two-year period from first air date. ■ **Worldvision Enterprises** has cleared its Prime VII package of 25 made-for-TV movies in 77 markets, company reports. Most recent stations to buy all-cash package include KTVN(TV) Little Rock; KZKC-TV Kansas City, Mo.; KTN(TV) Minneapolis, WKOX-TV Knoxville, Tenn.; WFLX(TV) West Palm Beach, Fla., and WTVT(TV) Tampa, Fla. Worldvision's senior vice president of domestic sales, John Ryan, said more than half of markets for Prime VII have been sold in past six months "which is in part attributable to the ratings success of made-for-TV movies and the stations' increased appetite for them." ■ **New York-based Chelsea Communications**, formed last year by Jeffrey Lawenda and Michael Yudin to produce and distribute first-run programming for broadcast and cable marketplace, has gotten green light to produce half-hour pilot for syndication, called *Eat to Win*. Pilot is based on best-seller of same name by Robert Haas, who will host program. Featured in pilot will be Cher, *Miami Vice* co-star Don Johnson, San Diego Padres first baseman Steve Garvey and rock band REO Speedwagon. Yudin said there would be "element of controversy" in program, which will profile health habits of celebrities, athletes and business executives. If pilot works, Yudin said, they hope to produce 13 half-hour episodes for first-quarter of 1986. Pilot is sponsored by Red Lobster Inns. Distributor will be announced later. ■ **Metromedia Producers Corp.** has cleared one-hour special *Aerobics* in 91 markets, including six Metromedia-owned independents, representing 72% coverage. Barter special (seven minutes for stations, five minutes for national advertising) features top aerobic athletes competing for prizes and awards, is just finishing six-week window. Carl Menk, vice president and director of sales for MPC, noted that if special was "crashing success," MPC is considering turning it into weekly series for spring 1986. In addition, MPC announced it has begun production for second 13-episode cycle of *Small Wonder*, first-run comedy developed for New Program Group. NPG is consortium of station groups Metromedia, Gannett, Storer, Hearst and Taft.



Block, Taffner and Siegel



The week's worth of news and comment about radio

Band Aid on ABC, MTV

ABC Radio Networks, through an agreement with the newly-formed Band Aid Trust organization, will air the upcoming, bi-continental, "Live Aid" concert, which is scheduled to take place on Saturday, July 13, at both Wembley Stadium in London and John F. Kennedy Stadium in Philadelphia.

The concert, which is to benefit world hunger, will feature over 50 top acts from the contemporary rock and country music scene, including Mick Jagger, Paul McCartney, Rod Stewart, Elton John, Eric Clapton, Boy George, Duran Duran, Paul Simon, Neil Young, David Bowie and Waylon Jennings. The moving force behind the event is Bob Geldof, vocalist with the rock group Boomtown Rats, who mobilized several prominent members of the British rock community last December to record "Do They Know It's Christmas" record under the name of Band Aid for the benefit of African famine victims.

The Live Aid concert is scheduled to run approximately 16 hours—from 7 a.m. to about 11 p.m., NYT, with artists performing concurrently in both England and the U.S. during the day. ABC Radio, which will offer the concert in its entirety—broadcasts will begin at 6 a.m. and run until midnight—to affiliates of its youth networks (Rock, FM and Contemporary), said it won't engage in any fund-raising, but will encourage stations to do so during local breaks. The networks will carry some commercial advertising, said an ABC Radio spokesman, adding that it's being done only to recoup the costs of transmitting the broadcast.

ABC Television plans to air a three-hour special on the concert the same evening of the event, from 8 p.m. to 11 p.m., NYT, which will feature, among other things, ex-

cerpts from some of the performances.

MTV Networks, Inc. said it will air 17 hours of the concert with all commercial revenues from the broadcast turned over to the Band Aid Trust. Serving as executive producer of the concert broadcast for radio and television is Los Angeles-based Worldwide Sports and Entertainment.

RAB/ANA advance

National radio personality Gary Owens, who is also vice president and director of creative services for Gannett Radio, will serve as the master of ceremonies for the 18th annual Association of National Advertisers (ANA) and the Radio Advertising Bureau's (RAB) radio workshop day on Tuesday (June 18) at New York's Wardorf-Astoria hotel. According to RAB, the event is expected to attract some 700 agency, advertising and broadcasting industry personnel.

Scheduled to be the "agency" keynote speaker is Edward McCabe, president and worldwide creative director of Scali, McCabe, Sloves. Joseph Campana, vice president/marketing for the Chrysler Corp. is slated to give the "client" keynote speech. Other scheduled speakers include Richard Draper, director of advertising for AT&T Information Systems; Maria Boerlage, group brand director, Schering-Plough; Karen Dixon-Ware, manager of media for McDonald's, and John Ruhaak, vice president for advertising at United Airlines with his agency counterpart, Jim Thompson, vice president and group head at Leo Burnett, Inc., all of whom will discuss uses and strategies behind using radio as an advertising medium. Radio as a creative advertising vehicle will also be explored. And on tap as the luncheon speaker is ABC Sports commentator Frank Gifford.

Scheduled for the afternoon are three concurrent panel sessions: "Breakthroughs in Radio Research," "Spot Radio's New Frontiers" and "Creating Effective Spots." Registration fee for the all-day workshop is \$130.

Dear diary

A new perceptual research service for radio stations that, for the most part, is based on the Arbitron diary system, will be launched next month by Jhan Hiber & Associates of Pebble Beach, Calif.

According to company president, Jhan Hiber, the new product, called the Predictor, duplicates some of Arbitron's methodology "where it makes sense to do so," such as drawing upon the same data base for selecting the audience to be sampled and including a \$1 premium with each diary mailed. Hiber noted, however, that he will have a one-day diary system as compared to Arbitron, which employs a seven-day one. Hiber also said he will have only one diary per household. (Arbitron currently sends diaries to all persons in a household 12 years of age and older).

The diary, said Hiber, will be composed of questions covering (1) listening habits of the previous two days, including the respondent's favorite station and alternate ones; (2) perception of the particular radio marketplace including music- and positioning-oriented questions and (3) qualitative data on the person being surveyed. Hiber said the answers will show broadcasters where the market stands in terms of radio listening as well as on a perceptual basis. He added that the study would also be customized to meet the client's individual needs.

Hiber said he expects to conduct between 20 and 30 "Predictor" studies each year, which would likely be divided evenly after Arbitron's spring and fall sweep periods—the two times when many broadcasters usually re-evaluate the direction and format of their stations. The Predictor, he said, has already been test marketed in Chicago, Nashville and Louisville, Ky., with good results.

Hiber plans to send out 1,500 diaries for each client station and is guaranteeing a "usable" return of 400. He noted that clients of Jhan Hiber & Associates will have right of first refusal for his new service, which will be market-exclusive.

Birch buy

Birch Radio has announced the availability of a national rep licensing agreement, which will allow all "recognized" national rep firms to purchase Birch Radio national rating ser-

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vice and sell it on behalf of "any represented station, regardless of station subscription status with Birch." The agreement stipulates that the rep may sell at the national level only and cannot divulge estimates to nonsubscribing stations.

Labor troubles

The New York local of the American Federation of Television and Radio Artists (AFTRA) has filed a "charge" with the National Labor Relations Board (NLRB) alleging that the United Stations Radio Networks One and Two Inc. (formerly the RKO Radio Networks) has engaged in "unfair labor practices."

The issue, according to AFTRA, primarily centers on United Stations' move to "modify" AFTRA's existing contract with the networks by seeking "serious concessions," which the union said include expanding the work day for AFTRA members (newscasters) by increasing the number of on-air newscast shifts from five to seven. The AF-

TRA complaint claimed the United Stations "entered in a campaign of coercion, intimidation and harassment of employees to obtain these concessions [to the AFTRA agreement]."

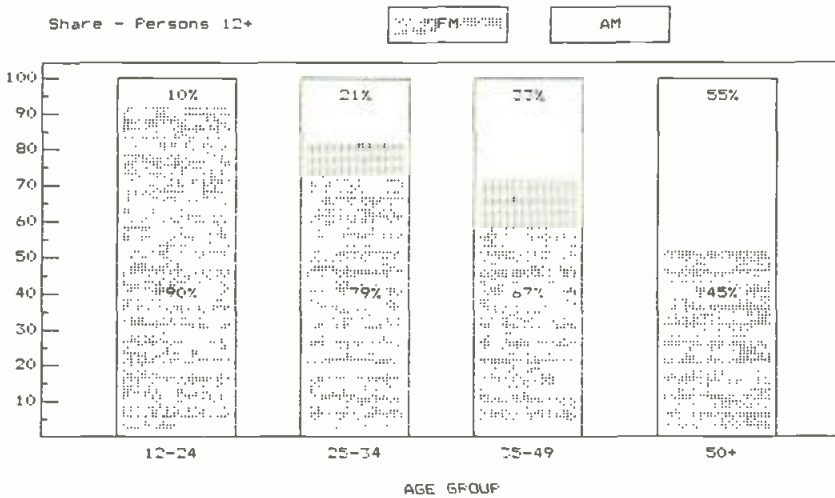
United Stations President Nick Verbitsky could not be reached for comment last week.

Since the United Stations took over the RKO Radio Networks last April, ("In Brief," April 22), company officials have taken a leaner approach to the network operation. The staff of about 160 full- and part-time employees has been trimmed by some 20% ("In Brief," May 27), and several network programs and features have been canceled ("Riding Gain," April 29).

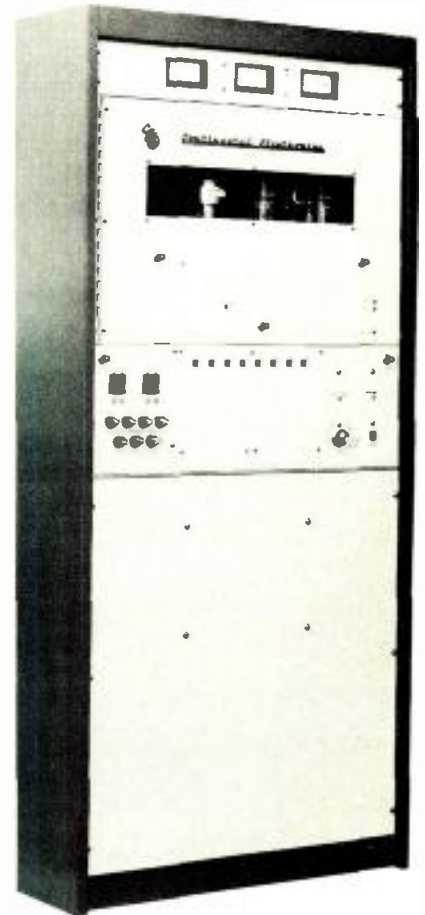
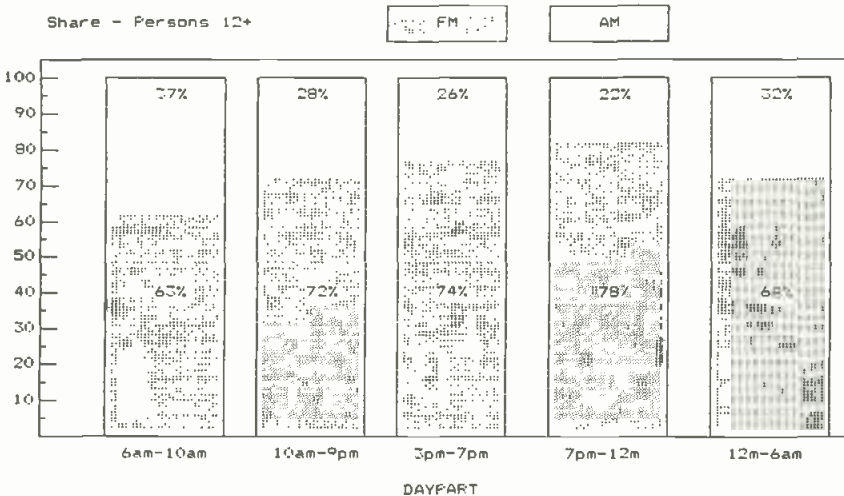
Last month Bill Hogan, executive vice president and general manager of the United Stations Radio Networks One and Two, noted that the networks have suffered substantial revenue losses, and some changes had to be made in order to "get them back on track" ("Riding Gain," May 6).

Radio listening profiles. The charts below, from NBC Radio Research, show the share of national radio audience usage (AM and FM) by age group (top) and daypart (bottom), based on Statistical Research Inc.'s new spring 1985 RADAR 31 audience research data. Overall, FM radio had its highest share ever, reaching 70.6% of the total radio listening audience in the average quarter hour (persons, 12-plus, Monday to Sunday, 24 hours).

SHARE OF NATIONAL RADIO USAGE AM vs. FM
Radar 31



SHARE OF NATIONAL RADIO USAGE AM vs. FM

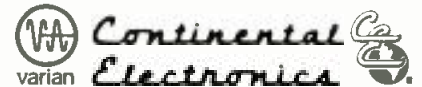


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Small formats and HDTV highlight Montreux

Over 35,000 attend to see and hear about latest in television technology

The international nature of the biennial Montreux Television Symposium, which in its 14th assemblage drew delegates from nearly four dozen nations, makes an ideal setting to discuss and debate issues of concern to the TV industry around the world.

This time, attendees of the conference took that opportunity to focus their greatest attention on two technologies not always easily paired—high-definition television production and extended television transmission.

Also much talked about at the Montreux Palace and Congress Hall where sessions and equipment exhibits were held from June 6 to 12, was the continuing effort to define the small format video market, a struggle apparently fought with as much intensity in Europe as in the U.S. And sailing in somewhat smoother waters, although not without their own air of caution, were discussions about digital video, including especially the steady progress being registered toward a standardized digital television tape recorder.

With 35,000-plus turning out for the Montreux symposium's six-day equipment exhibition, organizers have expected to receive a pat on the back. Instead they were faced, more than a few times, with the query: "Is the conference going to have to move to Geneva?" Although their answer was always

an emphatic "no," exhibit managers recognized the question reflected the concern of many that Montreux, with its superb reputation and all its surrounding beauty, has only so many hotel rooms, and an exhibit space of 12,000 square meters—no longer adequate to handle all those who wish to exhibit or attend. (This year's registration was up about 20,000 from the last show, in 1983).

According to conference organizers, meetings with more than 200 equipment exhibitors turned up little more than routine complaints regarding heat dissipation, overuse of the public address system and the scheduling of trunk arrivals which can be dealt with by the next meeting (scheduled for June 11-17, 1987, with the equipment exhibit running June 12-16). They are making one major move, however, to extend available exhibit space. A third level will be added to the Congress Hall building housing the exhibits, providing around 2,500 extra square meters of space, bringing the total close to 15,000 square meters.

Conversion to high-definition TV proves to be hottest issue

The single issue that, without a doubt, received the most attention during the opening days of the Montreux conference was that of high and extended-definition television.

From technology suites to conference

rooms, the topic was raised often with all its implications: compatibility with and conversion to current TV systems, the availability of large-screen home displays, the social and economic impact of broadcasting HDTV via direct broadcast satellite (DBS) systems and the production of HDTV programing and equipment.

Fueling the discussions was the impending decision on a standard for HDTV production by the world standardization body, the International Radio Consultative Committee (CCIR), which has spent several years examining the 1125-line, 60-cycle-per-second, wide-screen HDTV system developed by the NHK and backed by the U.S.

The opinions of European broadcasters on HDTV-EDTV, although difficult to pinpoint precisely, appeared at the symposium to balance their respect for the technical accomplishments of the NHK, as well as U.S.-Japanese consensus, with their own concern over difficulties they believe may be encountered in adapting Europe's 50-cycle TV systems to a 60-cycle HDTV production standard.

The individual sentiments expressed are complicated by the formal positions already taken by Europe's main organizational representative for the industry, the European Broadcasting Union (EBU), plus the need to walk a careful line in representing their own governments.

One key EBU decision, made this spring,

was to hold off making any specific recommendation on HDTV production standards until further study of the problem of standards conversion is conducted. Even those optimistic on prospects for a standard do not expect the EBU to take any position before the October CCIR meetings.

Although NHK supporters had been hoping for an EBU endorsement, the organization's carefully neutral language leaves the door open for individual nations to approve the Japanese-U.S. position.

A second important EBU decision made early this year was to complete standards for transmission from direct broadcast satellite systems projected for launch by several countries over the next two years. The standard is for a "family" of MAC, or multiplexed analog component, transmission methods developed in England, France and Germany.

One member of the MAC family, dubbed C-MAC, is planned for use in a DBS satellite system in the U.K., while another member, D2-MAC, is expected to be used by French TOF-1 and West German TV-SAT satellites when they are launched in mid-1986.

According to the EBU, C-MAC and D2-MAC are essentially the same in their visual transmission approach, but vary in their sound and data transmission schemes, leading many participants to believe that both systems could be compatible for a single home receiver equipped with advanced circuitry now being developed.

Whether the NHK HDTV production sys-

tem could coexist with MAC transmission methods is a point being widely argued, but it is likely the use of MAC systems now would preclude adoption of the MUSE (multiple sub-Nyquist sampling encoding) bandwidth compressed transmission scheme developed for HDTV by the NHK and scheduled for use with its own DBS satellites later this decade.

The potential for extended definition with MAC systems, as an alternative to NHK HDTV, was demonstrated by developers of C-MAC technology in the U.K., who showed publicly for the first time their "enhanced C-MAC" in a display in a unique demonstration suite called the "Living Room of the Future," which adjoined a conference meeting center. The new technology was able to use part of the Mac signal normally set aside for data information to produce a wider aspect ratio picture, matching that of the NHK system (5:3). Although the enhanced system would not increase the number of lines, while HDTV almost doubles the number, home viewers would still receive the compatible C-MAC transmissions with their current receivers.

Virtually side-by-side with the enhanced C-MAC system developed by the Independent Broadcasting Authority in the U.K. was a pair of displays demonstrating the improved picture of the NHK HDTV system. A studio HDTV picture was shown on a Panasonic 40-inch HDTV monitor, while nearby a 20-inch monitor showed a picture obtained through a Sanyo HDTV videodisk

system after passing through a MUSE channel.

Another unusual hardware demonstration suite was set up in an adjacent building to show HDTV developments from a half-dozen manufacturers. The centerpiece of this suite was a 120-inch, high-definition projection screen display showing pictures from a newly developed HDTV Paintbox, shown by its maker, Quantel, for the first time. Sony HDTV cameras and VTR's were also on hand, as were an experimental Grass Valley Group HDTV switcher, new HDTV monitors from Barco and products from Tektronix and General Electric.

Other HDTV products on hand (not in the suite but at the nearby exhibition center) were an HDTV telecine, recently developed by Rank Cintel, and an HDTV camera development project from Bosch (also described in a session paper).

Bringing home the potential of an HDTV production facility was an 11-minute HDTV production shot by RAI (Radiotelevisione Italiana) using Sony HDVS equipment, previewed for the press on an experimental 140-inch flat display video projection system. (The same production was later shown as a tape-transfer-to-film for an impressed technical session audience.)

RAI has experimented with electronic cinema since 1980, according to Erasmo Lionetti, an RAI director of engineering, and at the last Montreux symposium in 1983 showed an HDTV production using first generation HDVS gear. The latest product,



Global Associates, an international base operations and support services company has an immediate need for qualified personnel to staff the Kwajalein American Forces Television and Satellite Network Ground Terminal Station. New satellite reception has expanded TV and radio broadcasting capabilities to include our own filming, editing and broadcasting of local news and special events.

STATION MANAGER

Reporting to the Manager of Special Services, directs day-to-day activities and program development for the Kwajalein AM, FM and TV station. Based on regular audience surveys, will construct a responsive programming schedule utilizing both local and external sources. Other responsibilities include issuing required documentation/reports, evaluating station personnel, scheduling work shifts and maintaining station security. Well rounded communication skills are essential, including a clear voice for on-air announcing.

We require 6 years' recent experience in radio/TV announcing, format and schedule preparation, production planning and reporting procedures. This must include 2 years supervisory responsibility. Must have formal broadcast training. AFRT experience highly desirable.

RADIO/TV ANNOUNCER

Produces and performs on-the-air music programs in a variety of formats for AM/FM radio and TV. This requires operation of all station broadcast equipment, including FM automatic unit, video cameras, TV character generator and SATNET controls. Will assist in video production work, local program recordings, editing, "live satellite" transmissions and composition of video layouts/graphics. Additionally, will act as a news/sports reporter.

Overseas Employment Kwajalein, Marshall Islands

Ability to write concise copy is essential. Maintains logs and ensures adherence to the program schedule.

Qualified candidates will possess 2 years recent broadcasting experience backed by knowledge of video operations and production. Formal broadcast training required.

TV OPERATOR

Manages console and automation unit activities for video taping and SATNET receptions. Other station support duties include video tape scheduling for the island outlets, multiple tapings of live and time-delayed SATNET programs, coverage of locally produced specials, plus maintenance, shipping and receiving of TV/radio materials. Knowledge of character generator and edit machine operations and/or mattes appropriate for time-delayed programs. Additionally, will act as back-up to on-duty TV/radio announcer through all phases of the broadcast day.

In addition to strong creative ability, we require a minimum of 2 years recent TV broadcasting or production experience plus 1 year with video tapes; formal training in radio/TV operations and broadcasting. Must type 40 WPM.

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Describing the state of the HDTV art are (l-r): Henry Yushkiavitshus, USSR State Committee for TV and Radio; Joseph Flaherty, CBS; U. Messerschmid, Italy's IRT; Robert Hopkins, Advanced Television Systems Committee; G. Moreau, Belgium's EBES.

"Oniricon [A Dream]," was developed as a condensed movie" to test the limits of the HDVS system. Comprising a series of dream sequences, the program used a broad selection of scenes and included all the main stages of production, such as shooting, dubbing, tape-to-film transfer and printing, Lionetti explained. "HDTV is no longer a laboratory phenomenon, but a real production system," he noted during his presentation.

Lionetti, who received accolades from several panelists after the session, pointed out some problems found in the system during the work. Among the limitations he cited were the still incomplete production chain, focusing difficulties, lack of sensitivity, the low picture quality of the editing work copy and lack of movement compensation in the film-to-tape transfer.

"I am confident solutions to these problems will be found," he added, concluding: "This was a definite step forward from the previous generation of equipment."

At least one producer, David Niles of *Voir Studio 57* in Paris, was apparently convinced by film and tape screenings of "Oniricon." Niles, Sony announced last Monday (June 11), has made the first-ever purchase of an HDVS production system, including three VTR's, one camera, and monitors and other accessories. According to Sony, Niles expects to use the gear for commercial productions, feature films and promotional presentations starting in early 1986.

During the symposium technical sessions themselves, debate over the relative merits of HDTV and EDTV systems went from mild and technical in nature to heated and emotional. Nearly 20 papers were presented on some aspect of the issue, with most grouped in the Saturday (June 8) sessions on direct broadcasting and distribution satellites and the Monday (June 10) sessions on extended TV and HDTV.

Opening the June 10 morning session was the most forcefully negative appraisal of the NHK HDTV system presented during the symposium. In a paper entitled "If High Definition, Why Enhanced Television?", Thomas Robson, director of engineering for the U.K.'s IBA, praised the quality of the NHK technology but argued strongly that home receivers capable of taking full advantage of the system's quality would not be available at a cost acceptable to viewers until

late in the 1990's.

"Yes, we'll have HDTV," Robson commented, "But when? In 20 years or more, the NHK system may be obsolete. It would be better engineering practice instead to match the three links of production, transmission and reception more closely by using enhanced television practices." Other concerns noted by Robson included the incompatibility of the NHK system with current receivers, conversion problems between 50 hz systems and HDTV, as well as potential for flicker in those countries using 50 hz lighting systems.

Response to Robson came quite strongly during a question-and-answer panel session following the paper by Lionetti of RAI and one on the NHK HDTV standards converter by M. Sugimoto.

"Market forces strongly suggest a demand for HDTV services," commented Robert Hopkins, executive director of the U.S. Advanced Television Systems Committee, who clearly stated U.S. support for a single standard with the NHK system. "If there is not a single system this year, then there will probably never be one because of the emergence of de facto systems."

Sugimoto's retort later was even stronger. "Mr. Robson is making a mistake on the 20-year time scale for HDTV receivers. We at NHK are estimating two years. . . The future is very near using semiconductor technologies," he added, "and the price is inexpensive, with the target for the full-featured MUSE receiver at \$2,000."

Sugimoto also disputed Robson's position on light flicker, noting that in Japan half the country uses 60 hz power supply and the other half uses 50 hz, and with the use of inexpensive technology to correct any flicker, there has been no problem at all.

Speaking in defense of Robson regarding the possibility of a long implementation time for HDTV was Lionetti, who argued that the experience with digital standards, where the digital VTR is still two years away and a total of 15 years are expected before all stations are converted, made him wonder how long HDTV, with all the changes it would require, would take to implement.

A panelist from Germany's IRT (Institut for Rundfunktechnik), U. Messerschmid, also disagreed with Robson's conclusions, although not his major points. "There are many difficulties in bringing the signals

home to the viewer," he said, "but we must start early with production."

"Broadcasters have an option to buy a beetle or a Porsche," Messerschmid added. "Broadcasters shouldn't always be associated with beetles."

One statement that may have surprised even those intimately involved with the world standards process followed a brief comment from the audience by NHK's T. Tadokoro, chairman of the CCIR interim working party on HDTV production, outlining the "international mandate" to reach a single studio standard. Delegate Henry Yushkiavitshus of the Soviet Union, which was thought to be potentially in favor of the NHK proposal, announced the USSR had just submitted its own separate HDTV proposal to the CCIR (only the NHK system had been on the table until then), and although details were scarce, Yushkiavitshus made it clear the proposal was for a 50 hz system. The effect on negotiations between those favoring a 60 hz standard and the 50 hz countries was not immediately known.

"The two field rates are a problem," commented panelist Joseph Flaherty of CBS. "We have to change one or both. This is the only window to make that change for the next few decades."

"And on the speed of developments," he added, "the current system will become obsolete and will be replaced by something better. It will certainly not be 20 years; sets will be sold in five, 10 or 15 years. If we do not do this, the VCR, videodisk and cable people will most assuredly deliver that quality to the home." □

NBC getting closer to choice; ABC disappointed with progress; Ampex hopeful on prospects of 8 mm

The future of small format video for electronic news gathering in the United States just became clearer, although U.S. broadcasters had to hear the news from 4,000 miles away in Montreux. Both NBC and ABC used the symposium to publicly and privately air their views on half-inch and quarter-inch video systems, while Ampex took the opportunity to voice the possibilities for a newcomer to the ENG format market: 8 mm.

While neither of the two networks has decided when or how to replace its three-quarter-inch U-matic ENG equipment with a small format (CBS announced its intention to begin buying Sony half-inch Betacam equipment last winter), both are apparently looking in very new directions.

NBC, which was previously reported to be hoping for a decision by midyear, appears closest to making a choice. Speaking with BROADCASTING, Steve Bonica, NBC vice president of engineering, indicated that his network is now looking favorably on the new MII-format developed by Matsushita for Japan's NHK network and first introduced in the U.S. by Panasonic at last April's National Association of Broadcasters convention. NBC is "very close to a decision," Bonica said.

The NBC criteria for any new format were

spelled out by Bonica at an ENG equipment session on the symposium's opening day, Thursday, June 6. A small format would have to do more than simply replace U-matic, he pointed out; it would have to serve broad requirements ranging from news to sports, mobile production and commercial production, as well as possibly providing over-the-air playback at the network's stations. The small format, Bonica added later, must come close to Type C one-inch quality and be cassette-based with one-hour play capacity.

A potential concern, as well as possible advantage, of the MII format is its use of metal particle (MP), rather than oxide, videotape. Although Bonica believes MP is the "tape of the future," and despite its growing use in the consumer market, questions were raised during the session on the relatively small amount of information on the tape's long-term shelf life.

"There is a risk with metal particle tape," said Arthur Moor of 3M in response to questions following his paper on new developments in TV tape technology. "The tapes appear stable," he added, "but development must proceed carefully."

Apparently much farther away from selecting a new small format is ABC, judging from comments made by Julius Barnathan, president, ABC Broadcast Operations and Engineering, during a panel discussion that closed the afternoon session.

Barnathan expressed "disappointment with developments in quarter-inch videotape and the industry's failure to get a standard, referring to the lack of agreement between Robert Bosch Inc. and Hitachi Denshi, developers of two electrically incompatible quarter-inch video systems, following two years of meetings within a Society of Motion Picture and Television Engineers' standards group.

The continuing work on both quarter-inch formats, as well as the two incompatible Beta and M-format half-inch systems, had been reviewed earlier in the session.

According to SMPTE quarter-inch standards group chairman, Robert Thomas of ABC, the committee is now "very dormant" following its February meeting. A part of the group's work may continue, however, in the form of an ad-hoc study group apparently set to get a study under way this summer of the possibilities for using metal particle tape, previously experimented with by Hitachi, for a quarter-inch format.

Soon to be undertaken, as well, is an effort by Bosch, whose Quartercam system (also marketed by Phillips) is essentially complete, to persuade the European Broadcasting Union to consider it as a standardized ENG format. Although the EBU last spring made a recommendation suggesting broadcasters use the Beta format for ENG, and some observers believe the organization has little reason to reopen the issue, Bosch supporters believe the EBU will consider conducting new comparisons between the two formats, since earlier comparisons were conducted before the Bosch system was fully completed.

Despite these developments, another source at ABC told BROADCASTING the network had "lost interest" in quarter-inch as far

back as April, but had held off making any announcement.

In the meantime, ABC, which Barnathan noted must outfit more than 170 crews for the network and owned-and-operated stations with any new format, will continue using and "remain very happy" with its U-matic gear.

"Although we would like to evolve to a small format in the next few years," Barnathan concluded, "we've seen progress with three-quarter, particularly with editing."

U-matic progress that ABC also appears interested in is a development shown for the first time at the Montreux equipment exhibit by Sony Broadcast and also demonstrated privately at the NAB exhibit. Dubbed SP for "superior performance" and so far only shown on the company's PAL high-band U-matic portable and studio VTR's, the development uses a new tape formulation with a higher luminance carrier frequency, as well as new filtering, circuit technology, and audio head design, to increase luminance and chrominance bandwidth, signal-to-noise-ratio, transient response characteristics and audio frequency response and signal-to-noise.

The developments, which, according to Sony are completely compatible with current PAL units, are reportedly being worked on for an NTSC version, although that may be more difficult technically for NTSC in the European systems.

Barnathan made a point of mentioning that ENG small format development also in-



Small formats panelists, l-r: Michael Felix, Ampex; G. Lahann, Norddeutscher Rundfunk; H. Zahn, Robert Bosch Inc.

cludes the possibility of a broadcast version of the consumer 8 mm video systems now hitting the U.S. market. In fact, a presentation made earlier by Michael Felix, Ampex vice president, general manager of advanced technology, suggested an 8 mm broadcast format was a feasible option.

Describing a preliminary analysis of 8 mm technology conducted with Ampex engineer Charles Coleman, Felix explained (to a lively audience reaction) that by using a digital component recording method, doubling the drum speed and increasing the number of video heads to four (two pairs of two heads), a system could be designed to equal the resolution quality and transient response of half-inch video systems. The format, which would be four times better than the quality of the consumer product, would use a 22-minute cassette smaller than that of

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Stock Index

| | Closing Wed Jun 12 | Closing Wed Jun 5 | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|---------------------|--------------------------|-------------------------|---------------|-------------------|--------------|--|
| BROADCASTING | | | | | | |
| N ABC | 111 3/4 | 111 1/8 | | 5/8 | 0.56 | 17 3,231 |
| N Capital Cities | 227 | 222 | 5 | 2.25 | 23 | 2,915 |
| N CBS | 117 | 113 1/4 | 3 3/4 | 3.31 | 14 | 3,477 |
| O Clear Channel | 18 | 17 1/2 | 1/2 | 2.86 | 21 | 53 |
| N Cox | 74 1/8 | 74 1/2 | - 3/8 | - 0.50 | 25 | 2,092 |
| O Gulf Broadcasting | 15 1/8 | 15 1/8 | | | 138 | 674 |
| O Jacor Commun. | 4 3/8 | 4 1/4 | - 1/8 | - 2.94 | | 25 |
| O LIN. | 30 3/4 | 30 7/8 | - 1/8 | - 0.40 | 23 | 811 |
| O Mairite Commun. | 17 1/4 | 17 1/4 | | | 21 | 144 |
| O Orion Broadcast | 1/32 | 1/32 | | | | 2 |
| O Price Commun. | 11 3/8 | 10 1/8 | 1 1/4 | 12.35 | | 57 |
| O Scripps-Howard | 39 | 38 1/2 | 1/2 | 1.30 | 23 | 403 |
| N Storer | 75 1/2 | 75 1/4 | 1/4 | 0.33 | 45 | 1,238 |
| O Sungroup Inc. | 3 1/2 | 3 1/2 | | | | 2 |
| N Taft | 74 1/4 | 74 1/2 | - 1/4 | - 0.34 | 16 | 672 |
| O United Television | 22 1/4 | 22 5/8 | - 3/8 | - 1.66 | 36 | 245 |

| | Closing Wed Jun 12 | Closing Wed Jun 5 | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|--|--------------------------|-------------------------|---------------|-------------------|--------------|--|
| BROADCASTING WITH OTHER MAJOR INTERESTS | | | | | | |
| A Adams Russell | 27 | 28 7/8 | - 1 7/8 | - 6.49 | 21 | 165 |
| A Affiliated Pubs | 50 | 49 1/4 | 3/4 | 1.52 | 15 | 406 |
| N American Family | 21 1/2 | 21 7/8 | - 3/8 | - 1.71 | 11 | 424 |
| O Assoc. Commun. | 29 | 27 1/4 | 1 3/4 | 6.42 | | 138 |
| N A.H. Belo | 56 1/4 | 56 3/4 | - 1/2 | - 0.88 | 21 | 650 |
| N John Blair | 22 | 21 3/4 | 1/4 | 1.15 | 13 | 176 |
| N Chris-Craft | 54 | 51 1/4 | 2 3/4 | 5.37 | | 346 |
| N Gannett Co. | 61 1/4 | 62 | - 3/4 | - 1.21 | 24 | 4,909 |
| N GenCorp | 49 1/4 | 44 1/2 | 4 3/4 | 10.67 | 13 | 1,057 |
| O General Commun. | 89 | 88 | 1 | 1.14 | 19 | 44 |
| N Jefferson-Pilot | 42 3/8 | 42 3/4 | - 3/8 | - 0.88 | 12 | 1,356 |
| O Josephson Intl. | 9 | 9 1/2 | - 1/2 | - 5.26 | 69 | 44 |
| N Knight-Ridder | 37 | 38 3/8 | - 1 3/8 | - 3.58 | 18 | 2,395 |
| N Lee Enterprises | 41 1/2 | 40 3/8 | 1 1/8 | 2.79 | 23 | 553 |
| N Liberty | 31 1/4 | 32 | - 3/4 | - 2.34 | 15 | 313 |
| N McGraw-Hill | 52 | 50 3/4 | 1 1/4 | 2.46 | 19 | 2,610 |
| A Media General | 85 1/4 | 85 1/4 | | | 16 | 595 |
| N Meredith | 74 3/4 | 75 1/2 | - 3/4 | - 0.99 | 18 | 704 |
| O Multimedia | 57 5/8 | 57 1/2 | 1/8 | 0.22 | 25 | 962 |
| A New York Times | 46 7/8 | 47 3/4 | - 7/8 | - 1.83 | 21 | 1,852 |
| O Park Commun. | 36 | 36 1/2 | - 1/2 | - 1.37 | 26 | 331 |
| N Rollins | 24 7/8 | 24 3/4 | 1/8 | 0.51 | 37 | 363 |
| T Selkirk | 24 1/2 | 25 | - 1/2 | - 2.00 | 53 | 199 |
| O Stauffer Commun. | 64 | 64 | | | 11 | 64 |
| A Tech Operations | 56 1/2 | 56 1/4 | 1/4 | 0.44 | 19 | 52 |
| N Times Mirror | 52 5/8 | 53 | - 3/8 | - 0.71 | 16 | 3,615 |
| N Tribune | 46 1/8 | 47 5/8 | - 1 1/2 | - 3.15 | 21 | 1,863 |
| O Turner Bcstg. | 22 1/4 | 22 3/4 | - 1/2 | - 2.20 | 445 | 453 |
| A Washington Post | 127 | 128 | - 1 | - 0.78 | 23 | 1,777 |

| | Closing Wed Jun 12 | Closing Wed Jun 5 | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|---------------------|--------------------------|-------------------------|---------------|-------------------|--------------|--|
| PROGRAMMING | | | | | | |
| O American Nat. Ent | 1 5/16 | 1 3/16 | 1/8 | 10.52 | 7 | 3 |
| O Barris Indus | 23 3/8 | 21 | 2 3/8 | 11.31 | 390 | 134 |
| N Coca-Cola | 69 1/8 | 71 5/8 | - 2 1/2 | - 3.49 | 15 | 9,154 |
| N Disney | 90 | 86 1/2 | 3 1/2 | 4.05 | 148 | 3,036 |
| N Dow Jones & Co. | 48 3/4 | 48 3/8 | 3/8 | 0.78 | 24 | 3,134 |
| O Four Star | 7 5/8 | 6 3/4 | 7/8 | 12.96 | 8 | 6 |
| A Fries Entertain. | 10 3/8 | 10 | 3/8 | 3.75 | 19 | 35 |
| N Gulf + Western | 39 3/4 | 38 3/4 | 1 | 2.58 | 12 | 2,781 |
| O King World | 34 | 29 1/4 | 4 3/4 | 16.24 | 47 | 170 |
| O Robert Halmi | 2 5/8 | 2 3/8 | 1/4 | 10.53 | 53 | 45 |
| A Lorimar | 37 1/4 | 35 | 2 1/4 | 6.43 | 19 | 264 |
| N MCA | 57 1/2 | 53 | 4 1/2 | 8.49 | 25 | 2,787 |
| N MGM/UA | 14 3/8 | 14 7/8 | - 1/2 | - 3.36 | 17 | 714 |
| N Orion | 10 1/2 | 10 3/8 | 1/8 | 1.20 | 23 | 99 |
| O Reeves Commun. | 10 1/8 | 10 1/2 | - 3/8 | - 3.57 | 38 | 126 |
| O Sat. Music Net. | 9 1/2 | 9 1/2 | | | | 65 |
| O Telepictures | 26 1/8 | 24 1/2 | 1 5/8 | 6.63 | 23 | 201 |
| N Warner | 29 3/4 | 29 1/4 | 1/2 | 1.71 | | 1,804 |
| A Wrather | 19 1/2 | 19 3/8 | 1/8 | 0.65 | | 133 |

| | Closing Wed Jun 12 | Closing Wed Jun 5 | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|---------------------|--------------------------|-------------------------|---------------|-------------------|--------------|--|
| SERVICE | | | | | | |
| O BBDO Inc. | 50 3/4 | 50 3/4 | | | 14 | 320 |
| O Compact Video | 4 3/4 | 4 1/8 | 5/8 | 15.15 | | 20 |
| N Comsat | 34 7/8 | 32 1/2 | 2 3/8 | 7.31 | 14 | 630 |
| O Doyle Dane B. | 24 3/4 | 24 1/2 | 1/4 | 1.02 | 20 | 132 |
| N Foote Cone & B. | 54 5/8 | 54 | 5/8 | 1.16 | 11 | 187 |
| O Grey Advertising | 182 1/4 | 182 | 1/4 | 0.14 | 12 | 108 |
| N Interpublic Group | 41 | 42 5/8 | - 1 5/8 | - 3.81 | 14 | 443 |
| N JWT Group | 31 3/4 | 33 7/8 | - 2 1/8 | - 6.27 | 9 | 190 |
| A MovieLab | 8 1/8 | 8 7/8 | - 3/4 | - 8.45 | | 13 |
| O Ogilvy & Mather | 45 1/4 | 45 3/4 | - 1/2 | - 1.09 | 19 | 414 |
| O Sat. Syn. Syst. | 7 1/2 | 7 1/2 | | | 11 | 43 |
| O Telemation | 5 3/8 | 5 1/4 | 1/8 | 2.38 | 5 | 6 |
| O TPC Commun. | 3/8 | 3/8 | | | | 1 |
| A Unitel Video | 5 7/8 | 6 1/8 | - 1/4 | - 4.08 | 11 | 13 |
| N Western Union | 13 | 11 | 2 | 18.18 | | 313 |

| | Closing Wed Jun 12 | Closing Wed Jun 5 | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|--------------------|--------------------------|-------------------------|---------------|-------------------|--------------|--|
| CABLE | | | | | | |
| A Acton Corp. | 3 | 3 5/8 | - 5/8 | - 17.24 | | 18 |
| O AM Cable TV | 2 5/8 | 2 1/2 | 1/8 | 5.00 | | 9 |
| N American Express | 46 3/4 | 46 3/4 | | | 24 | 10,069 |
| N Anixter Brothers | 14 7/8 | 15 1/8 | - 1/4 | - 1.65 | 18 | 271 |
| O Burnup & Sims | 7 3/4 | 7 3/8 | 3/8 | 5.08 | 111 | 69 |
| O Cardiff Commun. | 15/16 | 15/16 | | | | 94 |
| O Comcast | 29 7/8 | 30 | - 1/8 | - 0.42 | 34 | 368 |
| N Gen. Instrument | 16 3/4 | 14 3/4 | 2 | 13.56 | 17 | 542 |
| N Heritage Commun. | 18 1/8 | 18 1/2 | - 3/8 | - 2.03 | 34 | 137 |
| O Jones Intercable | 6 7/8 | 7 | - 1/8 | - 1.79 | 21 | 61 |
| T Maclean Hunter X | 15 | 14 3/4 | 1/4 | 1.69 | 21 | 553 |
| A Pico Products | 3 5/8 | 4 | - 3/8 | - 9.38 | 16 | 13 |
| O Rogers Cable | 9 | 8 5/16 | 3/16 | 8.26 | | 202 |
| O TCA Cable TV | 22 | 22 1/2 | - 1/2 | - 2.22 | 42 | 147 |
| O Tele-Commun. | 31 1/2 | 33 1/2 | - 2 | - 5.97 | 102 | 1,317 |
| N Time Inc. | 58 1/2 | 57 3/4 | 3/4 | 1.30 | 20 | 3,550 |
| N United Cable TV | 41 3/4 | 43 | - 1 1/4 | - 2.91 | 70 | 459 |
| N Viacom | 47 7/8 | 47 3/8 | 1/2 | 1.06 | 19 | 647 |

| | Closing Wed Jun 12 | Closing Wed Jun 5 | Net Change | Percent change | P/E Ratio | Market Capitali- zation (000,000) |
|----------------------------------|--------------------------|-------------------------|---------------|-------------------|--------------|--|
| ELECTRONICS/MANUFACTURING | | | | | | |
| N Arvin Industries | 22 1/2 | 22 1/2 | | | 7 | 169 |
| O C-Cor Electronics | 7 3/4 | 8 | - 1/4 | - 3.13 | 111 | 23 |
| O Cable TV Indus. | 4 | 4 1/8 | - 1/8 | - 3.03 | 24 | 12 |
| A Cetec | 5 7/8 | 6 1/4 | - 3/8 | - 6.00 | 7 | 13 |
| O Chyron | 7 | 7 1/4 | - 1/4 | - 3.45 | 13 | 64 |
| A Cohu | 8 3/4 | 9 1/4 | - 1/2 | - 5.41 | 9 | 15 |
| N Conrac | 13 1/4 | 13 1/4 | | | 13 | 81 |
| N Eastman Kodak | 44 3/8 | 44 1/8 | 1/4 | 0.57 | 9 | 7,315 |
| O Elec Mis & Comm. | 12 | 11 | 1 | 9.09 | | 34 |
| N General Electric | 60 5/8 | 62 5/8 | - 2 | - 3.19 | 13 | 27,444 |
| O Geotel-Telemet | 1 3/4 | 1 3/4 | | | 19 | 5 |
| N Harris Corp. | 26 1/2 | 25 7/8 | 5/8 | 2.42 | 13 | 1,058 |
| N M/A Com. Inc. | 19 1/2 | 19 3/4 | - 1/4 | - 1.27 | 24 | 844 |
| O Microdyne | 5 5/8 | 6 1/4 | - 5/8 | - 10.00 | 16 | 26 |
| N 3M | 76 3/4 | 76 3/4 | | | 13 | 8,984 |
| N Motorola | 31 1/2 | 30 3/4 | 3/4 | 2.44 | 11 | 3,729 |
| N N.A. Phillips | 34 1/4 | 42 7/8 | - 8 5/8 | - 20.12 | 8 | 983 |
| N Oak Industries | 1 1/4 | 1 1/4 | | | | 20 |
| A CMX Corp. | 2 1/8 | 2 3/8 | - 1/4 | - 10.53 | | 5 |
| N RCA | 46 1/4 | 45 3/8 | 7/8 | 1.93 | 15 | 3,789 |
| N Rockwell Intl. | 35 3/4 | 37 7/8 | - 2 1/8 | - 5.61 | 12 | 5,317 |
| N Sci-Atlanta | 11 3/8 | 11 1/4 | 1/8 | 1.11 | 23 | 264 |
| N Signal Co.s | 41 3/4 | 41 1/4 | 1/2 | 1.21 | 17 | 4,553 |
| N Sony Corp. | 16 3/8 | 16 | 3/8 | 2.34 | 16 | 3,781 |
| N Tektronix | 56 | 58 7/8 | - 2 7/8 | - 4.88 | 9 | 1,077 |
| A Texscan | 2 7/8 | 3 | - 1/8 | - 4.17 | 4 | 19 |
| N Varian Assoc. | 30 | 29 3/4 | 1/4 | 0.84 | 12 | 647 |
| N Westinghouse | 33 | 34 5/8 | - 1 5/8 | - 4.69 | 12 | 5,777 |
| N Zenith | 20 1/2 | 22 1/4 | - 1 3/4 | - 7.87 | 8 | 453 |
| Standard & Poor's 400 | 207.18 | 210.03 | - | 2.85 | - | 1.36 |

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.

use a 22-minute cassette smaller than that of the quarter-inch ENG formats, as well as either metal particle or in the long run, metal evaporated videotape.

Felix stressed the experimental nature of the research, however, noting that some form of bit-rate reduction would be required for the system (a 50 megabit-per-second rate, yielding a relatively high data density of 3,300 bits-per-millimeter, was suggested by initial research, Felix said), and questions still exist regarding a satisfactory compromise between picture quality and error rate.

An analog format for the system was also explored, he said, but its segmented picture was considered to be too serious a disadvantage. Segmentation in the digital format, on the other hand, would not present any difficulties, Felix said.

Regardless of the positive findings, Ampex has not made any commitment to develop the format beyond continuing experimental analysis, according to the company's Carlos Kennedy. Even Felix would not estimate how long the system would take to develop (joking it would be "anywhere between six months and 10 years"), although some predicted that with breakthroughs it could come in three years.

Masshiko Morizone, deputy president and head of research and development for Sony Corp., a major developer of 8 mm consumer equipment, told BROADCASTING he believes with its large data density requirements, 8 mm for broadcast ENG would remain "impractical" for another four or five years.

Session in Montreux debates transition to digital; speakers predict problems

The gradual move toward digital component technology, hastened by the near completion of standards for a digital videotape recorder, is almost universally expected to provide dramatic improvements in image quality because of the extended number of generations made possible. But the transition, cautioned several of the more than a dozen speakers giving presentations on the topic, may not be as smooth as expected.

Making that point was John Baldwin of the Independent Broadcasting Authority in Great Britain, who explained digital TV's benefits and potential weaknesses to an audience of several hundred at a Friday, June 7, session on TV production and post-production systems.

Digital components, like NTSC or Pal composite television, Baldwin warned, may have their own "footprint," which will need to be well understood by users to insure that home viewers with composite receivers are not subject to a whole new set of flaws. Baldwin, a member of the digital video recording working group of the International Radio Consultative Committee (CCIR) responsible for the 1982 digital video studio standard, noted that broadcasters in the studio now see the same composite pictures that viewers see in their homes.

With the change to digital studios, producers and engineers will use component RGB monitors, enabling them, Baldwin said, "to see technically perfect pictures, but

leaving the question, as the studio quality improves: Will the pictures in the home become better or worse?"

The digital studio standard will, he added, undoubtedly overcome many problems associated with composite video, but should be viewed as a "sharp, rather than a blunt, instrument, that can create works of art or cut and injure." He concluded, however, the complications that may arise in producing digital video, especially special effects, color mattes and computer graphics, can be "avoided or overcome like most problems, once they are understood."

Similar arguments were made at a Saturday, June 8, session on recording and processing in digital components, by Birney Dayton of Grass Valley Group in a presentation on component switchers. Reviewing the tradeoffs to be expected between analog and digital switcher technologies, Dayton concluded that, for the next few years at least, the most effective solution for component switcher design would be a hybrid of parallel analog for conventional mixing and keying, with parallel digital used for spatial effects.

Despite the cautionary notes, delegates responded enthusiastically when shown the world's first work with all-digital production/post production, a four-and-a-half-minute commercial video music clip co-produced by Polygram with the SFP (Societe Francaise de Production) in France. SFP had worked in cooperation with Thomson Video Equipment.

Also brightening the outlook for digital video was the continuing movement toward

a world standard for the digital television tape recorder (DTTR). During the June 8 session on digital component recording, chairman Jock Diermann of Ampex noted that only a few areas remained outstanding for agreement, and that the European Broadcasting Union's Magnum committee (responsible for DTTR standardization) would hold its final session on the standard this month, while the work is being closely paralleled by the DTTR standards working group of the Society of Motion Picture and Television Engineers in the U.S.

Areas of agreement on the DTTR, which vastly outweigh unresolved issues, according to representatives of Sony, include: tape width; material and thickness; cassette dimensions; playing time and features; the parameters of the recorded footprint for both helical and longitudinal tracks; error correction coding for video and audio, and recorded data block structure, including synchronizing information. Among the topics still under discussion are details on video shuffling and selection of channel coding. A first draft of the video shuffling standard is now being drawn up, Diermann said.

All three manufacturers, Bosch, Ampex and Sony, have been working on DTTR's for several years now, and predictions were widely made that prototype production models would be shown within two years.

Sony did have on hand its own experimental product, in a display nearly identical to that at the equipment exhibition at the National Association of Broadcasters convention in April.



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AAF gets Washington slant at capital convention

Attendees hear from O'Neill, Packwood, NBC's Wallace and FTC's Douglas

About 575 advertising executives gathered at Washington's J.W. Marriott hotel last week for the American Advertising Federation's annual convention. Under the banner "Be Dazzled. Be Enlightened. Be There," the advertisers listened as their AAF chairman told them they "have clout," and representatives from Congress and the advertising industry presented their views on a wide range of topics.

NBC-TV White House correspondent Chris Wallace presented "A View from the White House" Sunday afternoon (June 9). He discussed Ronald Reagan's term and its relationship with the media, saying that Reagan's staff is very "sophisticated in getting his message across. . . . They plan each day with the headline that they want to see come out of the White House that day, the story that they want all of us reporters to tell," Wallace said. "Then they carefully structure the events they allow us to cover, the issues the President will or won't talk about that day, to push us in that direction," he added.

On Monday morning (June 10), conventioners were welcomed by a U.S. Marine Band and heard an unscheduled speech by Senator Bob Packwood (R-Ore.). Packwood discussed the history of the First Amendment and his reasons for working for full First Amendment rights for broadcasters.

Packwood was followed by James L. Ferguson, chairman and chief executive officer of General Foods Corp., who discussed "Advertising as a Public Trust." Ferguson said that the food industry was "at an important crossroads on the future of [its] advertising." While he advocated making "nutrition-related information" about a product "clearer, more complete and easier to understand," Ferguson warned that going "beyond that simple informational effort" and linking "foods to specific health claims. . . . may be opening the wrong door."

The General Foods executive said that making such health claims runs the risk, "if not the inevitability, that the competitive en-

vironment will promote more exaggerated health claims for food products." These could ultimately weaken the credibility of the food industry, he said, adding: "It is very risky to imply that a consumer can achieve better health solely through the increased or decreased intake of any single food."

Ferguson was also among many speakers at the convention who discussed the campaign to ban beer and wine from broadcasting. "Here is a place where elements of the public are calling into question an industry's ability—not to sell products—but to educate the public on the responsible use of those products," he said. He praised recent public service campaigns advocating moderation in alcohol consumption, and said he thought "more ought to be done to convince a skeptical public that industry can educate the public on the appropriate use of alcohol."

Speaker of the House Thomas P. (Tip) O'Neill Jr. (D-Mass.) followed his opening 10 minutes of humorous anecdotes at a luncheon on Monday with a discussion of taxes and the budget, then responded to a question from the audience on banning beer and wine broadcast advertising. He said it was "a tough situation." There is "a problem out there," he said, but the beer and wine industry is handling it "extremely well." O'Neill said he doubted "very, very much" that stopping such advertising would stop drunk drivers. He added that Mothers Against Drunk Driving is a "tremendously powerful" organization. The "national programs they are now getting," O'Neill said, have educated the American people "against the evils" of those unable to handle liquor.

Federal Trade Commissioner George Douglas said that the FTC was currently "moderating certain cases"—some beer and wine ads which might be unfair or deceptive. W. Lee Abbott, vice president of Nabisco Brands Inc. and outgoing AAF chairman (he will be succeeded by Glen W. Fortinberry, chairman and president of Detroit-based Ross Roy Inc.), discussed the idea of involving the National Advertising Review Board and other self-regulatory groups ("such as those in the wine and beer



Ferguson and Packwood

industries which are already playing a role") "in some way" with the alcohol advertising issue.

During Tuesday's (June 11) three-hour general session, Jayne Zenaty, manager of media research, Leo Burnett Co., presented her view of "Advertising in the Year 2000." She predicted that by then there will be smaller audiences for current advertising "vehicles" known today and "new advertising forms, such as sponsored videocassettes, ads on pay cable, shorter—and longer—commercials." Additionally, more viewing choices will lead to "more fragmentation in viewing."

Zenaty was joined by Minneapolis-based composer and musician Herb Pilhofer, who demonstrated how he uses computers and synthesizers to create "new" music for films and commercials. Morris Massey, president of the Boulder, Colo.-based Morris Massey Associates, in a fast-paced, humorous presentation, advised the attendees to rise above a subjective point-of-view ("mentally take a little helicopter trip") to "see all the different perspectives" of others, so as to "redefine, redesign and recreate" one's future.

Burt Manning, vice chairman, creative resources, chairman and chief executive officer of J. Walter Thompson, told those at Tuesday's luncheon that creativity—rather than "product content, logic or positioning"—is "a major factor" that separates which commercials "work" and which don't. He showed examples of the former, including spots for Marlboro cigarettes, Volkswagen, Frank Perdue's chicken and Apple computers.

It was also announced during the convention that Levi Strauss & Co. will sponsor AAF's 1986 National Student Advertising Competition in which teams of five students each will prepare complete marketing/advertising campaigns for the company's women's jeans. The Levi case study will be distributed to more than 300 colleges and universities nationwide next fall. The 1985 NSAC was sponsored by the Burger King Corp. of Miami, and was won by a team from San Jose State in California. □



AAF President Howard Bell, O'Neill, Fortinberry and Abbott

NBC 'White Paper' probes press

This past Saturday night (10-11 p.m. NYT) on an NBC *White Paper Special*, "A Portrait of the Press, Warts and All, by John Chancellor," another piece of media scrutiny was put before the public, this time with a particular emphasis on local and national TV news.

Chancellor prefaced the hour not as a "Journalism 101" class, but as a personal essay. Although the special shifted between print and broadcast journalism, it spent more time in the broadcast realm, looking particularly at the workings of local news through WSMV-TV Nashville.

As Benjamin Bradlee, executive editor of *The Washington Post* and a broadcast journalism critic within the program, put it to Chancellor early in the broadcast: "I think you in television have contributed" to the public image of the arrogant journalist "more than we have." But as for journalism in general, Bradlee said that "we're in a pretty big league," and "we appear to like it, since there is no other way we can earn a living. And I think that does give a sense of arrogance to people." But, he added, "I really don't feel arrogant."

Another broadcast critic was Creed Black, editor of the *Lexington (Ky.) Herald-Leader*. Citing a "lack of professionalism" in network and, particularly, in local news, Creed noted that "the mixture of opinion and analysis, speculation with what purports to be straight news, is hurting the newspaper industry, and we're lumped together in this strange thing called the media, whatever that is."

Chancellor noted, however, what he sees as a "visible trend" in local news, that it is "growing up, getting more serious, doing its job better." Dan Miller, WSMV's anchor, said that television news is "basically an audio medium." Chancellor said that "one in four" local news anchors "is a newcomer," a condition that "may reduce the credibility of TV news." In Nashville, however, most news anchors "have been there for years."

Chancellor particularly lauds WSMV's news director, Bob Selwyn, for holding fast to a slower paced news format while "most stations try to squeeze the news into tight little packages," which may be "hurting [their] credibility." "God knows, there are enough hams already in the news business, but some television operations are lowering the national average," Chancellor said.

WQAD-TV Moline, Ill., is mentioned as such an operation due to its "news quiz" with a cash award given to viewers called at random. "They don't save the quiz for slow days either," said Chancellor. "They do it every night."

The special ended, after looks at the proper use of sources for news stories and the



Chancellor with WSMV-TV reporter Jim Fulbright

latest difficulties experienced in libel suits, with a look at the role a station owner plays in determining whether and when an investigative piece should run. At WSMV, the relationship of reporters and the owner is brought forth with a news investigation of a local meat packer, who also happens to be a large buyer of advertising time.

Chancellor introduced the controversy, saying: "There's one great misconception held by the public, that owners of news organizations are the bosses of those organizations. The public thinks that any publisher or

television station owner can tell the troops what to do."

As shown in the broadcast, despite the claim by Chancellor that "it doesn't work that way in most places," the news director ultimately had to present his case to the station owner on why the investigative series on the meat packer should run. Although the news director said that station owner "George Gillett believes in an independent newsroom," he also recounted the agony involved in proving why the station should violate its own economic interest. □

The military and the news media. In December 1984, members of the military, the media and the legal profession met for two days in Princeton, N.J., to discuss the role of the press during military activities. The result was a three-part noncommercial television series, *The Military and the News Media*. The first episode, the "The Correspondent Under Fire," aired June 11 at 9 p.m. (NYT), and examined a hypothetical case study in which a Central American nation requests American military aid. The program looks at the role of the press during military operations, the relationship of military leaders and reporters during a war and editorial decisions on story content. The second episode, "A Question of Access," airs tomorrow (June 18) at 9 p.m., and explores the media's role during war. Columbia School of Journalism dean emeritus, Fred W. Friendly, says during the program: "Those correspondents who covered World War II never were asked, 'Whose side are you on?' It's different now. The Bay of Pigs, Vietnam and Grenada changed all that. The era of good feelings, personified by war correspondents such as Ernie Pyle, Ed Murrow and others, has been replaced by a spirit of confrontation and distrust." The third show, "A Matter of Intelligence," discusses national security versus the public's "need to know," on June 25. Funding for the Public Broadcasting Service series was provided by noncommercial television stations and the Sperry Corp.

"Be Prepared" The Boy Scouts Are Coming To the Jamboree!

The Boy Scouts of America's 75th anniversary celebration will be highlighted by the 1985 National Scout Jamboree. More than 30,000 Scouts and leaders from 50 states and overseas will participate at Fort A. P. Hill near Fredericksburg, Va., July 24-30.

For information on your Jamboree hometown news correspondent, contact your local council service center listed in the white pages under "Boy Scouts of America" or call or write Frank Hebb, Communications Division, Boy Scouts of America, 1325 Walnut Hill Lane, Irving, TX 75038-3096. Phone: 214-659-2212.



The Spirit Lives On!

Time, AT&T in on new videotex service

Thrust of venture, however, will be in personal financial services; other participants include Bank of America, Chemical Bank

AT&T Information Systems, Time, Bank of America and Chemical Bank have formed a joint venture to develop and offer, starting later this summer, a national videotex service.

Unlike other videotex ventures, however, the new, yet-unnamed venture will focus on providing transactional services, primarily electronic banking and securities trading, rather than a broad array of information. Indeed, the new service will be built upon independent electronic banking services now offered by Chemical Bank in New York (Pronto) and Bank of America (BOA) in California (HomeBanking.)

Francis J. Heffron, executive vice president, AT&T Technologies Inc., who has been named to head the new venture as chairman and chief executive officer, said the new venture will succeed where others

have foundered because of videotex experience of the four partners and because it will start with thousands of subscribers, courtesy of BOA and Chemical. The partners, he said, also have "staying power."

At first, Heffron said, HomeBanking and Pronto will continue to be offered independently. But, he said, the venture intends eventually to integrate the two into a single national service.

The venture plans to set up a network of local distributors, primarily banks and other financial institutions, interested in offering transactional services, but wary of the considerable capital investment involved. The venture, Heffron said, will provide its distributors with the necessary know-how and "leading edge" hardware and software.

The transactional services will drive the videotex business, Heffron said. "People don't want to pay for information transfer," he said. "People want to perform a task." However, he said, the venture may add information to the service as it figures out what people want and, more important, what they are willing to pay for.

The venture's electronic banking service will permit subscribers to transfer money from one account into another, check their

balances, record checks and pay bills. In addition, it will provide help in home budgeting. Besides permitting the buying and selling of stocks and options, the brokering service will provide stock quotes, portfolio valuations and keep tax and trading records.

The new service will not require the subscriber to lease or buy a dedicated terminal. According to spokesmen for one of the partners, almost any personal computer—from a Commodore VIC 20 to an IBM PC/AT—with a telephone modem will be able to access the service. The service will be ASCII-based text only, but may be enhanced later to include graphics.

The companies would not discuss the nature of the joint venture, beyond saying that each of them would contribute money and personnel to it. A management committee, comprising Heffron and representatives of the other partners, will oversee the new venture. The partners were also unable or unwilling to provide details on how the service would be priced or marketed and to give a start-up date more specific than "later this summer."

BOA's HomeBanking, which provides electronic banking, bill paying and, as of late May, discount brokering through its Charles Schwab & Co. subsidiary, counts 18,000 subscribers, who each pay \$8 a month. It was started in northern California in November 1983 and expanded into the southern half in May 1984.

BOA had been a contributor to Times Mirror Videotex Services's prototype videotex service in southern California between March and December 1982. But, according to BOA spokesman Maury Healy, BOA dropped out before the services went commercial in October 1984. "We learned what we had wanted to learn," he said. "We felt the way to serve the broader market was not through dedicated terminals."

Chemical's Pronto has signed up 17,000 subscribers (paying \$12 a month each) since its introduction in October 1983. Pronto now offers electronic banking and bill-paying only, said Chemical spokesman Ken Herz, but plans to add discount brokering later this summer. Chemical owns Brown & Co., a high-end discount broker, but Herz said Pronto will not necessarily use it.

AT&T has considerable videotex experience. It helped market Viewdata Corp. of America's Viewtron service in southern Florida during its first year (between the fall of 1983 and the fall of 1984), said AT&T's Mike Granieri, primarily to gain experience with the medium. Heffron said AT&T dropped out last fall because the joint venture presented a "better opportunity." AT&T also participated in a videotex trial with CBS in Ridgewood, N.J.

Although Time doesn't have any experience in videotex, it developed a full-channel teletext service—a close technical cousin of videotex—for distribution via satellite

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and cable in 1982. But Time, citing lack of home decoders and consumer interest during tests, decided to shut down the project and write off its considerable investment in it before introducing it to the marketplace.

David Simons, president, Digital Video Corp., said the new venture, by focusing on electronic banking, is "not following the pattern of the past of offering a service that is a giant vision of the future all at once, which hasn't worked."

The big banks see electronic banking as a means of pushing into interstate banking, Simons said. The videotex service is "almost a follow on to what's going on with ATM's [automatic teller machines.]" By creating ATM networks, he said, banks have been able to extend their reach electronically without losing their own identities.

Ultimately, banks may be able to offer

customers electronic banking not as a convenience, Simons said, but as a way of saving money. Because the price of banking services is spiraling upward, he said, it may eventually be cheaper for customers to conduct routine transactions electronically since it saves the banks the cost of processing paper.

If they are smart, said Steven Weissman of International Resource Development, the venturers will offer electronic banking and financial information and "that's all they will do—at least for a while." That Time is involved in the service "makes one a little bit nervous," he said, since the publisher may push the venture prematurely into the "broad-based" information services. Time may be able to contribute financial information, however, he said.

There are three co-called broad-based vi-

deotex services offering an wide array of transactional and information services—what Simons called "giant visions of the future"—and none, by most accounts, is doing as well as expected. Neither Times Mirror's Gateway in Orange county, Calif., nor Centel's Keyfax in Chicago, which both debuted last fall, will release subscriber counts, but many believe it's because they are embarrassingly low. Viewdata admitted last fall that subscribership to its Viewtron service in southern Florida fell far below the first-year goal. Instead of 5,000, it signed up just 2,800. Viewdata is a subsidiary of Knight-Ridder.

The new joint venture will be based in Manhattan. Its technical center will in Jericho, N.Y., on Long Island, in a computer facility now used by Chemical's Pronto service. □

Changing Hands

PROPOSED

KITN-TV Minneapolis □ Sold by Beverly Hills Hotel Corp. to Nationwide Communications Inc. for price estimated between \$20-\$25 million. **Seller** is New York-based station group of two TV's, principally owned by Ivan Boesky, his wife, Seema, and Burton Slatkin. It purchased station last year ("Changing Hands," Feb. 13, 1984) for \$12 million. Boesky is Wall Street arbitrager who purchased 8.7% of CBS, was consequently sued by CBS and settled out of court by limiting his ownership to 4.3% (BROAD-

CASTING, May 6). **Buyer** is Columbus, Ohio-based station group of two AM's, five FM's and three TV's. It is subsidiary of Nationwide Mutual Insurance Co. Broadcast division is headed by Clark Pollock, president. KITN is independent on channel 29 with 1,820 kw visual, 182 kw aural and antenna 1,229 feet above average terrain. **Broker:** The Ted Hepburn Co.

WZUU-AM-FM Milwaukee □ Sold by Malrite Communications Group to Amos Communications Inc. for approximately \$4.9 million.

Salt Lake City review. From 75 to 100 members of the National Broadcast Editorial Association are expected in Salt Lake City, June 18-21, for the group's 13th annual convention, which will focus on "issues, production and quality control," the NBEA said. Don Gale, vice president, public affairs, KSL-TV Salt Lake City, and outgoing NBEA president, said the convention would include a full day of "issue-oriented material" and "critique sessions," and a half-day of "nuts and bolts."

Health care will be among the "issues" discussed, including ethics and health care, new medical technology, health-care costs, elective death and preventive medicine. Workshops covering production techniques (including writing, on-location taping for TV and voice improvement) and sessions on quality control will also be offered.

Thursday (June 20) will be "critique day," Gale said, when the conferees analyze one another's work. The annual business meeting will also be held on Thursday, at which time Dick Gage, television public affairs director, WJBF-TV Rock Island, Ill., is expected to be elected NBEA president. Friday will include concurrent sessions on editorial production, delivery for radio, and writing. At noon, the annual Editorial Excellence Awards luncheon will take place. Three awards for regional competitions and two for national radio and TV editorials will be presented.

Other features of the conference will be a keynote speech by CBS News correspondent Barry Peterson and the presentation of the Madison Award—NBEA's top honor for those promoting "the principles of the First Amendment." (This year's recipient is former president of the American Society of Newspaper Editors, Norman Isaacs.) The NBEA will also present its first Management Excellence Award—in recognition of a manager of a station or group owner who has shown "a continuing or extraordinary commitment toward advancing the concepts, goals and purposes of broadcast editorials"—to Pat Polillo, who resigned as Group W's corporate vice president, East Coast, March 1.

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Seller is Cleveland-based, publicly owned station group of five AM's, six FM's and four TV's headed by Milton Maltz, chairman. **Buyer** is subsidiary of Amos Press, Inc. Sidney, Ohio-based publisher of the *Sidney Daily News*, three weekly hobby magazines and *Scott's Stamp Catalogue*, direct mail firm, and industrial name plate manufacturer. It is owned J. Oliver Amos, chairman, and family. WZUU(AM) is on 1290 khz full time with 5 kw. WZUU-FM is on 95.7 mhz with 37 kw and antenna 610 feet above average terrain. *Broker: Milton Q. Ford & Associates.*

WQEZ(FM) Fort Myers Beach, Fla. □ Sold by MPP Inc. to Justice Broadcasting of Fort Myers Inc. for \$3.5 million, comprising \$1.8 million cash, \$1.1 million note and \$600,000 noncompete agreement. **Seller** is owned by Ronald E. Pierce, who has no other broadcast interests. **Buyer** is owned by Lawrence K. Justice, who also owns WCIB(FM) Falmouth, Mass., and WCRJ-AM-FM Jacksonville, Fla. WQEZ is on 99.3 mhz with 3 kw and antenna 285 feet above average terrain. *Broker: Chapman Associates.*

WSAU(AM)-WIFC(FM) Wausau, Wis. □ Sold by Wausau Radio Inc. to WTMJ Inc. for approximately \$3.5 million. **Seller** is principally owned by Dave Raven. It has no other broadcast interests. He will continue as general manager. **Buyer** is station group subsidiary of The Journal Co., publisher of *The Milwaukee Journal*. It owns one AM, one FM and three TV's and is headed by Michael McCormick, president. WSAU is on 550 khz full time with 5 kw. WIFC is on 95.5 mhz

with 98 kw and antenna 1,150 feet above average terrain.

KRAM(AM)-KIT(FM) Las Vegas □ Sold by Cole Industries Inc. to Southern Nevada Radio Inc. for \$2.5 million, comprising \$800,000 cash and remainder note. **Seller** is owned by Donald F. Cole. It has no other broadcast interests. **Buyer** is owned by Phil Syrdal, former owner of *Inside Sport* magazine, and 10 others. It purchased KUDY(AM)-KIT(FM) Spokane, Wash., last year ("Changing Hands," Aug. 27, 1984). KRAM is on 1340 khz with 1 kw day and 250 w night. KIT is on 96.3 mhz with 100 kw and antenna 1,175 feet above average terrain. *Broker: The Montcalm Corp. and Tex-Link Media.*

WLuz-TV Ponce, P.R. □ Sold by Ponce Television Corp. from Lucas Tomas Muniz to Malrite of New York Inc. for \$1,733,333 cash. Muniz will purchase 20% of stock of buyer for \$400,000, producing final sale price of \$1,333,333. **Seller** has no other broadcast interests. **Buyer** is also selling WZUU-AM-FM Milwaukee (see above). WLuz is on channel 7 with 166 kw visual, 22.4 kw aural and antenna 2,710 feet above average terrain.

WPMP(AM)-WPMO(FM) Pascagoula, Miss. □ Sold by Gulf Coast Country Corp. to Southern Starr Broadcasting Group Inc. for \$1,675,000, comprising \$625,000 cash and remainder note. **Seller** is owned by Robert D. McGregor and Fred Jones, who have no other broadcast interests. It purchased the station in September 1984 for \$1 million. **Buyer** is Altamonte Springs, Fla.-based sta-

tion group of one AM, three FM's owned by Peter M. Starr. His brother, Michael, owns WDSI-TV Chattanooga. WPMP is on daytimer 1580 khz with 5 kw. WPMO is on 99.1 mhz with 100 kw and antenna 386 feet above average terrain. *Broker: Americom Media Brokers.*

WHFB-AM-FM Benton Harbor, Mich. □ Sold by Palladium Publishing Co. to WHFB Broadcast Associates Ltd. Partnership for \$1.5 million, comprising \$400,000 cash and remainder note. **Seller** is owned by Willard J. Banyon and family, who have no other broadcast interests. **Buyer** is owned by general partners, WinCom Communications Group (25%), owned by Donald E. Winther and Woolverine Ltd. (25%), East Lansing, Mich.-based investment firm equally owned by G. Woodward Stover and George H. Arbaugh. Limited partners with total of 50% to be announced. Winther is former executive vice president of Selcom Radio, New York-based radio representative. WHFB is on 1060 khz with 5 kw day and 2.5 kw night. WHFB-FM is on 99.9 mhz with 50 kw and antenna 497 feet above average terrain. *Broker: Henry Ansbacher.*

WEED(AM)-WRSV(FM) Rocky Mount, Tenn. □ Sold by Radio Station WEED Inc. to Woolfson Broadcasting Corp. for \$1 million. **Seller** is principally owned by W.A. Wynne, who has no other broadcast interests. **Buyer** is owned by Mark L. Woolfson, who also owns WWQQ-FM Wilmington, N.C., and WGUS-AM-FM Augusta, Ga. WEED is on 1390 khz with 5 kw day and 2.5 kw night. WRSV is on 92.1 mhz with 1.7 kw and antenna 380 feet above average terrain. *Broker: Blackburn & Co.*

WRFS-AM-FM Alexander City, Ala. □ Sold by Piedmont Services Corp. to Broadcast Investment Properties for \$705,000, comprising \$125,000 cash, \$75,000 no-interest promissory note payable in three installments (if accounts receivable fall below \$70,000, difference will be credited against note), and remainder note, with no interest for first year and 10% over final 10 years. **Seller** is principally owned by Julia L. Duncan and Celia L. Coley, who also have interest in WNUZ(AM) Talladega, Ala. **Buyer** is equally owned by Charles E. Giddens and Sanford C. Stone. Giddens wife, Joanne, has interest in application for new AM in Watkinsonville, Ga. Stone's son, Paul, has interest in WAYX(AM)-WQCW(FM) Waycross, Ga. WRFS(AM) is daytimer on 1050 khz with 1 kw. WRFS-FM is on 106.1 mhz with 27 kw and antenna 254 feet above average terrain.

KAYR(AM)-KXXI(FM) Van Buren, Ark. □ Sold by Crawford County Communications Inc. to RMR Broadcast Media Inc. for \$675,000, comprising \$200,000 cash and \$435,000 note at 10% over 10 years, with balloon payment of \$317,656.54. **Seller** is owned by William L. Pharris and his wife, Karen. It has no other broadcast interests. **Buyer** is owned by Robert E. Miller (50%), Larry K. Ruth (25%) and Alan R. Risener (25%). Ruth is general manager of KTCS-AM-FM Fort Smith, Ark. Risener is general manager of KARV(AM) Russellville, Ark. Miller has oil and gas interests in Fort Smith, Ark. KAYR is daytimer on 1060 khz with 500 w. KXXI is on 102.3 mhz with 3 kw and antenna 295 feet

First in a series of Six



1985 RADIO STATION SALES

| | |
|-------------------|-------------------------|
| WGKX (FM) | \$13,500,000 |
| KSSN (FM) | |
| WYNK AM/FM | \$8-\$10,000,000 |
| KWED (FM) | \$ 4,200,000 |
| WINW WOOS | \$ 2,500,000 |
| WLDS WEAI | \$ 1,500,000 |
| WEZG AM/FM | \$ 1,350,000 |

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KLEB(AM)-KZZQ(FM) Golden Meadow, La. □ Sold by KLEB Broadcasting Inc. to Callais Broadcasting Inc. for \$352,500, comprising \$7,500 for retirement of outstanding debt, \$55,000 cash, \$55,000 note at 10% over one year, \$15,000 note at 10% over two years, and remainder assumption of liabilities. Seller is owned by Richard W. Egle and family. It has no other broadcast interests. Buyer is owned by brothers, Harold (57%), Ronald (32%) and David (11%), Callais. It owns cable system in parishes of Terrebonne and Lafourche, La. KLEB is daytimer on 1600

khz with 1 kw. KZZQ is on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WABT(AM) Madison, Ala. □ Sold by The Great American Broadcasting Corp. to Excelsior Broadcasting Corp. for \$265,000. Seller is owned by Wayne H. Steele, Bill E. Polle, Dan Cooper and Virginia Erwin. It has no other broadcast interests. Buyer is owned by Terrell W. Newby (51%), and four others. It has no other broadcast interests. Newby is soldier in Army, based in Nashville. WABT is daytimer on 1360 khz with 500 w.

KNEA(AM) Jonesboro, Ark. □ Sold by Radio

Jonesboro Inc. to John J. Shields, Inc. for \$250,000 cash. Seller is owned by Nadine Gregson, who has no other broadcast interests. Buyer is owned by John J. Shields, who also owns KMTL(AM) Sherwood, Ark., and KFLO(AM) Shreveport, La. KNEA is daytimer on 970 khz with 1 kw.

For other proposed and approved sales see For the Record, page 75.

Broker for the sale of WDHO-TV Toledo, Ohio, reported last week, was The Ted Hepburn Co.

Promotion: broadcasting's new growth discipline

Duffy speaks of broadcasters' public service commitment; Jackson challenges attendees to educate public, thereby eliminating stereotypes

The BPME/BDA convention in Chicago had a little something for everyone this year, which was just as well since, by all appearances, everyone came. While "marketing" may have been the unofficial theme of this year's Broadcast Promotion and Marketing Executives/Broadcast Design Association convention (June 6-9), an equally apt designation would have been "growth," with attendance up in every category. At the most popular sessions there were no empty chairs, with standees lining the back and sides of the hall. Total attendance stood at 2,005, up significantly from last year's record 1,481. Paid attendance was 1,475, up from 1,350 last year. There were 65 exhibitors, compared to 40 in 1984, and 33 hospitality suites, more than double those of last year.

The convention opened officially on Thursday, June 6, with an address on the public service responsibilities of broadcasters by James Duffy, his first speech as president, communications, of the ABC Broadcast Group.

Duffy called the occasion a special one, pointing out that he got his start in broadcasting in public relations and promotion at ABC's central division in Chicago. He remarked that he enjoyed "meeting the people who are making our television system work, taking television in new directions."

Duffy said that along with the "steady progress and maturity" of the broadcast industry have come "major changes in the nature of the broadcast business. . . Gone are the days when television news was amateurish, a sure money loser, neglected by management. Gone are the days when public service was something we did with our left hands to fulfill minimal requirements of the FCC. . . Today the quality of local news is the single most important clue to the quality of a station. Today the television station is a vital community institution." This role change, Duffy said, has "changed the nature of television promotion in a fundamental way. The job of promotion manager is not simply a matter of getting schedule changes to the papers, cranking out press releases. . . Today, you must go beyond the tools and techniques of the trade to a full understanding of your community, of the vital role your sta-

tion plays in that community."

Duffy expressed his concerns that the recent flurry of trading in broadcast properties could foster a "bottom-line mentality" without commitment "to that growing tradition in news, community service and public service that has become such a distinguishing characteristic of broadcast television." "Your responsibility," he told his audience, "is getting out the word about what your station does. . . What can enrich that day-to-day responsibility is the commitment to public service."

"Public service," Duffy said, "encompasses not only the familiar techniques—the PSA, the station editorial. Public service includes much more: local news, public affairs, community relations, public service campaigns, as well as day-to-day relations a station maintains with viewers and local opinion groups." Duffy used as an example a

1984 holiday season antidrunk-driving campaign, Under The Influence, launched by ABC affiliate KOMO-TV Seattle, with the participation of other Seattle stations. The campaign consisted of informational programming, public affairs programing, 183 PSA's, editorials and information distributed at high schools. The result, said Duffy, was that the holiday season without alcohol-related traffic fatalities.

A speaker who looked at a much different dimension of broadcasting was the Rev. Jesse Jackson, who addressed a Friday breakfast gathering. "When I look across the room this morning and look at the basic breakdown of people here, that is one dimension of the problem from our point of view. . . America is not this white. And its crises and opportunities are not this white." He urged his listeners to use their power to educate and not to "irresponsibly" sustain stereo-



Jackson



Duffy

April, 1985

\$2,500,000 Subordinated Debt

has been arranged for

Hi-Desert Cablevision, LTD.

Victorville, California

The undersigned represented the borrower in this transaction. This notice appears as a matter of record only.

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Acquired

Cablevision Industries, Inc.

of Liberty, New York
has acquired

Burnt Store Marina SMATV

Serving condominiums in Lee County, Florida

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types. "Those of you who promote images have this amazing capacity and opportunity to be the prime educators in our society," he said. Jackson listed six "deadly ways" in which he said blacks and Hispanics are unfairly stereotyped in the media: that they are perceived as less hard working, more violent, less intelligent, less patriotic, less universal and less serious than they really are. He illustrated the fallacy of those characterizations with examples from black history and pointed to lack of media coverage of his trip to Germany and charges of "grandstanding" for his visit to Philadelphia after the MOVE fire there as examples of a media image affected by such characterizations.

The somethings for everyone at this year's convention included sessions ranging from advertising that takes chances to cable promotion through contests; from courtroom illustrating to the latest computer-generated graphics. For the independent stations, in addition to the INTV-sponsored Independents' Day Seminar prior to the convention (see box, below), there was a session, "Promoting the New Independent," in which panelists presented case studies on various independents' promotion campaigns, and one on the BDA side called "Designing for the Independent Station." Also for broadcast designers were a number of sessions on computer generated graphics, from "Design-

ing Storyboards for Computer-Generated Animation" to "Advanced Computer Graphic Design."

Specifically for public broadcasters, there was "Spreading the Word Without Spending the Bucks," which advised both Canadian and American noncommercial broadcasters (in what was hailed as the "first bi-national promotion session ever by BPME") on how to promote with fewer dollars. Also for public broadcasters was the election of one of their own, Beryl Spector, of WMHT-TV Schenectady, N. Y., as president of BPME, the first public broadcaster to hold that post.

One of the most popular and well-attended events was "At the Promos," in which syndicated critics Roger Ebert and Gene Siskel rated 10 spots randomly chosen from more than 200 submitted by BPME members. The pair pulled no punches, giving anywhere from one half star to a best of four stars. At the end, however, they acknowledged the importance of the promotion manager, and left an open invitation with the audience to contact them if any station needed help in promoting their syndicated *At the Movies* series. The spot receiving the highest praise was a news promo, "When You Need News," from KRON-TV San Francisco, which went on to justify its rave review by winning the Animation, "\$10,000 and up," category, and one of two best of show awards in the BDA competition.

Independent thinker. Promoting the independent was the theme of INTV's 1985 Independent's Day Seminar, held June 5-6, at the Hyatt Regency in Chicago. It was an "affiliates" meeting of sorts for those promotion/marketing and design executives attending the BPME/BDA convention at the same hotel, and offered them a chance to exchange ideas on promoting independent stations, which lack the support of a network promotion department, and a chance to, as one participant put it, "see what the other guys are doing."

Keynote speaker for the seminar was Hal Protter, president and managing general partner of WWOZ-TV New Orleans. He said he had one word about promotion, and that was "marketing, not promotion, but marketing, not advertising, but marketing." He talked of the pioneering work of Metromedia stations like WTTG-TV Washington and WNEW-TV New York. They "cleaned up their on-air look and told both advertisers and viewers they were different." They conveyed those differences as part of a marketing program, Protter said. They "marketed their product."

Protter offered some suggestions for promoting independents. One was to "get very good, very fast" at the kind of local promotions that radio has been doing for years. Another was to save the commercials from paid schedules for theatrical movies because they are the same movies for which a station will need promos when they eventually air there. Program directors and general managers, Protter said, ought to pressure distributors into including episodic promos with their product so that stations don't have to take production time to edit their own. "You wind up with 100 stations editing the same stuff for the same clip," he said. He also emphasized that audio and video quality must continue to improve. "Look at the Movie Channels, the CNN's. That's who you're competing with," he said.

Another standing-room-only crowd greeted "TV Advertising: State of the Art," the sixth annual look at the best of last year's commercials and promos as selected by Steve Sohmer, senior vice president, entertainment, NBC-TV, this year aided by Paul Barrett, vice president, advertising and promotion, ABC-TV. CBS Sports got high marks for its animation. And trends pointed to included increasing use of music videos in advertisements for products like Honda scooters and Levi's jeans. The state of computer advertisements ranged from the "disturbing" MacIntosh introduction with robot-like executives falling off a cliff, to IBM's continuing Charlie Chaplin spots. The session ended with a look at the three networks' promotional campaigns for the fall season.

Taking advantage of its Chicago location, the convention drew on several advertising executives in what Lee Pocock, outgoing BPME president, had earlier described as an effort to "spread out and say: 'What's true for those guys is true for us.'" One of those guys was Michael Cafferata, senior vice president and executive creative director, Needham, Harper & Steers, whose general session, "Emotions in Advertising," emphasized that persuasion requires more than providing practical reasons and that emotional appeals are also valuable and sometimes necessary. He illustrated his points with NH&S campaigns employing humor and pathos. Among the examples was a Bud Light commercial in which two farmers pause to watch and applaud the passing of the Olympic torch.

In another advertising-related session, "Breakthrough Advertising," Phil Dusenberry, vice chairman and executive creative director, BBDO, whose credits include the Pepsi Cola Michael Jackson spots and the "We Bring Good Things to Life" campaign for General Electric, advised listeners to take some chances, illustrating that tenet with a number of BBDO spots.

When he first got into the business, he said, advertising was often, "by intuition, by instinct and by chance," and yet, he said, "we managed to reach people, and sold an awful lot of products in the process. Creative people were flying high. And then suddenly a lot of advertisers discovered they had a fear of flying." What followed, he said, was a move toward "flashy new marketing techniques, scientific research and slide rule media measurement. And just like that, gone was much of the joy, spontaneity, humor and humanness of advertising." Advertising had become formulaic. "The one thing that great advertising is made of," Dusenberry said, "is judgment. Because sometimes judgment means violating the rules. . . Breaking the rules is where great advertising is headed." That does not mean ignoring stats and numbers in "blissful ignorance," he said, but using research as a "guide and not a god."

Dusenberry also emphasized that "we are in the entertainment business. When your spot comes on," he said, "you can't forget that you are asking viewers to give up something to watch your message." There has to be something in it for them to keep them in their seats, he emphasized. In a world of zapping, he concluded, there's only one answer, and that's "unzappable advertising."

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Advertising that makes the viewer stop and watch your spot."

Research is an important part of marketing, and several sessions were devoted to that topic. One, "Marketing Strategies in a Changing Industry," featured David Poltrack, vice president, research, CBS/Broadcast Group, on network viewership erosion and what can be done about it. Following a 10-minute videotape version (produced by CBS's promotion department) of CBS's updated "Road to 1990" research presentation (first produced in 1979), Poltrack addressed what he called the "programming and promotion implications of the video marketplace dynamic" of the future. "We see a healthy video marketplace for all components," Poltrack said. "The fastest growing audience segment will be the adult 35-54 segment," he said. "More importantly, these adults will be more affluent." With a larger and wealthier audience anticipated, the challenge becomes, "how to attract the largest portion of that audience."

The programmers' challenge, said Poltrack, will be to serve an audience comprising "a la carte viewers as opposed to the habitual viewers of the past. Today, over one half of the prime time viewers remark that they do not make their final program selection until after they turn on the set."

Audiences, he said, are increasingly harder to win, and to keep. He used as an example the crowded competitive environment in New York. In 1974, he said, on a typical Saturday evening, the audience had limited choice. Networks had an 88% share, with independents and noncommercial stations dividing the remainder. On that same Saturday night in 1984, the network share is down to 59%, with the next largest share belonging to a category called "All Others." "What does that category comprise?" asked Poltrack. The answer: 19 cable and new station entries.

And if this isn't enough competition, he added, "don't forget the VCR. This crowded competitive environment presents a major challenge to the advertising and promotion department."

He divided promotion into three basic categories: new program promotions, which create awareness and encourage trial; promotion of the special or event program, which he characterized as a long-term promotional challenge, and promotion of on-going programming, which must woo back fickle viewers, and bring in new viewers. "The traditional approach to these promotional paths," said Poltrack, has been a combination of on-air promotion, print advertising and radio and outdoor. And they will still be part of an effective campaign, he emphasized. But they will no longer be the "only components required," he said, and they will have less impact than in the past, with the same number of on-air spots delivering less audience. "New creative approaches" to reaching all segments, including the pay TV viewer and the VCR user, need to be found, he said. "The key to finding these approaches," he said, "is understanding the motivational factors affecting TV viewing," or: Know your audience. How much leisure time does it have? What is its work schedule? What are its viewing habits? "The ma-

job personal motivational factors are demographics, social class and status, life style and information-seeking behavior," said Poltrack. The goal of a promotional campaign, he said is to identify the program with the viewer's self image. "We are in a marketing battle now," he concluded.

For television stations without big promotion budgets, there was "Lo-Budget and Hi-Bang Media Campaigns." The session featured William Aydelott, president, Aydelott Associates; Hal Brown, co-founder and president of VTS Music Inc., and Janice Dexter, promotion director at KSET-TV Lynchburg, Va., and was moderated by Al Dunning, director of promotion and advertising for WTMJ-TV Milwaukee.

Dexter told the audience that she would be addressing those with basically "no bucks." "You are the promotion manager at a radio and television station with little money budgeted for promotion. Perhaps you have a poor image in your ADI, or no image at all," she said. Creating a station image campaign under those conditions is "no piece of cake. But it can be done." Begin by developing or refining the image of the station, she said. "Ideally, a station should spend some dollars and have an outside firm do some independent market research," Dexter said, "but let's assume independent research is out." After settling on an image, through "brainstorming" sessions with the management team and station personnel, how do you get the message to the world? Music is one way, and while a production house would be preferable, said Dexter, there are ways to get

around that expense. Find someone in-house to write the lyrics or music if possible. If that is not possible, she said, take your idea to a local university choir or regional professional band. "They would probably be delighted to work with you, doing everything from writing to arranging to performing. Cost, in many cases, is absolutely nothing. Their reward is the publicity you can generate." Dexter said that is how she produced her station's "Moving Up" jingle, getting a show choir from Virginia Tech University to arrange and produce it.

Hal Brown, VTS Music, also had advice for those with a little more money to work with. "There's a way," he said, "to call in an outside company and get the same good local publicity." When his company provides a station with a jingle, he said, he supplies it with score sheets for marching bands. "You don't have to go out and spend \$20,000 or \$25,000 for music," he said. "Call and talk with several music companies. Ask for demo tapes."

William Aydelott advised promotion managers to work directly with production companies rather than going through an advertising agency. "You can have a lot more fun," he advised, and save "20% to 40%."

Promotion on the cable side (there are about 60 cable members of BPME) was more in evidence this year, a point made by Barry Kluger, director of press relations, MTV Networks Inc., and the only cable member of BPME's board of directors. According to Kluger, last year there were two panels; this year there were five. Last year

COASTAL COMMUNICATIONS LTD.

Little Rock, Arkansas

Richard D. Booth, President

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cable was lumped together in the awards categories with program distributors and syndicators. This year cable had nine categories by itself. "We're trying to see where we fit in, and this year is a big improvement over last year," he said. Kluger feels that BPME could generate more cable interest in the association with "direct mail campaigns and perhaps doing presentations at cable conventions." Kruger said that the idea of the cable panels "is not simply to get cable

people to attend, but to get broadcast people to attend. And do broadcast panels and get cable people to attend. Cable can certainly learn from broadcast and vice versa," he said.

The diversity of topics covered in sessions was mirrored by the diversity of products and services available from 65 companies in the exhibit hall. They ranged from a walking, talking (with a little assistance from a nearby-hand-held microphone) promotional

robot, from 21st Century Robotics, to a menagerie of animals including a python and armadillo, courtesy of Mutual of Omaha's *Wild Kingdom*, syndicated by Bozell & Jacobs.

And there were production companies, specialty manufacturers and a host of computer graphics companies competing for the attention of attendees, whose numbers at the exhibit area were steady, if not overwhelming. □

TELECASTINGS

Better World through television

The Better World Society, a nonprofit group dedicated to the production of programing about nuclear war, world population and environmental issues, announced its formation last week in New York. The group's co-founder and chairman is Ted Turner, who has provided \$500,000 in start-up funding for the group. In its founding statement, BWS defines its purpose as the creation of a "global constituency for sane, viable alternatives to the nuclear arms race, unlimited population growth, depletion of natural resources and degradation of the environment. To explore such alternatives, the society will use the most powerful communications tool ever invented: television."

Turner, on hand for the announcement, said issues like nuclear destruction are avoided in television programing, but advertisers "don't have a problem sponsoring *Dynasty* when the whole cast gets blown away." Commenting on the politics of the society Turner said: "We don't think it's a left or right deal. I have a new political philosophy. I'm a conservative liberal. I'm liberally conservative."

Last Tuesday (June 11) marked the third meeting of the four original board members of the society: Russell Peterson, president emeritus of the National Audubon Society; Lester R. Brown, president of Worldwatch Institute; Jean-Michel Costeau of the Cousteau Society, and Turner, as well as the first meeting of the expanded, nine-member

board which includes former President Jimmy Carter.

If you can't beat 'em

Consumer advocate Ralph Nader and Sam Simon, of the Telecommunications Research and Action Center, who have devoted much of their careers to criticizing the broadcasting establishment, have joined that establishment—at least to the point of receiving FCC authority to build a low-power television station. They are among the principals and board members of Citizens Television System, which has received a construction permit for channel 58 in Buffalo, N.Y. Citizens, which has filed applications for LPTV's in a number of cities, won the lottery for the Buffalo facility in the FCC drawing on April 29.

That was easy part. Now Citizens has its work cut out. Simon said he did not know how construction funds would be raised—and costs could range from \$50,000 for a bare-bones operation to hundreds of thousands of dollars for a facility with a studio, production equipment and tower—but he was confident funding would not be a problem. "We'll get it," he said. Nor was he prepared to discuss programing plans, except to say Citizens will do "informational-type programing." As for funds to operate the station once it goes on air, nothing is settled there, either. "Various options are being explored," a Simon aide said. Winning the lottery and getting the permit, aide added, was a "surprise."



MADD PSA. Candy Lightner, founder of Mothers Against Drunk Driving, talks with RKO Television President Pat Servodidio prior to the taping of a MADD public service announcement at RKO's WOR-TV Seacausus, N.J. The PSA will focus on MADD's drive to raise money for its local chapters next fall. It is being distributed by Richard Weiner Associates, the public relations firm handling the MADD campaign. The spot will also air on RKO's KHJ-TV Los Angeles and WOR-TV.

Second Chance update

Since its air date on April 19, "Second Chance," a Group W-organized effort to increase awareness of organ donation, has distributed 140,000 organ donor cards. To date, 113 stations have joined the project, which has included celebrity PSA's and an hour-long special narrated by actor William Devane and produced by KDKA-TV Pittsburgh. Among the general efforts of the campaign has been the use of the American Council on Transplantation's hotline. In addition, stations have organized the following on their own:

- Donor request cards were placed in the game program for a Pirates baseball game on June 2, Second Chance day.
- Kyw-tv Philadelphia is distributing brochures containing donor cards to city employees with their paychecks.
- In Rochester, N.Y., a WHEC-TV reporter, who was the recipient of a transplanted kidney, will serve as the station's spokesman.

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WETT AM, WWTR FM—Serving Ocean City, MD
WVBS AM/FM—Serving Wilmington, NC
WRCS AM, WQDK FM—Serving Virginia Beach, VA
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*WYAK AM/FM—Serving Myrtle Beach, SC

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As compiled by BROADCASTING, June 5 through June 12, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

- WRFS-AM-FM Alexander City, Ala. (AM: 1050 khz; 1 kw-D; FM: 106.1 mhz; 27 kw; HAAT: 254 ft.)—Seeks assignment of license from Piedmont Services Corp. to Broadcast Investment Properties for \$705,000, comprising \$125,000 cash, \$75,000 no interest promissory note payable in three installments (if accounts receivable fall below \$70,000, difference will be credited against note), and remainder note, with no interest for first year and remainder at 10% over 10 years. Seller is owned by Julia L. Duncan and Celia L. Coley, who also have interest in WNUZ(AM) Talladega, Ala. Buyer is equally owned by Charles E. Giddens and Sanford C. Stone. Giddens wife, Joanne, has interest in app. for new AM in Watkinsville, Ga. Stone's son, Paul, has interest in WAYX(AM)-WQCW(FM) Waycross, Ga. Filed June 3.
- WABT(AM) Madison, Ala. (1360 khz; 500 w-D)—Seeks assignment of license from The Great American Broadcasting Corp. to Excelsior Broadcasting Corp. for \$265,000. Seller is owned by Wayne H. Steele, Bill E. Polle, Dan Cooper and Virginia Erwin. It has no other broadcast interests. Buyer is owned by Terrell W. Newby (51%), and four others. It has no other broadcast interests. Newby is soldier in Army, based in Nashville. Filed June 5.
- KUET(AM) Black Canyon City, Ariz. (710 khz; 500 w-D; 1 kw-N)—Seeks assignment of license from Black Canyon Broadcasting Corp. to Statewide Broadcasters Inc. for \$115,000 cash. Seller is owned by John Gates, who has no other broadcast interests. Buyer is principally owned by Edwin R. White and M.Z. Moore, who have no other broadcast interests. Filed June 4.
- KNEA(AM) Jonesboro, Ark. (970 khz; 1 kw-D)—Seeks assignment of license from Radio Jonesboro Inc. to John J. Shields, Inc. for \$250,000 cash. Seller is owned by Nadine Gregson, who has no other broadcast interests. Buyer is owned by John J. Shields, who also owns KMTL(AM) Sherwood, Ark., and KFLO(AM) Shreveport, La. Filed June 5.
- KAYR(AM)-KXXI(FM) Van Buren, Ark. (AM: 1060 khz; 500 w-D; FM: 102.3 mhz; 3 kw; HAAT: 295 ft.)—Seeks assignment of license from Crawford County Communications Inc. to RMR Broadcast Media Inc. for \$675,000, comprising \$200,000 cash and \$435,000 note at 10% over 10 years, with balloon payment of \$317,656.54. Seller is owned by William L. Pharris and his wife, Karen. It has no other broadcast interests. Buyer is owned by Robert E. Miller (50%), Larry K. Ruth (25%) and Alan R. Risener (25%). Ruth is general manager of KTCS-AM-FM Fort Smith, Ark. Risener is general manager of KARV(AM) Russellville, Ark. Miller has oil and gas interests based in Fort Smith, Ark. Filed June 4.
- KKJJ(FM) Payson, Ariz. (103.9 mhz; 1.6 kw; HAAT: 393 ft.)—Seeks assignment of license from High Country Broadcasting Inc. to Chuck Crisler for \$200,000. Seller is owned by Millard Orick, who has no other broadcast interests. Buyer owns KYKK(FM) Lordsburg, N.M., and KXJJ(FM) Clifton, Ariz. Filed May 31.
- WJBR-AM-FM Wilmington, Del. (AM: 1290 khz; 1 kw-D; FM: 99.5 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Radio Station WJBR Inc. to CRB Broadcasting of Delaware Inc. for \$4.3 million cash. Seller is owned by John B. Reynolds, who has no other broadcast interests. Buyer is owned by Carter Burden who also owns WAEB-AM-FM Allentown, Pa., and WCTR-AM-FM Huntington, W.Va. Filed June 3.
- WQEZ(FM) Fort Myers Beach, Fla. (99.3 mhz; 3 kw; HAAT: 285 ft.)—Seeks assignment of license from MPP Inc. to Justice Broadcasting of Fort Myers Inc. for \$3.5 million, comprising \$1.8 million cash, \$1.1 million note and \$600,000 noncompete agreement. Seller is owned by Ronald E. Pierce, who has no other broadcast interests. Buyer is owned by Lawrence K. Justice, who also owns WCIB(FM) Falmouth, Mass., and WCRJ-AM-FM Jacksonville, Fla. Filed June 5.
- WREX-TV Rockford, Ill. (ch. 13; ABC; ERP vis. 316 kw, aur. 39.8 kw; HAAT: 710 ft.)—Seeks assignment of license from Gilmore Broadcasting Corp. to Heritage Broadcasting Co. of Ill. for \$21 million cash. Seller is Kalamazoo, Mich.-based station group of one AM, three FM's and three TV's, principally owned by James S. Gilmore. Buyer is principally owned by Mario Iacobelli, who also owns WCTI(TV) New Bern, N.C. Filed June 4.
- KLEB(AM)-KZZQ(FM) Golden Meadow, La. (AM: 1600 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from KLEB Broadcasting Inc. to Callais Broadcasting Inc. for \$352,500, comprising \$7,500 cash for retirement of outstanding debt, \$7,500 cash, \$55,000 note at 10% over one year, \$15,000 note at 10% over two years, and remainder assumption of liabilities. Seller is owned by Richard W. Egle and family. It has no other broadcast interests. Buyer is owned by brothers, Harold (57%), Ronald (32%) and David (11%) Callais. It owns cable system in parishes of Terrebonne and Lafourche, La. Filed June 4.
- WHYN-AM-FM Springfield Mass. (AM: 560 khz; 5 kw-D; 1 kw-N; FM: 93.1 mhz; 8.9 kw; HAAT: 1,000 ft.)—Seeks assignment of license from Affiliated Broadcasting Inc. to R&R Broadcasting of Massachusetts Inc. for \$7.8 million. Seller is subsidiary of Affiliated Publications Inc., publicly traded, Boston-based publisher of the *Boston Globe*, headed by John A. Winkle, chairman and CEO. It owns six AM's and six FM's. Buyer is subsidiary of New York-based holding company, Robbins & Ries Inc., owned by Sherman M. Robbins and Thomas Ries. R&R Broadcasting is headed by John Goodwill, former vice president and general manager of WPIX-FM New York. Filed June 4.
- WHFB-AM-FM Benton Harbor, Mich. (AM: 1060 khz; 5 kw-D; 2.5 kw-N; FM: 99.9 mhz; 50 kw; HAAT: 497 ft.)—Seeks assignment of license from Palladium Publishing Co. to WHFB Broadcast Associates Ltd. Partnership for \$1.5 million, comprising \$400,000 cash and remainder note. Seller is owned by Willard J. Banyon and family, who have no other broadcast interests. Buyer is owned by general partners, WinCom Communications Group (25%), owned by Donn E. Wither and Wolverine Ltd. (25%), East Lansing, Mich.-based investment firm owned by G. Woodward Stover (50%), and George H. Arbaugh (50%). Limited partners to be announced. Wither is former executive vice president with Selcom, New York-based radio representa-
- WPMP(AM)-WPMO(FM) Pascagoula, Miss. (1580 khz; 5 kw-D; FM: 99.1 mhz; 100 kw; HAAT: 386 ft.)—Seeks assignment of license from Gulf Coast Country Corp. to Southern Starr Broadcasting Group Inc. for \$1,675,000, comprising \$625,000 cash and remainder note. Seller is owned by Robert D. McGregor and Fred Jones, who have no other broadcast interests. It purchased the station in September 1984 for \$1 million. Buyer is Altamonte Springs, Fla.-based station group of one AM, three FM's owned by Peter M. Starr. His brother, Michael, owns WDSI-TV Chattanooga, Tenn. Filed June 6.
- KHMO(AM) Hannibal, Mo. (1070 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Mark Twain Media to Bick Broadcasting Co. for \$1,350,000 cash, including \$100,000 consultation agreement. Seller is principally owned by Don C. Daily. It has no other broadcast interests. Buyer is owned by brothers, Frank and James Bick, who also own KIDS(FM) Palmyra, N.Y. Filed June 4.
- KRAM(AM)-KITT(FM) Las Vegas (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 96.3 mhz; 100 kw; HAAT: 1,175 ft.)—Seeks assignment of license from, respectively, KRAM Inc. and KITT Inc. to Southern Nevada Radio Inc. for \$2.5 million, comprising \$800,000 cash and remainder note. Seller is owned by Donald F. Cole. It has no other broadcast interests. Buyer is owned by Phil Syrdal, former owner of *Inside Sport* magazine and 10 others. It purchased KUDY-(AM)-KITT(FM) Las Vegas, last year ("Changing Hands," Aug. 27, 1984). Filed June 3.
- KCAN(AM) El Reno, Okla. (1460 khz; 500 w-D)—Seeks assignment of license from George M. Ablah, trustee in bankruptcy for Clark Broadcasting, to Magnolia Broadcasting Co. for \$150,000. Seller has no other broadcast interests. Buyer is owned by J.P. Collins, Harry Hoyler and Greg L. Armstrong. Hoyler was formerly operations manager at KKLK(FM) Edmond, Okla. Collins and Armstrong are Oklahoma City businessmen with no other broadcast interests. Filed June 5.
- WVWA(AM) Burnetown, S.C. (1510 khz; 1 kw-D; 250 w-D)—Seeks assignment of license from The Marma Corp. to Rosewood Inc. for \$152,500, comprising \$25,000 cash and remainder note at 9% over 10 years. Seller is principally owned by Glenn E. May, who has no other broadcast interests. Buyer is equally owned by C. Finley Cunningham and Henry B. Schneider. They have no other broadcast interests. Filed June 3.
- WQSI(AM) Portland, Tenn. (1270 khz; 1 kw-D)—Seeks assignment of license from CS Broadcasting Inc. to Portland Broadcasting Inc. for \$10,000 cash. Seller is owned by Dale A. Allison, who has no other broadcast interests. Buyer is owned by Bob Hudson, William J. Goad and his wife, Ann. Hudson is station's general manager. Goads own WBDX(AM) White Bluff, Tenn. Filed June 5.
- KKAT(FM) Ogden, Utah (101.9 mhz; 27.5 kw; HAAT: 3,750 ft.)—Seeks assignment of license from First Omni Communications to Browns Broadcasting Co. for \$2.8 million. Seller is owned by Terry A. McRight and Dr. Robert C. Mohr, who have no other broadcast interests. Buyer is owned by Willet H. Brown and his son, Michael, and Phil

EDWIN TORNBURG & COMPANY, INC.

Negotiators

For The Purchase And Sale Of
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Melrose. It owns KPQP(AM)-KGB-FM San Diego. KXOA-AM-FM Sacramento and KYNO-AM-FM Fresno, all California. Melrose is group operations manager. Filed June 3.

■ WQAA(FM) Luray, Va. (103.9 mhz; 3 kw; HAAT: 11 ft.)—Seeks assignment of license from Wilson Broadcasters Inc. to Christian Voice Network Inc. for \$2,000 cash and tax deductible receipt of \$30,000. Seller is owned by Harry A. Epperson, who has no other broadcast interests. Buyer is equally owned by Rodney Fritts, his wife, Mary, and James D. Bailey. It has no other broadcast interests. Filed May 28.

■ KULE(AM) Ephrata, Wash. (730 khz; 1 kw-D)—Seeks assignment of license from James O. Niel, trustee in bankruptcy to B&G Enterprises for \$95,000 cash. Seller has no other broadcast interests. Buyer is equally owned by Alfred C. Geesey and Randal E. Boruf, who have no other broadcast interests. Filed June 3.

New Stations

FM's

■ Fort Mitchell, Ala.—Janice M. Camba seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 6002 88th Place, New Carrollton, Md. 20784. Principal has no other broadcast interests. Filed May 31.

■ Fort Mitchell, Ala.—Minority Radio Associates seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 3736 Winkfield Pl., Columbus, Ga. 31909. Principal is owned by Margaret P. Angell (20%), her sister-in-law, Rita J. Angell (60%), and Enrique Santiago Rivera (20%). Filed May 31.

■ Fort Mitchell, Ala.—Rosie R. Strong and Kathryn G. Cason seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: No. 5 Cranston Ct., Columbus, Ga. 31907. Principal is owned by licensees and Stephen Hollis, who owns WMOC(AM) Chattanooga, Tenn. Filed May 31.

■ Barling, Ark.—George V. Domeresse seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 23 Briarwood, Clarksville, 72830. Principal has no other broadcast interests. Filed May 24.

■ Barling, Ark.—Aguilar Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 3201 South O St., #16, Fort Smith, Ark. 72903. Principal is owned by Lillie Olivia Aguilar and Donald E. Holley. Holley also has interest in KLCO(AM)-KRZK(FM) Branson, Miss. Filed May 31.

■ Barling, Ark.—Martha L. Demaree seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 313 Mockingbird Lane, Sallisaw, Okla. 74955. Principal has no other broadcast interests. Filed May 20.

■ Barling, Ark.—Robert G. Kerrigan seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 12009, Pensacola, Fla. 32589. Principal has no other broadcast interests. Filed May 31.

■ Barling, Ark.—Betsy Keith Pilgrim seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 255, 72932. Principal has no other broadcast interests. Filed May 31.

■ Mt. Bullion, Calif.—Joseph J. Thompson seeks 99.9 mhz; 2 kw; HAAT: 2,085 ft. Address: 4111 Pine Meadows Way, Pebble Beach, Calif. 93953. Principal is station manager of KBOQ(FM) Marina, Calif. Filed May 31.

■ Mt. Bullion, Calif.—Edward E. Abramson seeks 99.9 mhz; 1.8 kw; HAAT: 640 m. Address: Route 2, Box 96, Chico, Calif. 95926. Principal has interest in KRJF-FM Paradise, Calif. Filed May 31.

■ Mt. Bullion, Calif.—Peter E. Baird seeks 99.9 mhz; 1.8 kw; HAAT: 640 m. Address: P.O. Box 2631, Livonia, Mich. 48151. Principal has no other broadcast interests. Filed May 31.

■ Mt. Bullion, Calif.—Rosalie L. Bustos seeks 99.9 mhz; 1.8 kw; HAAT: 648 m. Address: 3430 Jefferson Ave., Redwood City, Calif. 94062. Principal has no other broadcast interests. Filed May 30.

■ Mt. Bullion, Calif.—Mount Bullion Community Broadcasting Inc. seeks 99.9 mhz; 1.86 kw; HAAT: 642.8 m. Address: P.O. Box, Freedom, Calif. 95019. Principal is owned by Eric R. Hilding and Claudia Ward Bartosiewicz, who have no other broadcast interests. Filed May 31.

■ Ukiah, Calif.—Sound Sense seeks 105.9 mhz; 2.5 kw; HAAT: 1,884 ft. Address: 25234 Robinson Rd., Willits, Calif. 95490. Principal is owned by Vidya Tolani, program director at KLLK(AM) Willits, Calif. Filed May 31.

■ Ukiah, Calif.—Joseph M. Perez seeks 105.9 mhz; 2.8 kw; HAAT: 549 ft. Address: 1901 May Ave., Santa Rosa, Calif. 95401. Principal has no other broadcast interests. Filed May 31.

■ Ukiah, Calif.—Marilyn J. Johnson seeks 105.9 mhz;

2.5 kw; HAAT: 1,869 ft. Address: 1825 Mellor Dr., Lakeport, Calif. 95453. Principal has no other broadcast interests. Filed May 31.

■ Ukiah, Calif.—Redwood Empire Broadcasting seeks 105.9 mhz; 2.818 kw; HAAT: 1,788.6 ft. Address: 2451 Mill Creek Road, 95482. Principal is owned by Claudia Clark (60%) and Theodore S. Storck (40%). Storck owns KTRF(AM)-KSNR(FM) Thief River Falls, Minn., and KRBO(FM) Red Bluff, Calif. Filed May 29.

■ Daytona Beach, Fla.—Volusia Public Radio Inc. seeks 90.1 mhz; 5 kw; HAAT: 128 ft. Address: 957 Tall Pine Dr., Port Orange, Fla. 32019. Principal is nonprofit corporation headed by John E. Weeks. Filed May 29.

■ Hilo, Hawaii—Golden Bear Communications seeks 100.3 mhz; 100 kw; HAAT: minus 430 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KBey(AM)-KSHR(FM) Coquille, Ore., and WBty(FM) Homerville, Ga., and is app. for three new FM's. Filed May 31.

■ Hilo, Hawaii—Carmen D. Dwight seeks 100.3 mhz; 100 kw; HAAT: minus 84 ft. Address: 6125 Hornet St., Apt. 11, Los Angeles 90035. Principal is financial officer with *KUSC-FM Los Angeles, and is also app. for new FM in Pearl City, Hawaii. Filed May 31.

■ Hilo, Hawaii—Josie Moore seeks 100.3 mhz; 100 kw; HAAT: minus 40.6 m. Address: 1411 Ledbetter, Round Rock, Tex. 78664. Principal owns KJML(TV) Hilo, Hawaii. Filed May 31.

■ Honolulu—Tzeitel Broadcasting Co. seeks 105.1 mhz; 100 kw; HAAT: minus 96 ft. Address: 875 Puomao St., 96825. Principal is owned by Faredah Shamsudin Ward, who has no other broadcast interests. Filed June 5.

■ Honolulu—Hawaii Public Radio seeks 89.3 mhz; 100 kw; HAAT: 1,242 ft. Address: 1335 Lower Campus Dr., 96822. Principal is nonprofit corporation headed by John Henry Felix. It also owns KHPR(FM) Honolulu and KWPR(FM) [CP] Wailuku. Filed May 14.

■ Pearl City, Hawaii—K.A.R.E.—Hawaii seeks 101.9 mhz; 100 kw; HAAT: 1,886 ft. Address: 1711 Marquee St., Honolulu 96822. Principal is owned by Doreen Chang, Daryl Utsumi and Delores Tegteimer. It has no other broadcast interests. Filed May 31.

■ Pearl City, Hawaii—The Pleiades Group seeks 101.9 mhz; 100 kw; HAAT: 1,242 ft. Address: 970 N. Kalaheo C314, Kailua, Hawaii 96734. Principal is owned by L.D. Anderson (85%), Austin Stephen Vali (10%) and K.S. Chung (5%). It has no other broadcast interests. Filed May 31.

■ Pearl City, Hawaii—Mamala Bay Broadcasting Ltd.

Summary of broadcasting as of April 31, 1985

| Service | On Air | CP's | Total * |
|-----------------------------|--------|------|---------|
| Commercial AM | 4,785 | 170 | 4,955 |
| Commercial FM | 3,771 | 418 | 4,189 |
| Educational FM | 1,194 | 173 | 1,367 |
| Total Radio | 9,750 | 761 | 10,511 |
| FM translators | 789 | 444 | 1,233 |
| Commercial VHF TV | 539 | 23 | 562 |
| Commercial UHF TV | 368 | 222 | 590 |
| Educational VHF TV | 115 | 3 | 118 |
| Educational UHF TV | 184 | 25 | 209 |
| Total TV | 1,206 | 273 | 1,479 |
| VHF LPTV | 215 | 74 | 289 |
| UHF LPTV | 121 | 136 | 257 |
| Total LPTV | 336 | 210 | 546 |
| 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.

seeks 101.9 mhz; 100 kw; HAAT: 577 m. Address: 41 Aheaha Pl., Pukalani, Hawaii 96785. Principal is owned by Joseph C. Smith and five others. It has interest in app.'s for two new FM's in Chicago and San Diego. Filed May 31.

■ Pearl City, Hawaii—Carmen D. Dwight seeks 101.9 mhz; 100 kw; HAAT: 1,806 ft. Address: 6125 Horner St., Apt. 11, Los Angeles 90035. Principal is financial officer with *KUSC-FM Los Angeles, and is also app. for new FM in Hilo, Hawaii. Filed May 31.

■ Waipahu, Hawaii—Christine F. Paul seeks 102.7 mhz; 100 kw; HAAT: 1,805 ft. Address: 20389 Barnard Ave., Walnut, Calif. 91789. Principal owns CP for new FM in Burns, Ore., and is app. for new FM in Honolulu. Her father, Hugh R. Paul, owns KHCR(FM) Paauilo, Hawaii. Filed May 31.

■ Waipahu, Hawaii—Waipahu Broadcasting Limited Partnership seeks 102.7 mhz; 100 kw; HAAT: 577 m. Address: 27 Stinson, Andover, Mass. 91202. Principal is owned by Jung S. Son (80%), Mary Lou Maierhofer (10%) and Paula Baptist (10%). It has no other broadcast interests. Filed May 31.

■ Waipahu, Hawaii—Chun Broadcasting Ltd. seeks 102.7 mhz; 100 kw; HAAT: 1,782 ft. Address: 1137 Kaumoku St., Honolulu 96825. Principal is owned by Frances S. Chun, Gerald H. Staub and Walter D. Barker. Barker has interest in app. for new FM in Bellefonte, Pa. Filed May 22.

■ Waipahu, Hawaii—Golden Bear Communications Inc. seeks 102.7 mhz; 100 kw; HAAT: 1,893 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KBey(AM)-KSHR(FM) Coquille, Ore., and WBty(FM) Homerville, Ga., and is app. for three new FM's. Filed May 31.

■ Waipahu, Hawaii—Berdina Simmons seeks 102.7 mhz; 5 kw; HAAT: 1,057 ft. Address: 597 Circle Dr., Maysville, Ky. 41056. Principal has no other broadcast interests. Filed May 31.

■ Quincy, Ill.—Cynthia Escajeda Cart seeks 103.9 mhz; 3 kw; HAAT: 328 ft. Address: 704 Douglas Ave., Prescott, Ariz. 86301. Principal has no other broadcast interests. Filed May 28.

■ Quincy, Ill.—Believer's Broadcasting Corp. seeks 103.9 mhz; 23 kw; HAAT: 947.75 ft. Address: 3610 S. 24th St., 62301. Principal is nonprofit corporation headed by brothers, Carl and Henry Geisendorfer. It also owns CP for WJTR(TV) Quincy. Filed May 31.

■ *Mason City, Iowa—University of Northern Iowa seeks 91.5 mhz; 10 kw; HAAT: 111.9 ft. Address: 324 Communications Arts Center, Cedar Falls, Iowa 50614. Principal is public educational institution, which also owns KUNJ(FM) and KHKE(FM) Cedar Falls, Iowa. It is headed by Constantine Curris, president. Filed May 30.

■ Hastings, Neb.—Golden Bear Communications seeks 98.1 mhz; 100 kw; HAAT: 328 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KBey(AM)-KSHR(FM) Coquille, Ore., and WBty(FM) Homerville, Ga., and is app. for three new FM's. Filed May 31.

■ Hastings, Neb.—Bott Communications Inc. seeks 98.1 mhz; 100 kw; HAAT: 600 m. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott, his wife, Shirley, and their son, Richard P. Bott. Bott is group owner. Filed May 30.

■ Manteo, N.C.—Manteo Community Broadcasting Inc. seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 1, Box 320, Kill Devil Hills, N.C. 27948. Principal is owned by H.B. Spruill and family. It has no other broadcast interests. Filed May 30.

■ Manteo, N.C.—Melford Blackwell seeks 98.3 mhz; 3 kw; HAAT: 291.8 ft. Address: 7701 Newsome Ct., Browns Summit, N.C. 27214. Principal has no other broadcast interests. Filed May 31.

■ Manteo, N.C.—Lorin A. Costanzo seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 3, Box 358, Troutville, Va. 24175. Principal has no other broadcast interests. Filed May 31.

■ Millersburg, Ohio—McKinley Communications seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 315 Highland Dr., Edgewater, Md. 21037. Buyer is owned by John McKinley and his wife, Sarah. It recently purchased new FM in Fredericktown, Ohio. Filed May 31.

■ Millersburg, Ohio—Holmes Radio Corp. seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 6975 S. Honeytown Rd., Wooster, Ohio 44691. Principal is owned by Esther L. Martin. Her son, Donald, is on board of *WGTS-FM Takoma Park, Md., and has interest in app.'s for new FM's in Reno and Honolulu. Filed May 31.

■ Millersburg, Ohio—Graphic Publications Inc. seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Address: Corner of routes 39 and 62, Berlin, Ohio 44610. Principal is owned by Abe L. Mast and his wife, Frances. It has no other broadcast inter-

ests. Filed May 31.

- Millersburg, Ohio—Polly and David Petricola seek 95.3 mhz; 3 kw; HAAT: 328 ft. Address: 120 E. Monterey Ave., Dayton, Ohio 45419. Principals are husband and wife with no other broadcast interests. Filed May 31.
- Dimmit, Tex.—Collins Communications Co. seeks 95.9 mhz; 3 kw; 152 ft. Address: N. Highway 385, 79027. Principal is owned by Joseph Wayne Collins and his wife, Frances. It also owns KDMH(AM) Dimmit. Filed May 29.
- Strasburg, Va.—Kathy G. Root seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 4907 Rutland Pl., Alexandria, Va. 22304. Principal has interest in WWMZ(FM) Fredericktown, Ohio. Her husband, Thomas Root, is Washington communications attorney. Filed May 31.
- Strasburg, Va.—Leigh Sandoz Leverrier seeks 104.9 mhz; 3 kw; HAAT: 328 ft. Address: 5205 Brookway Dr., Bethesda, Md. 20816. Principal is also app. for new FM in Long Beach, Wash. Filed May 22.
- Charlotte Amalie, V.I.—Sunshine-Eagle Broadcasting Co. seeks 107.1 mhz; 15 kw; HAAT: 1,410 ft. Address: 200 W. Frontier #1, Payson, Ariz. 85541. Principal is owned by L.D. Herlov (51%) and C.R. Crisler (49%). Crisler owns KXJ(AM) Clifton, Ariz., and KXXX(AM) Lordsburg, N.M. Filed May 31.

TV's

- Little Rock, Ark.—Dale Leininger seeks ch. 42; ERP vis. 5,000 kw, aur. 1,000 kw, HAAT: 765 ft.; ant. height above ground: 724 ft. Address: 434 Interstate, Lexington, Ky. 40505. Principal has no other broadcast interests. Filed June 7.
- Ventura, Calif.—Truecella Chumley seeks ch. 41; ERP vis. 5,000 kw, aur. 1,000 kw; HAAT: 1,956 ft.; ant. height above ground: 124 ft. Address: Route 1, Box 160-C, Cumberland Gap, Tenn. 37724. Principal has no other broadcast interests. Filed June 7.
- Wiggins, Ga.—South Mississippi Broadcasting CO. seeks ch. 43; ERP vis. 5,000 kw, aur. 500 kw, HAAT: 863 ft.; ant. height above ground: 775 ft. Address: P.O. Box 723, 39577. Principal is equally owned by Alton Ray Byrd and J.C. Davis. It also owns WIGG(AM) Wiggins and WLNV(FM) Cumberton, both Mississippi. Filed June 5.
- Lewiston, Me.—Minority Womens TV Coalition seeks ch. 35; ERP vis. 1,000 kw, aur. 100 kw, HAAT: 298 ft.; ant. height above ground: 294.5 ft. Address: 505 Cabin Branch Rd., Seat Pleasant, Md. 20746. Principal is equally owned by Jacquelyn Boozer, Minnie Woodberry and her sister, Dorothy Woodberry. It has no other broadcast interests. Filed June 7.
- Battle Creek, Mich.—Polaris Television Ltd. seeks ch. 43; ERP vis. 1,000 kw, aur. 100 kw, HAAT: 584 ft.; ant. height above ground: 522.5 ft. Address: 205 South Townsend St., Syracuse, N.Y. 13202. Principal is owned by Barbara Wilson, who is also app. for new TV in Naples, Fla. Filed June 7.
- Battle Creek, Mich.—United States Broadcasting Co. seeks ch. 43; ERP vis. 1,000 kw, aur. 150 kw, HAAT: 1,000 ft.; ant. height above ground: 1,000 ft. Address: 23400 Michigan Ave., #409, Dearborn, Mich. 48124. Principal is owned by Muri N. Roach (90%) and his daughter, Vicki L. Masci (10%). It has no other broadcast interests. Filed June 7.
- Battle Creek, Mich.—Margaret Miller seeks ch. 43; ERP vis. 5,000 kw, aur. 1,000 kw, HAAT: 851 ft.; ant. height above ground: 827 ft. Address: 4420 Hughes Rd., Owendale, Mich. 48754. Principal has no other broadcast interests. Filed June 7.
- Holly Springs, Miss.—Terry King seeks ch. 40; ERP vis. 5,000 kw, aur. 1,000 kw, HAAT: 904 ft.; ant. height above ground: 825 ft. Address: 1406-A East Hacienda, Las Vegas. 89119. Principal has no other broadcast interests. Filed June 7.
- Silver City, N.M.—KOAT Television Inc. seeks ch. 10; ERP vis. 35.5 kw, aur. 3.55 kw, HAAT: 1,590 ft.; ant. height above ground: 111 ft. Address: 1010 Market St., Suite 1500, St. Louis 63101. Principal is owned by Pulitzer Broadcasting Co., St. Louis-based station group one AM, one FM and seven TV's, headed by Joseph Pulitzer. Filed June 7.
- Newton, N.J.—Oneida Television Ltd. seeks ch. 63; ERP vis. 4,932 kw, aur. 493 kw, HAAT: 2,219 ft.; ant. height above ground: 1,524.5 ft. Address: Towne Professional Bldg., Mexico, N.Y. 13114. Principal is owned by William Sanders. It has no other broadcast interests. Filed June 7.
- Hillsboro, Ohio—Pioneer Broadcasting Ltd. seeks ch. 55; ERP vis. 1,000 kw, aur. 100 kw, HAAT: 1,301; ant. height above ground: 979 ft. Address: 5914 Buffalo Ave., Van Nuys, Calif. 91401. Principal is equally owned by Gary Boone and William Evans. It has no other broadcast interests. Filed June 10.

Allocations

- Eureka, Calif.—Granted amendment of table of allotments to include channel 288A. First petitioner was Thomas Renteria, who applied for channel 249A. Counterproposal, filed by KPDJ-FM Inc., suggested as an alternative, channel 288A, which was granted. Window period is June 13 to July 12. Released June 5.
- Tranquility/San Joaquin, Calif.—Granted amendment of table of allotments to include channel 288A. First petitioner was Stanley Soho. Window period is June 13 to July 12. Released June 6.
- Fenwick Island, Del./Hurlock, Md.—Granted amendment of table of allotments to include channel 221A to Fenwick Island and 265A to Hurlock, Md. First petitioner was Gregory W. Guise for channel 221A and Muir Corp. for 265A. Window period is June 13 to July 12. Released June 6.
- Apalachicola, Fla.—Granted amendment of table of allotments to include channels 265A and 288A. First petitioner for channel 265A was Richard L. Plessinger and for channel 288A was B.F.J. Timm. Window period is June 13 to July 12. Released June 5.
- Boston and Quitman, Ga.—Granted amendment of table of allotments to include channel 292A. First petitioner was Donald E. White and Sons Inc. and Nankin Broadcasting. Window period is June 13 to July 12. Released June 5.
- Tama, Iowa—Denied amendment of table of allotments to include channel 296A. Released June 5.
- Mechanicsville, Md.—Granted amendment of table of allotments to include channel 252A. First petitioner was Southern Maryland Broadcasting Co. Window period is June 13 to July 12. Released June 5.

Facilities Changes

Applications

AM's

Tendered

- WKEA (1330 khz) Scottsboro, Ala.—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. June 7.
- WEYY (1580 khz) Talladega, Ala.—Seeks CP to change city of lic. to Oxford, Ala., and change TL. App. June 5.
- KBLS (990 khz) Santa Barbara, Calif.—Seeks CP to increase power to 5 kw. App. June 7.
- WEW (770 khz) St. Louis—Seeks CP to increase power to 10 kw; install DA-D, and make changes in ant. sys. App. June 10.
- WLVA (590 khz) Lynchburg, Va.—Seeks CP to increase daytime power to 5 kw and make changes in ant. sys. App. June 10.
- KLAY (1480 khz) Lakewood, Wash.—Seeks CP to change freq. to 1180 khz; add night service with 1 kw; change day power to 5 kw, and install DA-N. App. June 10.

Accepted

- KFLR (1230 khz) Phoenix—Seeks CP to make changes in ant. sys. App. June 10.
- KCNO (570 khz) Alturas, Calif.—Seeks MP to make changes in ant. sys. App. June 4.
- WAMS (1380 khz) Wilmington, Del.—Seeks CP to make changes in ant. sys. App. June 4.
- WONQ (1140 khz) Orlando, Fla.—Seeks MP to change TL. App. June 10.
- WMPA (1240 khz) Aberdeen, Miss.—Seeks CP to reduce power to 770 w and make changes in ant. sys. App. June 6.
- WMYL (1420 khz) Herkimer, N.Y.—Seeks CP to make changes in ant. sys. and change TL. App. June 10.
- WLIM (1580 khz) Patchogue, N.Y.—Seeks MP to make changes in ant. sys. App. June 4.
- KTCR (1530 khz) Wagoner, Okla.—Seeks MP to increase power to 840 w and make changes in ant. sys. App. June 10.
- WGSa (1310 khz) Ephrata, Pa.—Seeks mod. of lic. to operate by remote control from 3 West Main Street, Ephrata. App. June 6.

FM's

Tendered

- *WCQS (88.1 mhz) Asheville, N.C.—Seeks CP to change TL; change ERP to .26 kw; change HAAT to 1,132 ft., and make changes in ant. sys. App. June 10.

Accepted

- KKJ (103.9 mhz) Payson, Ariz.—Seeks mod. of lic. to install transmission system. App. June 7.
- WAYU (93.9 mhz) Lewiston, Me.—Seeks mod. of lic. to install transmission system. App. June 7.

TV's

Accepted

- KLAX (ch. 31) Alexandria, La.—Seeks CP to change ERP to vis. 1,216 kw, aur. 122 kw; change HAAT to 1,357 ft., and change TL. App. June 5.
- WTZA (ch. 62) Kingston, N.Y.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,940 ft., and make changes in ant. sys. App. June 6.
- WEJC (ch. 20) Lexington, N.C.—Seeks MP to change ERP to vis. 4,616 kw, aur. 461.6 kw; change HAAT to 855 ft., and change TL. App. June 4.
- WJFB (ch. 66) Lebanon, Tenn.—Seeks MP to change HAAT to 831 ft. and change TL. App. June 7.
- KOOG-TV (ch. 30) Ogden, Utah—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw, and replace ant. App. June 4.

Actions

AM's

- WSMI (1540 khz) Litchfield, Ill.—Granted app. to make changes in ant. sys. and change TL. Action May 23.
- WWKY (1380 khz) Winchester, Ky.—Granted app. to increase power from 1 kw to 2.5 kw. Action June 3.
- KMBR (1130 khz) Bismark, N.D.—Granted app. to change city of lic. to Lincoln, N.D.; add night service with 5 kw; increase day power to 50 kw; install DA-2; change TL, and make changes in ant. sys. Action June 3.
- WGTN (1400 khz) Georgetown, S.C.—Granted app. to change TL and make changes in ant. sys. Action May 23.
- KXAM (1440 khz) Helotes, Tex.—Granted app. to change TL and make changes in ant. sys. Action May 23.

FM's

- *KEFR (89.9 mhz) LeGrand, Calif.—Granted app. to change ERP to 2.2 kw; change HAAT to 1,950 ft., and change SL to 3782 South Washington St., Le Grand. Action June 3.
- KOME (98.5 mhz) San Jose, Calif.—Granted app. to install new transmission sys. Action May 30.
- KBCO-FM (97.3 mhz) Boulder, Colo.—Granted app. to make changes in ant. sys. Action May 30.
- KBZE (97.5 mhz) Agana, Guam—Granted app. to change TL; change HAAT to 485 ft., and make changes in ant. sys. Action May 30.
- WUUN (103.3 mhz) Marquette, Mich.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 514.96 ft. Action May 30.
- KCMX-FM (101.9 mhz) Ashland, Ore.—Granted app. to change ERP to 31.62 kw and change HAAT to 1,426 ft. Action May 30.
- WAEB-FM (104.1 mhz) Allentown, Pa.—Granted app. to install non-DA and modify length of transmission line. Action June 3.
- WLUM-FM (102.1 mhz) Milwaukee—Granted app. to change ERP to 2.02 kw and change HAAT to 325 ft. Action May 30.

TV's

- WIYE (ch. 55) Leesburg, Fla.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,690.1 ft., and replace ant. Action May 28.
- WYOV (ch. 46) Norwell, Mass.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw and change TL. Action May 29.
- KORC (ch. 24) Anacortes, Wash.—Granted app. to change ERP to vis. 3,631 kw, aur. 363 kw; change HAAT to 2,430 ft.; replace ant., and change TL. Action May 28.

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| KAPM | Old West Broadcasting Inc., East Helena, Mont. |
| *WHVT | Clyde Educational Broadcasting Foundation, Clyde, Ohio |
| New TV's | |
| WTTA | Bay Television Inc., St. Petersburg, Fla. |
| WCCU | Metro Program Network Inc., Urbana, Ill. |
| Existing AM's | |
| WCHZ | WBOP Pratt-Mark Communications, Pensa- cola, Fla. |
| WBOP | WNVY Tri-Cities Broadcasting, Pensacola, Fla. |
| Existing FM's | |
| KIKV-FM | KCMT-FM Lusk Broadcasting Inc., Alexan- dia, Minn. |
| WMLV | WITO Spearman Communications Inc., Iron- ton, Ohio |

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| KVIS | KNDE Americom II, Visalia, Calif. |
| KFSC | KSGR KUAD-AM Inc., Windsor, Colo. |
| WSDM | WWCM Clay County Broadcasters Inc., Bra- zil, Ind. |
| WYAT | WLTS Phase II Broadcasting Inc., New Or- leans |
| Existing FM's | |
| WSDM-FM | WBDJ-FM Clay County Broadcasters Inc., Brazil, Ind. |
| WESQ | WABH Argonaut Broadcasting Inc., Cam- den, Me. |
| WWMS | WOOR SAN-DOW Broadcasting Co., Ox- ford, Miss. |
| KJUS | KXSS Sequel Communications, Lincoln, Neb. |
| WORG | WORG-FM Garden City Broadcasting Co., Orangeburg, S.C. |
| KISJ-FM | KXYL-FM Lewellyn Communications Inc., Brownwood, Tex. |
| KFFQ | KFOX-FM Fox Broadcasters Inc., Llano, Tex. |
| KFOX-FM | KIXK Fox Communications Inc., Merkel, Tex. |
| WJYP | WSCW-FM CLW Communications Group, South Charleston, W. Va. |
| Existing TV's | |
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Sales manager and account executives. West Palm Beach market CHR. 305-746-5191. WIXI-FM, 500 N. Delaware, Jupiter, FL 33458.

WTOP Newsradio 15 MAGIC 102 FM, need a GSM. Must have a successful track record as GSM, superior people skills, organizational skills and ability to train and motivate. EOE. Resume and solid references to General Manager, c/o WTOP/MAGIC102, 4646 40th St., NW, Washington, DC 20016. No calls.

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WAXC radio, Lima, Ohio seeks an entertaining personality for adult contemporary format. Tape and resumes to John Bulmer, WAXC, P.O. Box 1487 Lima, OH 45802. WAXC is an equal opportunity employer.

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Assistant chief — #1 FM/AM combo, D.A., 3-5 years experience, self starter, people oriented. Resume and references to Technical Director, Box 6000, Fort Wayne, IN 46896.

Engineer ASAP! Must not be lazy. Must be audio expert. Preferable knowledge with twin 25 kilowatt. Harris FM 25 & combiner. Resumes to Ronald Samuels, General Manager, or call Carl Como, 801 W. Granada Blvd., Ste. 201, Ormond Beach, FL 32074.

Chief engineer. WKJN, Baton Rouge, seeking talented engineer with 1 to 5 years' experience and willing to grow with rapidly expanding Keymarket Group. Resume to Lynn Deppen, P.O. Box 669, Augusta, GA 30903.

Chief engineer. WIVY, Jacksonville, Florida's leading FM, accepting resumes/salary requirements for full charge chief engineer. Requires knowledge and experience in all aspects of studio and transmitter maintenance and construction. FCC license, three years' experience as chief engineer required. Send information to General Manager, WIVY-FM, 3100 University Blvd. S., Jacksonville, FL 32216. EOE. Gilmore Broadcasting station.

Chief engineer, WBBG/WMJ. Top Cleveland radio stations seek chief engineer. High powered FM and AM directional experience a must. Excellent salary, great benefits and growth opportunity with Jacor Broadcasting, a successful, rapidly growing broadcast chain. Please send resume detailing your experience and salary requirements to: Edelman, GM, WBBG/WMJ, 3940 Euclyd Ave., Cleveland, OH 44115. An equal opportunity employer.

Experienced engineer for quality AM-FM radio combo located in Kansas-Nebraska area. EOE. Letter, resume/salary requirements to Box P-74.

Chief engineer for top combo in great medium market. Class C FM/class IV AM. Excellent equipment. Salary range is \$18-20,000 plus auto allowance. Help with relocation expenses. Write Bob Woodman, KVIC-KAMG, Box 3487, Victoria, TX 77903 or phone 512-576-6111. EOE.

Chief engineer needed for the #1 FM in Omaha. We're building state of the art studios in what will be one of the premier radio facilities in the U.S. Our engineer needs experience in construction, STL, audio processing, all phases of FM engineering, plus most important...the audio know-how to keep us the cleanest, hottest, loudest, jump out of the radio and grab you by the ears signal in town! Send resume and references to John Bible, KQKQ, P.O. Box 31777, Omaha, NE 68131.

Chief engineer—South Carolina, Virginia based group seeks advancement minded engineer wishing to become involved in company growth. Must be hands on self starter. Resume and salary requirements to Tommy Walker, WKXS, P.O. Box 1103, Marion, SC 29571.

Outstanding positions! \$25 - \$40 per hour! Broadcast engineers: evaluation/analysis/report writing/ systems design; commercial experience required (high to medium frequency). Call or rush resume (2 copies, please) to: CDI Corporation, 8101 Sandy Spring Rd., Ste. 310, Laurel, MD 20707. 301-953-9484, 301-792-0655.

HELP WANTED NEWS

News director needed for two top-rated stations with strong news commitment. WCMR - 5,000 watt country, and WFRN - 50,000 watt sacred music. Broad news experience and strong personable delivery. Stations run on biblical principles. Call Rick Carson 219-875-5166. Resumes to WCMR/WFRN PO Box 307, Elkhart, IN 46515.

ATTENTION: EARLY DEADLINE NOTICE

Due to holiday, Thursday, July 4, 1985, the deadline for classified advertising for the July 8 issue will be noon, EDT,

FRIDAY, June 28, 1985

Capital Cities is expanding in Atlanta. Seeking experienced news people. Good writing/on-air skills. Tape/resume to Neil McGinley, WKHX-FM, 360 Interstate North, Ste. 101, Atlanta, GA 30339. EOE.

Long Island top rated AM/FM seeks on-air news director. Write/read. Strong on local, must know Long Island and New York. 5 years' minimum experience. Tape/resume to WHLI/WKJY, Hempstead, NY 11550. EOE, M/F.

Energetic, dedicated news director. Must be digger for local news. Prefer PBP capabilities. Manager, 618—382-2345. EOE.

Afternoon newscaster. Established Midwest AM/FM. ABC affiliate. Excellent starting pay and fringes. Immediate opening. Send tape and resume to Joseph Hogan, WLPO/WAJK, LaSalle, IL 61301. An equal opportunity employer, M/F.

News director needed at WEZN, Katz Broadcasting's market-dominating easy listening FM in southwestern Connecticut. Position includes writing and anchoring morning drive news casts. On-air news experience a must. This is a great company to work for (we're completely employee-owned) and we'll pay you what you're worth. Tape and resume to Paul Knight, WEZN, Park City Plaza, Bridgeport, CT 06604. EOE.

Radio network is continuing search for qualified anchors and editors. Applicants must have the ability to write well and write fast. Anchor applicants must have a demonstrated, consistent ability to deliver high quality newscasts. T&R to Bruce Chong, CNN Radio, 1050 Techwood Dr., Atlanta, GA 30318. If you have applied with us in the last six months, please don't reapply.

Virginia AM-FM seeks experienced newscaster/reporter. Excellent benefits and salary. Submit tape and resume to J.W. Poole, WFLS, 616 Amelia St., Fredericksburg, VA 22401. EOE.

Northeastern New England news leader expanding seven-person newsroom. Need experienced, savvy anchor/reporter for AM block. Superior writer. Aggressive journalist. We pay well, with benefits. State-of-the-art facilities and equipment. Most respected and decorated news shop in region. Rare opportunity for a rare talent. T&R to: Kevin Hamilton, Operations Mgr., WGIR, Box 610, Manchester, NH 03105. EOE.

Radio specialist—Morning Edition host. News, WFSU, Tallahassee, FL. Hosts local Morning Edition. Develops, plans, prepares, and presents major news programs for WFSU-FM. Strong writing and on-air skills needed as well as good reporting skills. One year of experience in radio broadcasting; or completion of a broadcasting or mass communications program. Salary negotiable with experience. Application deadline June 27, 1985. Contact: FSU Personnel Relations for application instructions 904—644-6034. Send audition tape to WFSU-FM, 2561 Pottsdamer St., Tallahassee, FL 32304. Attn: Caroline Austin, phone 904—487-3086.

HELP WANTED PROGRAMMING PRODUCTION, OTHERS

Experienced on-air program director. Lead top rated country station in Florida's beautiful capitol city. Career opportunity in quality professional environment. Tape/resume to General Manager, WMNX, P.O. Box 1110, Tallahassee, FL 32302. No phone calls, please. EOE, M/F.

Promotion manager. Phila. broadcaster seeks someone with at least 3 years' management level experience in promotion, advertising or public relations. Must be creative, know/respect the real meaning of teamwork, possess excellent written/verbal communication skills. Attention to details a must. Responsibilities will include PR releases, listener and sales promotion activities, advertising and budgeting. Equal opportunity employer. Resumes in confidence (no phone calls, please) to Donald Pettibone, VP & GM, WIOQ Radio, 2 Bala Plaza, Bala Cynwyd, PA 19004-1577.

Announcer. Air shift & production. Salary 10k+. Experience or college degree necessary. Tape & resume to WMMW, 21 Colony St., Meriden, CT 06450. EOE. No calls.

TD needed for dynamite Illinois FM. Super facility. Dedicated winners only. If not a pro, please don't apply. Excellent compensation with growing group. Resume to: Tom Joyner, P.O. Box 2063, Goldsboro, NC 27533.

Super new Illinois FM looking for dynamite air talent. If you're good, let's hear it. Tape and resume to: Tom Joyner, P.O. Box 2063, Goldsboro, NC 27533.

Production coordinator: Responsible for the production of promotional and image enhancement pieces, as well as post-production of news and music programming. Some remote production work, and training of broadcast operators. For complete job description and application information, call—WILL-AM-FM during business hours (central time) at 217—333-0850. AA/EOE.

Great haven for copy/production whiz who thinks theater-of-the-mind. Former chiefs lost to agencies. Details to Burt Levine, WROV Radio, P.O. Box 4005, Roanoke, VA 24015.

SITUATIONS WANTED MANAGEMENT

General manager. Sales-oriented street fighter. Heavy direct-to-retailer and agency experience. Proven programming ability. Great money-making promotional ideas. Five successful years with nationwide barter and cash radio syndication firm. History includes state network and major market programming. Don Karnes, 813—627-3547. Relocation possible.

Three years as GM at present station—+325,000 market. 20 year vet with very good ratings/sales track! Box P-112.

Problem solving, money making GM. 25 yrs. all mkts. You'll get results, not excuses. Box P-76.

General manager who's been in the winner's circle for 18 years managing AM-FM. Successful, highly organized professional with demonstrated management skills including creative strategies for increasing sales & profits. Seeks challenging opportunity. Box-86.

Background: sales, programming, automation, promotions, computers, management skills. Now managing. Station selling. Available soon to manage your west, northwest, Rocky Mtn. area station. Box P-91.

General manager—7 years GM, 3 years' GSM; sales oriented, all phases broadcast. Write Box P-108.

Money maker! Fact: the difference between winning and losing in this business is the difference between GM's. And, face it, the best GM's are generally bottom-line part owners who spend money as if it were their own, because it is! Options: 1) Offer an equity position to a proven pro who knows what he's doing (because he's done it, repeatedly!) 2) Offer an opportunity to earn ownership. 3) Offer a combination of options! If you need a complete-charge pro with an industry-wide reputation for developing winners and building championship sales and cover it wall-to-wall and a cost-conscious GM who knows how to collect what is sold, and, finally, someone whose expertise will pay off from day one (as my references will confirm) then let's talk about winning, together. Box P-127.

Medium market GM with proven success record frustrated by too much owner involvement. Seeking position with company which only wants to see good P&Ls. Strong in promotions and sales training. Mid-South preferred. Box P-125.

Gary Lukert wants his own ship. Over 20 year career includes 10 years selling successfully. 402—564-6252, 6 PM/7:30 AM, or weekends. 312 - 27th St., Columbus, NE 68601. Likes Nebraska, Iowa, Minnesota, Kansas, Illinois, Indiana, Ohio, Pennsylvania, South Dakota, Colorado.

SITUATIONS WANTED SALES

Lots of sales experience! Tender loving care sales method! Also above average sign-on or afternoon drive personality! Sales, production, remotes my forte! Desire sales/announcing combination, small to medium market, Midwest, Plains states, South, Southwest. Box P-90.

SITUATIONS WANTED ANNOUNCERS

Professional attitude/sound. 18 months' experience. Bill Whetzel, 203 Poplar St., Dardanelle, AR 72834, 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.

Recent grad, capable of more than time and temp., two years' experience, looking for fulltime, on-air. 414—334-3563.

Help...help... I want back in radio...12-years solid experience including PBP, talk show and some management. Desire Midwest. All offers considered. General Radiotelephone license. Gerald Guetschow, Rt. 3, Box 148, Marion, IL 62959, 618—997-4104.

On-air/sales. Never before available honor graduate with degree in radio. Experienced on-air and commercial voice over. Very creative and enthusiastic. Call Bill 312—656-5688.

SITUATIONS WANTED TECHNICAL

Engineer, Associate degree, FCC license. Chief engineer at small AM-FM station. Over one year experience, seeks change. Box 11548, Milwaukee, WI 53211.

SITUATIONS WANTED NEWS

First class 8 year PBP veteran seeks Div. I college football, basketball PBP. Doug, 319—557-8591, nights, CDT.

Experienced sports & news, PBP, excellent writing-/delivery skills. Ambitious, professional image. BA communications. 419—592-0706.

Football PBP on freelance basis. Have too good a sports job to leave. However, it doesn't provide me any PBP. Major college and NFL experience since 1977. If you have college or pro need, call Tim, 612—934-5414.

Meteorologist: young, personable, BS degreed CT native. Extensive experience in radio, consulting and television meteorology. Top forecaster with new flair for talk. Looking for new start in top 100 market. Matt Morano, 203—869-3877 evenings.

Sportscaster seeks permanent opportunity. Will consider any market. Pro and college play by play experience. Sports anchoring on network level and sports talk. Will consider news/sports combo. Immediate availability. Bob Buck, 216—521-3014 or 314—831-2823.

Stop your search! Sportscaster, 7 mos.' experience, seeks next small step up ladder. Will relocate now! Box P-93.

Sportscaster. Major market experience. PBP, reporting, talk. Excellent communicator who has covered all sports. Looking for position in major market. Tony, 412—885-0563.

Sports director, with PBP. Small market, looking for move up. Minor league baseball, network experience. Sales, news, production for commercial station. David—618—627-2844.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

GMs: your new PD for Great Lakes/MW region, small or medium market, is Mark. Now top 100 production mgr. 305—464-9431.

Best at copywriting! Varied radio experience has polished my prime talent—efficiently writing imaginative commercials. Ready to specialize fulltime in any medium/large market. Box P-75.

Operations/programming manager in top 50 markets. Guided current station to #1 last 6 years now seeks new opportunity to grow and expand career. Box P-81.

Radio pro seeks operations manager position, small to medium market! Excellent on-air, production, news and remotes! Experienced in job and as right hand man. Country, adult or oldies format! Box P-109.

Creativity, drive, professionalism—12 yrs. exper. in almost all phases of station operation. Programming, production, promotion, announcing, and writing, are areas of interest and skills. Commercial/noncommercial, small, med., large, market exper. Former PD, MD and still under 30 yrs. Phone 817—496-0237.

TELEVISION

HELP WANTED MANAGEMENT

Gen. mgr. Small mkt SE of Austin, TX. seeks high yield mgr. Must have intense desire to succeed & history that reflects it. Great opportunity for creative sales mgr. looking to move up. Box P-124.

Fast growing Sunbelt broadcast company seeks qualified general managers and general sales managers. General managers must be knowledgeable and experienced in all phases of TV broadcasting, sales, news, programming, production. Must also be budget oriented, have good organizational skills. General sales managers must have experience in national, regional, & local sales and must be able to direct large sales force. If you're the person, we can offer you a future. Resume/salary history to Earl Noel, Valley Broadcasting Co., 394 N. Expressway, Brownsville, TX 78521.

Southeast NBC affiliate seeks broadcast art director/design manager exp'd in on-air & print from roughs to completion; set design and direct mail. Mgmt. exp. req. Resumes, samples and salary requirements to Director of Broadcasting—WPCQ-TV, P.O. Box 18665, Charlotte, NC 28218-0665. EOE M/F/H.

PTV station manager for KUID-TV Moscow, Idaho, a PBS affiliate and a part of the three station Idaho network. Also serves as Asst. Professor in the School of Communication at the University of Idaho. Responsible for the administration and daily operational activities of KUID-TV and teaching one course per term in the university's degree program in telecommunications. Degree in communications field, professional managerial or supervisory experience in public or commercial television and teaching ability required. Advanced degree, public television management, and college teaching experience preferred. Send letter of application, vitae and three professional references by July 1 to Jerold A. Garber, General Manager, Idaho Educational Public Broadcasting System, 1910 University Drive, Boise, ID 83725. Salary \$30,000. EOE.

Promotion manager Mid 50's affiliate. Experienced in all phases of broadcast promotion including on-air, print, radio and community involvement. Must have strong writing skills. Resume to Box P-117. EOE.

Station Manager. Sunbelt independent. Must have strong independent sales & management experience. Ability to train & motivate staff. Resume/salary requirements to Box P-78.

Skilled, experienced general sales manager. Top-rated NBC affiliate, Midwest market. Must be knowledgeable in local, regional, and national sales. Resume no later than June 21st to Box P-89. EOE.

Business Manager Network affiliate, group owned station in desirable location. Excellent pay and benefits. Successful candidate will have minimum of two years electronic experience. Degree preferred. EOE. Box P-96.

Traffic Manager. Rocky Mountain Region Network affiliate. Log preparation sales clearance, network programming. Computer system experience required. Communication and interactive ability are pluses. EOE. Box P-97.

Southwest TV station seeking program promotion manager. Will set program policy, develop and/or buy programming, plan and direct promotion activities a must. Should have knowledge of FCC rules and regulations. Must be innovative, energetic, creative, aggressive, have good communications skills and work well with all departments in station as well as ad agencies and organizations outside station. Minimum 5 years experience necessary. Submit resume, salary requirements, and tape of promo materials to L. Brenner, P.O. Box 28218, Phila., PA 19131. EOE, M/F.

HELP WANTED SALES

General sales manager. New independent station, 85th market, desires motivated, personable, professional sales manager. Work with dynamic young team to move from ground zero to profitability quickly. Prefer independent sales experience. Resume to WETO-TV, Box 1074, Greeneville, TN 37744.

Account executive. Growing VHF CBS affiliate, Montgomery AL. Experience required. Resume to Barbara, Willis, WAKA, Ste. 629, 924 Madison Ave., Montgomery, AL 36104. Equal opportunity employer.

Are you in a dead-end position? We have sales position open now, with list. Will make you \$20,000 plus. Right person will be groomed for sales manager within six months with advancement to \$30,000 or more. Experienced only, minimum 2 years, must be a worker. EOE. VHF, city of over 80,000. Benefits. Group operator. KIDY-TV, 406 S. Irving, San Angelo, TX 76903.

TV account executive: Immediate opening at ABC affiliate in Greensboro/Winston-Salem/High Point for qualified candidates. Must be innovative, creative, aggressive, energetic and have a strong desire to succeed. Must have minimum of 2-3 years' experience with desire and ability to move into management. Replies confidential. Equal opportunity employer. Box P-69.

Young, aggressive, growing Sunbelt broadcast company seeks qualified sales account executive. If you are a self-starter with positive attitude and high career goals, plus a proven track record in broadcast sales, here is the chance to grow. Send resume to KVEO-TV, 394 N. Expressway, Brownsville, TX 78521, Attention: Sales Manager. KVEO-TV is an AAEOE employer.

Local sales manager. Small market West Coast CBS affiliate seeks experienced sales manager to be part of station management team. Must have record of market development and leadership, and have ability to handle a list, train and motivate local staff, develop new business, and expand established accounts. Beautiful place to live and bring up children. Send resume to KIEM-TV, 5650 S. Broadway, Eureka, CA 95501, Attn: Gladys Burritt.

General sales manager. Small (but healthy) market affiliate station recently acquired by growing group operator seeks experienced, repeat, experienced sales manager. Organize, teach, lead station effort out of the world of R.O.S. Excellent location, income, benefits. EOE. Box P-95.

Engineer salesperson. Audio/video engineering equipment manufacturer seeking at least one broadcast engineer to take full charge of technical sales. Situation requires solid understanding of sophisticated signal handling devices and applications, adequate communication skills, neat appearance, and determination to win. Good benefits with great opportunities--in a very high quality of life city within an hour of all outdoor sports. Send resume with salary history to Box P-110 before July 20.

VHF network TV affiliate within top 35 markets seeks applicants to position in all areas of production and technical support, including camera, floor, directing, audio, video, master control switching, and maintenance. Applicants should have minimum 18 months experience in commercial broadcast station environment. Resume, job references, salary requirements to Box P-83.

Freelance sales reps needed immediately in Texas and New York areas to sell second year of syndicated sports program. Inquiries to: Michael Kitkoski, Lee Martin Productions, Four Dallas Communications Complex #118, Irving, TX 75039.

Marketing specialist. California's #1 independent TV station. Seeks to fill the position of marketing specialist (northern division). Broadcast sales experience preferred. Position requires skills in creation of new business and servicing existing accounts. Comprehension of independent television helpful. Immediate reply essential. Send resume to: Director of Marketing, KMPP-TV, 5111 E. McKinley Avenue, Fresno, CA 93727. No phone calls accepted. EOE/M-F.

HELP WANTED ANNOUNCERS

Sports announcer. Do play-by-play for World Wrestling Federation syndicated programs. Position is part-time. Contact Nelson Sweglar, Titan Sports, P.O. Box 4520, Greenwich, CT 06830.

HELP WANTED TECHNICAL

Chief engineer. Full power UHF start-up to sign on in 1985 needs chief engineer now! In Tennessee, serving 85th market. Write WETO-TV, Box 1074, Greeneville, TN 37744.

Maintenance technician. Immediate opening for experienced TV maintenance technician. Minimum 2 years experience in component level repair of TV broadcast equipment. UHF transmitter experience a big plus. Contact Ken Preston, Director of Engineering, KSEE TV, P.O. Box 24000, Fresno, CA 93779, 209-237-2424. EOE, M/F.

Chief engineer. Group owned, Channel 2 ABC affiliate. Must have supervisory and maintenance experience in studio, transmitter, microwave, ENG operations. State of the art equipment. B.S. degree or equivalent experience required. Send resume to: GM, WCBD-TV, P.O. Box 879, Charleston, SC 29402. EOE/M/F.

Chief engineer. UHF network affiliate, Sunbelt. Ability to communicate well with other departments essential. Good company. Excellent benefits. EOE. Write Box P-85

Chief Engineer. Must be experienced with operation and maintenance of studio equipment, UHF transmitter, and satellite facilities. Proven management skills required. EOE, M/F. Box P-87.

Transmitter engineer needed for NYC UHF. Stable position union shop. New Harris RIG needs someone experienced and willing to get his/her hands dirty. Studio knowledge a plus. I need someone who doesn't need to be told what and when, but who will develop his/her own P.M. schedule, etc. No clock watchers. Box P-119.

Expansion causes needed for tech OPS in suburban NYC operation. Needed are master control techs with 1-2 years experience in commercial broadcast T.V. Good starting pay. Box P-120.

Expansion causes need for master control A.D. in suburban NYC commercial Indy. DGA position. Excellent pay & benefits. Box P-121.

Chief engineer Chicago UHF-independent station seeking creative, experienced Chief Engineer with good theoretical and practical background and ability to administer and communicate. Hands on maintenance experience required. Resume and salary history to Box P-122. EOE.

Bench technician. Expanding VHF, Southeast. Hands on experience with studio and field camera, Ampex 1". Sony 3/4" tape machine needed. Digital electronics experience preferred, not required. Salary commensurate with experience. Resume to Box P-98. EOE.

Chief transmitter engineer--Growing public television organization seeks transmission systems manager to work in tandem with the director of engineering. Directly supervise maintenance crew chief and site managers in operating a network of 1 VHF and 2 UHF transmitters, 1 translator and 18 hops of microwave. Implement policies for training, and preventative maintenance programs. Minimum qualifications: Associate's degree in electronics or equivalent; 5 years experience in broadcasting RF systems or related field, 2 of these years in managerial capacity preferably as assistant of chief engineer, first class or general class FCC radio-telephone license. Salary range: \$20,230 to \$31,520 commensurate with experience. Send resume by July 15, to Director of Engineering, NHPTV, Box 1100, Durham, NH 03824. NHPTV is located on the New Hampshire seacoast, 60 miles north of Boston. The University is an AA/EEO Employer.

Electronics, maintenance engineering technician. Exceptional opportunity with GTE. The work is challenging...the atmosphere is one of support and achievement...and the rewards are many. We're GTE Corporation, a trendsetting leader in the ever-changing communication field. We currently have a position available for a skilled television engineering technician in our Stamford headquarters. The qualified individual will edit videotape programs in our television production facility using a Datatron Vanguard editor, CDL switcher, Ampex one-inch tape machines and a NEC EFLEX/OTIFLEX digital effects system. The ability to perform routine maintenance on the equipment would be a definite plus. You must have a high school diploma plus training equivalent to a 2 year associate engineering degree in addition to 5-8 years experience in broadcast level video production engineering. We offer competitive salaries and the benefits you'd expect from a Fortune 100 company. Qualified and interested candidates should submit their resume, including salary history and requirements, to S. Hosey, GTE, One Stamford Forum, Stamford, CT 06904. EOE, M/F.

Video editor wanted for Chicago state-of-the-art video teleproductions company. Must have 3 years experience with 1" and 3/4" computerized editing. Send resume to: VIDEO, P.O. Box 11624, Chicago, IL 60611.

Video technician wanted for on-location 1", 3/4" and Betacam engineering for Chicago Teleproductions Company. 3 years experience necessary. Excellent compensation and benefits package. Send resume to: Video Engineering, P.O. Box 11624, Chicago, IL 60611.

State-of-the-art mobile unit needs engineer in charge. Experience on TK-47's, BVH-2000's. Abekas digital systems Chyron 4100 necessary. Competitive salary/benefits. Mobile unit supported by large established production facilities. Contact Hal Lipman, E.J. Stewart, Inc. 215-626-6500. EOE/M/F.

Director of engineering Hawaii VHF network affiliate and production center looking for a person with prior TV engineering background and strong management skills. Full responsibility for all technical personnel scheduling, facilities, operation, engineering budget and compliance with federal and state regulations. Send resume and references to R. Schaller, K1TV, 1290 Ala Moana, Honolulu, HI 96814. EOE.

HELP WANTED NEWS

Anchor - need strong, aggressive news personality to complement our male 6 and 11 pm. No beginners. Minimum three years anchoring. Send tape and resume to Ken Coy, News Director, KSEE, P.O. Box 24000, Fresno, CA 93779. EOE/M/F.

West TN network affiliate seeks news anchor. Minimum of 4 years experience, degree, and/or related experience, desired. Send complete resume, salary requirements, and audition cassette to: Box P-58.

WKRN-TV, Nashville, now taking applications for reporter and photographer positions. We're looking for experienced, aggressive reporters with excellent writing/production skills and photographers who know how to make a story come to life. If you'd like to join aggressive, fast growing, news operation in one of the country's nicest cities, send resume/references to Michael Sullivan, News Manager, WKRN-TV, 441 Murfreesboro Rd., Nashville, TN 37210. EOE. No phone calls or tapes, please.

Broadcast producer/reporter. Need creative self-starter to produce and market news and feature material to broadcasters and networks. Duties include videography, newsroom liaison, and production related to special multi-media projects. Requires: Bachelor's degree and two years' television experience. Radio experience helpful but-not required. Send tape and resume to: The University of Alabama Employment Office, P.O. Box 6163, University, Alabama 35486. An Equal Opportunity/Affirmative Action Employer.

Anchor for NBC affiliate N.E. Six & 11p.m. News. EOE. Send resume to Box P-72.

Anchor-producer bright, aggressive to bring new look to NBC affiliate, 5-10p, Mon-Fri. Good writing and production skills. Resume/tape to D. Woods, KPOM, Box 1867, Ft. Smith, AR 72902, 501-785-2400. EOE.

News Director experience required--need innovative, committed news director to run news operation determined to be number one in market-medium market. Excellent salary and fringe benefits. Send resume to Box P-73. EOE.

Reporters anchors, weathercasters, sportscasters needed for small to large market openings. confidential, professional, effective. APR-Broadcast. 919-756-9244.

APR-Broadcast one of America's premiere TV news placement services seeks regional representatives for service. No travel. Outstanding opportunity. Full or part-time. 919-756-9244. A service of American Professional Relations, Inc.

Meteorologist. Prefer AMS seal. For 6 and 11 newscasts at leading news operation in fast-growing southeastern market. Tape & resume to William H. Cameron, Chief Operating Officer, WECT-TV, P.O. Box 4029, Wilmington, NC 28406.

Investigative reporter needed. Tape/resume to Steve Porricelli of Barbara Bresnan, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

Audition tape tips: Within ten days, tapes returned, complete review. TV tapes (3/4" cassette) Radio (standard cassette) and \$25.00 fee to: Sandstead/Sharp, Inc. Consultants, 1311 Cherrytree Lane, Knoxville, TN 37919.

Major market Sunbelt station seeks outstanding people. We do it right, by following the traditional rules, and paying attention to details. News and sports anchors/producers/reporters/photographers. Send resume to Box P-84.

Co-anchor/reporter We seek good communicator to join our market-leading team. Previous experience preferred. Growth opportunity, group operation. Resume to: News Director, WVVA, P.O. Box 1930, Bluefield, WV 24701. EOE/M/F.

Sports anchor/reporter. Love of sports, good appearance/delivery, ability to report/anchor with authority required. Compensation based on experience. Resume to Box P-99.

Meteorologist CBS affiliate, Southeast. Broadcast experience required. Salary commensurate with experience. Resume to Box P-100.

Back-up anchor 725/825A and weekends, plus daily reporting. Commercial TV news experience mandatory. Send resume/tape to Harry Bowman, News Director, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. EOE.

Sports photographer/reporter to include solid weekend anchoring. Must be strong in creative field production techniques. Send resume/tape to: Harry Bowman, News Director, WCIV-TV, P.O. Box 10866, Charleston, SC 29411. EOE.

Week-end anchor/reporter, experience preferred, tape and resume to News Director, WISC-TV, 7025 Raymond Road, Madison, WI 53711, EOE, M/F.

TV News reporter. General assignment. Two years on-air experience required. Need person who can generate story ideas. Must be excellent writer and journalist. Send tape and resume to: Tony Marino, News Director, KJRH-TV, 3701 S. Peoria, Tulsa, OK 74105. No phone calls, EOE.

Weekend anchor. Very competitive medium market NBC affiliate is looking for an experienced news anchor to complement its female co-anchor. Need strong reporting and writing skills. Tape, cover letter, and resume to Arlin Stevens, News Director, KSNW-TV, 833 N. Main, Wichita, KS 67201.

Weekend Reporter Looking for a versatile, hardworking reporter with a creative approach and strong writing background to work at a top notch medium market station. Please, no recent college grads. Send tape, resume, and cover letter to Arlin Stevens, News Director, KSNW-TV 833 N. Main, Wichita, KS 67201.

Staff expansion. We're growing and looking for Superior photojournalists. If you know the magic of video, then we should talk. Send recent tape and resume to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, OKC, OK 73113. No phone calls please. EOE/M/F.

Producer Aggressive station looking for the same in a producer. We are already number one. You can learn and grow with us. Successful candidate will need BA degree plus minimum of two years producing experience. Send recent air check, resume and a letter reflecting goals and objectives to Billye Gavitt, News Business Manager, KWTW, P.O. Box 14159, OKC, OK 73113. No phone calls please. EOE/M/F.

Aggressive CBS affiliate in Wyoming needs a strong journalist to complement our male anchor. Experience a must, Degree a benefit. If interested in helping a strong number two become number one, send tapes and resumes to Al Peterson, KCWY-TV, P.O. Box 170, Casper, WY 82601.

TV news producer for top 5 market affiliate. Must be creative, organized and skilled in controlling all the elements of a fast-paced, video-filled newscast. Strong journalistic and writing skills a must. Resumes and writing samples to Box P-133. EOE.

Meteorologist with AMS seal for weekend 6 & 11 PM news casts. Other duties will include science reporting. State of the art equipment used. Tape/resume to News Director, WBTV, One Julian Price Pl., Charlotte, NC 28208. Quick response needed. No phone calls, please. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Director/Producer. WXFL-TV, Tampa, Florida. Immediate opening for creative, self-motivated individual with minimum five years' experience in commercial production. Duties include location and studio directing, plus 1" post production. Resume to Richard Roberts, Personnel, WXFL, P.O. Box 1410, Tampa, FL 33601.

Promotion manager. We're a top-10 #1 Indy. You're an idea person, an excellent copywriter, experienced in print, on-air and radio production, with good design sense and even better "people sense," you can motivate your staff to excel and make things come off without a hitch. Competitive salary, commensurate with experience. A top opportunity for the right pro. Letter/resume in confidence to Box P-118.

Commercial production manager. Ability to write, produce, edit and shoot. NBC affiliate, 3-5 years experience. C. Jackson, KPOM, Box 1867, Ft. Smith, AR 72902. EOE.

Producer. If you're currently a commercial producer/director or a magazine story producer looking for a new, creative challenge producing TV commercials, special events, and remote broadcasts, this position is for you! WCPX-TV, Orlando, CBS affiliate, 30th market, a state of the art facility that produces many local and regional commercials, nationally syndicated programs, and live events. Individual we seek must be creative writer, understand how to utilize production effects, graphics and music, and have ability to direct talent and work in studio and on location. If you feel you're qualified, please send tape/resume to Len DePanis, Production Manager, WCPX-TV, 4466 John Young Pkwy., Orlando, FL 32804. EOE.

Program/promotion director. Number 1 in growing Southeast market, network affiliate, group station. Must be creative, innovative, work well with others, have proven track record in programming. Must be able to write/produce creative on-air and print promotion. Minimum three years experience. Resume/salary requirements in confidence to Box P-77. EOE.

Promotion writer/producer. Responsible mainly for news, promotion for major affiliate. Minimum 2 years experience. 3/4" editing skills a plus. Resume/letter with career goals, salary, references to Box P-88. AA-EOE.

TV producer. Production house, Midwest network affiliate, needs producer for both studio & location work. We're looking for experienced producer, one who understands that creativity against the necessities of team play. Must be able to document solid hands-on production experience in post production. Ability to work effectively & harmoniously with clients and staff. Resume to Box P-92.

Director needed. Prefer someone with two to three year's experience in directing news, regular programs and commercials. Send resume to Box P-111. EOE.

Producer/director. WLVI-TV Boston is looking for multi-talented Producer/Director. Responsibilities will include on-air promotion, news, public affairs, and EFP. Minimum two years directing experience. Send resume with salary history and tape to: Gail Satz/ Production Manager, WLVI-TV, 75 Morrissey Blvd., Boston, MA 02125.

SITUATIONS WANTED MANAGEMENT

Veteran television GSM available. Outstanding track record with local and top national contacts throughout the country. Want to relocate in medium to large market with aggressive, stable, community involved organization as GSM, GM or possibly NSM with good opportunity. Impeccable references. Reply in strict confidence to Box P-66.

SITUATIONS WANTED ANNOUNCERS

Attractive, experienced gentleman desires feature, critic, entertainment, consumer, magazine, talk, weather, commercial talent position: 813-299-2331.

SITUATIONS WANTED TECHNICAL

Professional broadcast engineer. 20 years experience, routine maintenance, control room and studio operation. Professional voice for commercials first phone. Prefer North Carolina, would consider surrounding states. Reply to Box P-104.

Transmitter engineer experienced in installation and maintenance. Desire position with progressive station. Can assume full maintenance duties. Box P-105.

Broadcast professional, black male engineer, FCC 1st. Electronics Degree, MBA. Six years experience in the operation, maintenance and repair of a wide variety of electronics and communication equipment, which includes digital electronics and some microprocessors. Currently working freelance in television and teaching electronics at a local college. I am seeking a challenging position in a television station for post production company as an engineer. Willing to relocate. Vacation relief O.K. Write to: Al Chaney, 1415 Oak Nob Way, Sacramento, CA 95833 of call 916-922-3456.

SITUATIONS WANTED NEWS

Spotscaster, 12 yrs. TV experience, medium market. Versatile, aggressive. Eager to make major sports market. Box P-64.

Mature sportscaster, six years experience, seeking position, top 100 market. Good knowledge of sports, strong reporting/anchoring skills. Like to cover local folks, not just read scores. 713-484-3977.

Anchor/reporter, entry level. 4 years TV, film, commercial experience. SAG/AFTRA. SWM, 35, articulate, attractive, involved! Will relocate. Marc, 415-474-7371.

Midwest male anchor/reporter seeks warmer climate with news operation demanding outstanding performance and ratings. Currently with number one station. Experienced. Seasoned. Ready. Box P-123.

Sportscaster Reporter, PBP, anchor, studio talk. Major market cable-TV experience. Excellent writer. Strong production skills. Tony 412-885-0563.

Versatile sportscaster in medium market ready for move to Top 40. AP Award winner in field, at anchor desk and PBP. Creative. Excellent writer. Involved. Degree. Experienced. Employed. Box P-132.

Weather changes. If you need an award winning meteorologist who does it right, call 303-599-0731.

Intelligent, ambitious Boston College graduate seeks a political or general reporting position at a small/medium network affiliate. Good experience, strong references, excellent background. Definitely worth a look. Call John, 201-291-2293, or write P.O. Box 423, Rumson, NJ 07760.

Docs that knock your sox off. Costs that blast the competition into oblivion. Promotion that starts trends in motion. Ratings and awards, too: all for you. This medium market anchor/producer is somebody who enjoys everybody. Box P-126.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Do you need an accomplished, dependable, creative television executive with wide ranging experience? Years as program director at WAAC-TV, WCAU-TV and top production executive WNEW-TV. Exceptional executive producer, Emmy winner. Talent representative. Manager R-TV NYC advertising agency. Consultant: CBS-TV, Children's Television Workshop, Princeton University, two Public TV stations, Educational Testing Service, McGraw-Hill. Produced many educational series from pre-schoolers' to medical practitioners'. National and local cable executive. College TV/AV executive. Top references. Alvin Hollander, 30 Mulberry Row, Princeton, NJ 08540. 609-924-5034 messages.

Have gear, will travel. Videographer-journalist working as anchor in major European market seeks position as production, documentary, or feature videographer. Available immediately. Experienced, degrees, American. Call evenings, 712-362-5753; (011 43 222) 52 50 253.

Producer/writer. Dynamic, creative, producer-writer. Background in sit-com, film development, independent prod. Seeks position with dynamic broadcast organization. Outstanding comm. skills. Administrative and creative experience. 203-773-0700.

Experienced with broadcast quality cameras, 3/4", 1" editing systems and Chyron CG's. Excellent writing skills. I'm bright, articulate, hardworking, and just out of college. Looking for an entry level production position. Will relocate. Call Lisa Mobley. 202-832-9739.

Client Satisfaction: That's what you will get with this commercial Producer/Director. 2 years small market experience with degree. Box P-130.

ALLIED FIELDS

HELP WANTED INSTRUCTION

University of Maine at Orono Assistant professor of broadcasting/telecommunications to start September 1, 1985. Responsibilities in video/audio production, telecommunications, programming. Teach 9 hours per semester, carry on research, and perform professional service. Master's degree and media experience required. This is a fixed length one-year appointment for academic 1985-86, with the possibility of tenure track position in 1986-87. Send letter of application, vita and three current letters of recommendation to: Virginia Wallace-Whitaker, Interim Chairman, Department of Journalism/Broadcasting, 107 Lord Hall, University of Maine at Orono, Orono, ME 04469. Deadline: June 15, 1985, or until position is filled. The University of Maine is an equal opportunity/affirmative action employer.

Faculty member. Full-time, nine-month tenure track faculty position in radio and TV production management, and/or news. Serve as Coordination of broadcasting program. Master's degree with college and/or professional experience in commercial or public broadcasting required. Ph.D. preferred. Salary negotiable, based upon degree and experience. Preferred starting date August 23, 1985. Applications accepted until the position is filled. Send letter of application; curriculum vitae; and names, addresses, and telephone numbers of three references to: Dr. Timothy B. Harris, Head, Division of Communications, Mississippi University for Women, Box W-940, Columbus, MS 39701. MUW is an equal opportunity/affirmative action employer.

HELP WANTED SALES

National television system co. has openings for Southwest sales manager and also an inside systems/sales engineer. If you've had 5 or more years in TV engineering, enjoy dealing with people, want a challenging position with regular hours, good pay, group insurance, call us in Austin, TX 800-531-5143 (US); 800-252-8286 (TX).

HELP WANTED TECHNICAL

Electronics technician GS-856-9/11, \$21,804/\$26,381 p/a, in Washington, D.C. Requirements: Six years of experience in an electronics-related field. Education may substitute for some of the experience. Technical experience in studio operation and maintenance. Knowledge of solid state electronics. ability to troubleshoot solid state circuits in radio broadcast equipment. Must be available for shift work. Submit application to USIA/Radio Marti Program, ATTN: VOAMP-BM, 400 6th Street, S.W., Washington, D.C. 20547. USIA is an equal opportunity employer.

CONSULTANTS

Paton/Cramer/Paton Broadcast consultants...Specializing in small and medium station markets. At least an affordable consultant. Call Ted Cramer, 913-491-4000.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash - highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

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.

16mm Eastman Projectors. 2-275's 3-Eastman/GE's. Bill Westbrook 4507-Mexico Gravel Road, Columbia, MO. 65202.

Free joke packet. Writers: Charles Carter, Iz Goldstein, Tom Mason, Eugene Mello, Con Phelan, Peggy Ryan, Cliff Sumption, Fran Welch. Contact: Robert Makinson, GPO Box 3341, Brooklyn, NY, 11202. 718-855-5057.

1046' New FM Tower PiRod solid, hot dip galvanized, 52" face. Never erected. Ship now. 612-222-5555.

TV Transmitter Harris BT18H parallel VHF high band rated 38 KW. 13 years old. Presently in use. Available August 1, 1985. Call Chief Engineer, WJCT Jacksonville, FL 904-353-7770.

C/W cartridge library, complete, mono, good pads, inventoried, \$3200.00, KKJJ, Box 118, Payson, AZ 85547, 602-474-5556.

FOR SALE EQUIPMENT

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.

Lenco - Model 300 sync generator system - brand new. PMG - 312. PFT - 314, PST - 341 pulse timing modules. PBT - 342 black burst module. Central Dynamics VSP - 870, switcher models 4425 double re-entry, rare find, working. Excellent for parts. Grass Valley - 900 series proc amp system plus DAs. 2 left in excellent working order. Barry Tulchin Studios, 212-986-8270.

Two Ampex AVR-1 2" video recorders, excellent condition. \$12,000 each/best offer. You remove/ship. Massachusetts Institute of Technology, Tom Donnelly, Cambridge, MA, 617-253-2776.

AM and FM transmitters: AM1, 10 and 50 KW; FM 1, 2, 4, 10 and 20 KW. Contact Comark, P. O. Box 275, Colmar, PA 18915 215-822-0777.

BMS portable microwave transmitting system. Nearly new, including antenna and battery pack. 315-683-5669.

FM transmitters: 20, 10, 7.5, 5, 3.5, 1, and .25 KW Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

New 100 watt solid state UHF LPTV transmitter. Time proven modules. Sales, rentals, loaners. Quick delivery, best prices. Call CommTele 713-479-1614 anytime.

AM transmitters: 50, 5, 2.5, 1, 250, and .05 KW. Continental Communications. Box 78219, St. Louis, MO 63178. 314-664-4497.

MISCELLANEOUS

Direct response advertiser seeks additional exclusive, long-term partnerships with upscale, adult oriented stations. 212-535-1517 (collect).

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

RADIO

Help Wanted Technical

BROADCAST ENGINEERS!

Looking for Something Creative and Challenging?

Broadcast Technician II - \$1654 - \$2117 per month
Broadcast Technician III - \$1826 - \$2337 per month
Washington State University's department of Radio-TV Services is growing and needs broadcast engineers. We are building a statewide microwave system, operate other radio stations and a TV station and need good people. Broadcast Technician II requires: two years full-time experience/training in radio or television technician work, ability to perform maintenance on broadcast equipment. Broadcast Technician III requires: four years of full-time experience/training in radio or television broadcast technician work. Strong experience in RF transmission, microwave systems and two-way radio preferred. Experience with Harris, GE and Macom a plus. Apply by July 18, 1985. Send resumes to Staff Personnel, 134 French Administration Bldg., Pullman, WA 99164-1014. 509-335-4521. WSU is an EOE.

Help Wanted Technical Continued

Broadcast Engineer

WFNX-FM, Boston Phoenix Radio, seeks a chief engineer for Class A station. Responsibilities include a studio maintenance engineering, remote broadcasts and maintenance of high powered transmitting equipment. 1st Class FCC license and related work experience required. Excellent opportunity at a growing station. Please send resume and salary history to:

Michelle Rosner
Director of Personnel

101.7 FM
WFNX

100 Mass. Ave.,
Boston, MA 02115
EOE/MF

Help Wanted Management

MANAGEMENT AND SALES

Drake-Chenault, the leading radio consulting firm, needs two hard hitters to fit our growth plans.

General Sales Manager

Three years prior experience as Program or Operations Director and three years additional experience in sales management are non-negotiable requirements.

Aggressive, successful individual presently in a radio sales management position to carry a list and assist Vice President/Sales in all aspects of radio consulting services. If you are seeking challenge and prestige, we would like to speak with you.

Regional Manager

Minimum three years of success in radio sales and two years in programming needed to qualify for this opportunity. We can provide a lucrative position for an individual who: • believes in radio • has a great sales and programming track record • knows how to use a phone effectively • is a self starter and motivator • enjoys some travel • wants to live on the West Coast. Send your resume and salary requirements to:

Steve Sandman
Vice-President/Sales

Drake-Chenault Enterprises, Inc.
P.O. Box 1629, Canoga Park, CA 91304
(NO CALLS PLEASE)

*Drake
Chenault*

RADIO CONSULTANTS

Help Wanted Management Continued

GENERAL & SALES MANAGER

A rewarding opportunity to put together your own sales staff and take on general management of a 50kw classical music/news FM in mid-Atlantic capital city. Excellent compensation package for experienced sales pro with strong community involvement. Write in confidence: Box 42427, Washington, D.C. 20015-0427.

Help Wanted Announcers

WFMT

is looking for an announcer. A reasonably broad knowledge of the classical music literature is essential, as are a facility with foreign pronunciations, good reading ability, some measure of news-editing and tape-editing skills, and a warm, pleasant voice. Send tape and resume to Mel Zellman, WFMT, Inc., Three Illinois Center, Chicago, Illinois 60601.

Help Wanted Sales

GENERAL SALES MANAGERS BIRMINGHAM TULSA

Katz Broadcasting Company seeks two accomplished sales executives ready to develop and carry out sales policies and motivate our dynamic sales teams in Birmingham and Tulsa.

If you have The Best knowledge of broadcast sales, promotion and research with organizational skills to match, write:

Jerden Bullard
General Manager
WZZK AM/FM

53 Beacon Parkway West
Birmingham, AL 32509

Lee Masters, Gen. Mgr.
KWEN (FM)

1502 South Boulder
Tulsa, OK 74119

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America's Employee Owned Broadcast Group
A SUBSIDIARY OF KATZ COMMUNICATIONS, INC.



KATZ. The best.

Help Wanted Programing, Production, Others

WRC WASHINGTON MUSIC DIRECTOR

Accepting applications for Music Director for MOR/Nostalgia format. Resumes to Ken Mellgren, Program Director/Operations Manager, WRC, World Building, Silver Spring, MD 20910



A GREATER MEDIA STATION
EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

Situations Wanted Announcers

OWNERS/MANAGERS

You're a phone call away from a morning entertainer with major market experience. Seeking on-air/PD position with great, people oriented company. Available after Arbitron. Become your market's next #1. 609-737-1421.

SCORE IN THE MORNING

Have a championship season with this veteran husband/wife morning team. Looking for an FM home. We'd also like to program a cost efficient package. Let us make you a winner. 205-928-8015 or 609-737-1421.

Situations Wanted Programing, Production, Others

OWNERS/MANAGERS with BIG BAND sound

One of the better known & successful originators of this type of program available to show you how to make it work for your station. Semi-retired will assist you in Programming/Marketing/Sales--some on air. Pioneer broadcaster respected in the industry. Replies confidential. Box P-114.

TELEVISION
Help Wanted Management



America's leading independent sports network announces the need for qualified applicants in conjunction with major expansion.

RAYCOM NOW OWNS RIGHTS TO

- 5 Collegiate basketball conferences
- 2 Collegiate football conferences
- 1 Major collegiate football independent
- 2 Nationally distributed collegiate football events

Following are areas in which aggressive, experienced personnel are needed:

- Director of Affiliate Relations (Charlotte, N.C.)
- Traffic Secretary (Charlotte, N.C.)
- Sales Representative (New York, N.Y.)
- Sales Assistant (New York, N.Y.)
- Sales Representative (Dallas, Tx.)

Please send resume to: Wayne Spransy
 Raycom Sports 2100 Rexford Road, Suite 320
 Charlotte, N.C. 28211

GENERAL MANAGER

Once in a lifetime opportunity for the right person. We need a strong administrator to manage the Radio and Television Center for the Archdiocese of Boston. Must have good people skills, strong planning ability, working knowledge of engineering, community relations and FCC law. Will oversee expansion of facilities and growth into cable. Salary commensurate with experience. Send resume and letter of reference to: Rev. Francis T. McFarland, Director, Boston Catholic Television Center, Box 56, 55 Chapel St., Newton, MA 02160.

Boston Catholic Television Center
 55 Chapel Street, Box 56
 Newton, Massachusetts 02160-0056

TELEVISION BUSINESS MANAGER

Southwest, group-owned CBS station in top 25 market seeking experienced television business manager. Will supervise accounting, billing, collections, budgets, EEO, personnel, and building services projects. Detailed involvement in day-to-day activities of many departments. Prior experience mandatory. Written resumes only to Box P-71. EOE/M-F.

Help Wanted Sales

ACCOUNT EXECUTIVES

If you have a proven track record in TV or radio sales, we encourage you to apply to this full power UHF start up on Cape Cod. Cover letter/resume to Stephen Turner, WCVX-TV58, 737 W. Main St., Hyannis; MA 02601. Equal opportunity employer.

Help Wanted News

NEWS DIRECTOR

Searching for exp. news director ready for top ten market. Excellent track record req. as journalist, manager, and people skills. Rush resume (no phone calls) to:



Joseph Saitta, VP News
Metromedia TV
5746 Sunset Blvd.
Los Angeles, CA
90028
EOE

Help Wanted News
Continued

NEWS DIRECTOR



COME TO CAPE FEAR COUNTRY WHERE THE SUMMER'S GREAT AND THE WINTER'S EVEN BETTER!!!

Wilmington's news leader needs a dynamic news director who has a vision of how much greater we can become. We're in one of the country's fastest growing areas with all of the state-of-the-art tools, and a staff size rivaling a big medium market. Send resume, references and a statement of your news and leadership philosophies to:

Mr. William Cameron
 Chief Operating Officer
 WECT-TV
 P.O. Box 4029
 Wilmington, N.C. 28406

Help Wanted Technical

**Video Technician/
 Administrator**

**Graduate School
 of Journalism**

Repair and maintenance of radio equipment, editing systems, radio studio, 3/4 inch video cameras, TV studio and control room.

Duties include purchasing, administration of full and part time workers and all broadcast facilities.

We offer competitive starting salary and benefits including Columbia paid tuition, 4 weeks vacation and comprehensive medical. Send resume with salary history to: Employment Department, BOX V-BRD, Columbia University, 209 Dodge Hall, 116th Street & Broadway, New York, NY 10027. We take affirmative action toward equal opportunity.



Columbia University

**TV/VIDEO
 BROADCAST
 ENGINEER**

BS in Electrical Engineering of equivalent. Minimum 4 years experience broadcast video maintenance. Operate and maintain broadcast equipment, broadcast and industrial TV cameras, VTR's, audio equipment, video switcher, etc. Experienced digital equipment preferred. Salary commensurate with experience. Send resume to Gideon Fiat, Director, TV Center.

BROOKLYN COLLEGE
 Brooklyn, NY 11210

AA/EO Employer M/F

**Help Wanted Programing,
Production, Others**



Co-host to work with our female host. Position requires strong on-camera skills. Ability to project pleasing personality in formal and informal situations is an important requirement. If you have the necessary on-camera skills and know-how to produce stories packed with powerhouse production values, we want to hear from you. Resume and or tape to: Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. EEO.



**WANTED:
AGGRESSIVE STORY PRODUCER**

The ability to produce complex field stories ranging in topic from light to serious to emotional, is critical. Must have strong sense of promotibility and willingness to take creative risks. Should be comfortable with remote and "LIVE" TV. (PM DETROIT is broadcast "LIVE".) 2-3 years experience required. Send resume/tape to: Beth Sosin, WJBK-TV 2 Storer Place, Southfield, Michigan 48075-2000. EEO



CO-HOST

Is looking for a co-host to work with our current male co-host. If you have on-camera experience and can produce great features, then I want to hear from you. Previous PM experience is helpful but not necessary. Send resume and tape with hosting and features to:

Producer

PM Magazine Utah, 2185 South 3600 West, Salt Lake City, UT 84130

(NO PHONE CALLS PLEASE)

EEO

WRITER/PRODUCER

Wanted: Alive or Alive! We are looking for a seasoned pro who is not afraid to take a creative chance. If you want to be part of America's Promo Team, send resume and reel to:

**Mr. Jeff Grimshaw
SUPERSTATION WTBS
1050 Techwood Drive
Atlanta, GA 30318
An EOE**

GRAPHIC DESIGNER

Our head graphics designer is leaving. If you've got terrific television graphic design experience & want to honcho the style & look of an up & coming newscast in Philadelphia, please contact:

Bernie Kilnger, Art Director
KYW-TV
Independence Mall East
Phila., Pa. 19106
EOE, M/F

FIELD PRODUCER

for an evening magazine in Phila.

Conceive, book, write, field produce, & supervise edit of fast paced, high production, original features for daily magazine format show. Need energetic, innovative individual with major market experience. Demands consistency & high output. EOE, M/F. Send resume to: Human Resources, KYW-TV, Independence Mall East, Phil., PA 19106

Situations Wanted Technical

DIRECTOR OF ENGINEERING

Very creative, with impressive list of completed projects seeks new challenges. Heavy experience in technical management, video/audio systems engineering, VHF/UHF hi power transmitters, computer applications & programming, new construction, license filings. Now D.O.E. for two television stations in top 50 markets, managing 35 engineers & million dollar budgets.

Inquire with confidence to:
Director of Engineering Office
8530 Wshire Blvd, Suite 309
Beverly Hills, Ca. 90211
213-854-5316

**Situations Wanted Programing,
Production, Others**

LOOK HERE!!!

I'm a Photographer/Field Producer who has the experience and talent that will make a difference in your news or news magazine show. My work

STANDS OUT

for a sample write

Box P-68

ALLIED FIELDS

Help Wanted Instruction

**ASST PROFESSOR
RADIO PRODUCTION**

Brooklyn College of CUNY has a tenure track position available beginning September 1, 1985 to teach beginning and advance course in radio production with occasional course in TV production. New radio facilities and curriculum. Salary: \$23,000-\$33,000. Ph.D or minimum of 3 years experience in radio production. Teaching experience desirable. Send resume to: Dr. Robert C. Williams, Chairman, Dept. of TV and Radio.

**BROOKLYN COLLEGE
Brooklyn, NY 11210
An AA/EO Employer**

Miscellaneous

**ATTENTION:
RADIO STATION
MANAGERS**

Some things never change. There's always that certain number of potential advertisers that will not buy a regular spot schedule. These will buy only when you are in a position to offer them something new, unusual, exciting and exclusive.

Located in fabulous Orlando, Florida, our large and highly experienced worldwide organization now brings to medium and small market stations the most successful answer to this problem in years. New, unusual, and yes, exclusive to one station in each market.

Regardless of your location in America, this will help the problem and the bank account. Drop us a note on your letterhead today for complete information demo.

**International Producers
Association
Box 551
Goldenrod, Florida 32733**

**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. Royal St.
Colorado Springs, CO 80907 303-633-4795

**Miscellaneous
Continued**

RATINGS HOTLINE

24hr pre-recorded tape explains exciting new sales and marketing tools.

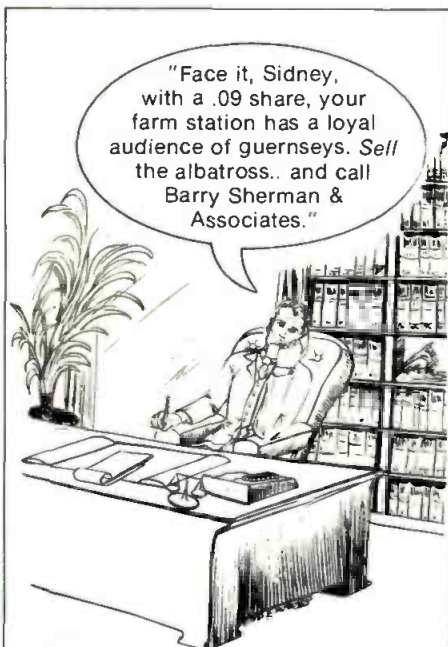
818-966-6666.

FOR SALE

Full-day, individual seminar for broadcast investors, given to you and your associates privately by an experienced owner-operator. Property selection, negotiation, financing, FCC requirements among the topics. Find out how to buy your next or first station through my personal experience. Mr. Robin B. Martin, President, Deer River Broadcasting Group, 645 Madison Ave., NY, NY 10022. 212-980-3886.

FOR SALE

Mobile production studio, fully equipped, 1" video equipment with special effect and slow-mo generator. For equipment list and pricing, contact Edward D. Rankin 303-636-5266.



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(202) 429-0658

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Media



Roberts

Frank Roberts, executive VP and general manager, WREG-TV Memphis, has been named president of broadcasting group of licensee, New York Times Co., effective July 1. He succeeds **Charles Brakefield**, who retires June 30 (BROADCASTING May 20). Roberts joined WREG-TV in 1970 as local account executive. He became national sales manager in 1972 and general sales manager in 1976. In 1977 he was elected VP of station, and in 1982, executive VP.

Jeffrey B. Long, station and program manager, WHKY-TV Hickory, N.C., named president of parent, Catawba Valley Broadcasting Co., which also operates co-located WHKY-AM-FM there.

Frederick Barber Jr., VP and general manager, WSB-TV Atlanta, joins WTAE-TV Pittsburgh in same capacity.

Paul Dinovitz, VP and general manager, WTVN-TV Columbus, Ohio, joins KMBC-TV Kansas City, Mo., in same capacity.

Marc Leunissen, general sales manager, WJBO(AM)-WFME(FM) Baton Rouge, La., joins WEZB(FM) New Orleans as general manager, succeeding Bob Reich, named VP, general sales manager, for parent EZ Communications (see "Marketing," below).

Robert Holmgren, director of business administration, ABC Owned Radio Stations, New York, retires after 34 years with ABC. Holmgren joined ABC in 1951 as assistant business manager, television program production department. Before that he had been cost estimator for two years at NBC.

Andy Santamaria, general manager, KUIC(FM) Vacaville, Calif., named VP of parent, Quick Broadcasting.

John Gutbrod, VP and general manager, WWWE(AM)-WDOK(FM) Cleveland, joins WRTH(AM)-KEZK(FM) St. Louis as VP and general manager.

Wayne Casa, station manager and general sales manager, WXTV(TV) Paterson, N.J., joins WSNS(TV) Chicago as general manager.

Roger Stockton, general manager, WSJS(AM)-WTQR(FM) Winston-Salem, N.C., joins WLAT(AM)-WYAV(FM) Myrtle Beach, S.C., in same capacity.

Elaine Schettino, president, E.F. Schettino, sales and management training firm, Westchester, N.Y., joins WVOX(AM)-WRTN(FM) New Rochelle, N.Y., as executive VP and managing director.

Jack McWeeny, general manager, WREX-TV

Rockford, Ill., joins KEYT-TV Santa Barbara, Calif., in same capacity.

Rick Freeman, program director, WDCG(FM) Durham, N.C., named station manager.

Doug Kiel, operations director, WMIL(FM) Waukesha, Wis., named station manager, WOKY(AM) Milwaukee-WMIL.

Dave Hodgson, retail manager, Tandy Corp., Washington, joins WTKS-FM there as operations manager.

Phil Mueller, director of news and programming, KMBZ(AM)-KMBR(FM) Kansas City, Mo., joins WOAI(AM) San Antonio, Tex., as operations manager.

Ross Martin, from WAMR(AM)-WRAV(FM) Venice, Fla., joins WWOJ(AM) Avon Park, Fla., as director of operations-programming.

Boni Fine, director of administration, Valley Cable TV, Encino, Calif., named VP, administration.

Ed Hurley, business manager, WPIX-FM New York, named controller.

Marey Ross, business manager, WBBG(AM)-WMLI(FM) Cleveland, joins KIOI-FM San Francisco as controller.

John Lankenau, director of information systems, Great Trails Broadcasting Corp., Dayton, Ohio, named director of radio programming and research.

Lewis Munzer, president, Biz-Aid, Baltimore firm that helps businesses convert from manual to computerized bookkeeping systems, joins WPOC(FM) there as business manager.

Bennett Pine, from Poletti Freidin Prashker & Gartner, New York, joins NBC there as labor attorney, labor relations department.

Marketing

Frank DeVito, director of creative services, SSC&B:Lintas, New York, adds additional



DeVito



Lamattina

title of president. **Lawrence Lamattina**, executive VP, director of marketing services, named chief operating officer.

Sanford (Sandy) Semel, VP, manager of television production, Dancer Fitzgerald Sample, New York, named senior VP.

John Otter, director of national broadcast, and **Laura Silton**, general manager, local broadcast, McCann-Erickson, New York,

elected senior VP's.

Roger Levinsohn, **Richard Fitzhugh** and **Arthur Kugelman**, creative group heads, Benton & Bowles, New York, named senior VP's. Named VP's, Benton & Bowles, New York: **Joel Maliniak**, creative group head; **Jaimee Kurfirst**, manager of limited production and broadcast services; **Ann Prescott**, personnel manager, creative department, and **Sharon Loeb**, personnel manager for media and research.

Richard Earle and **Nadeen Peterson**, creative directors, Saatchi & Saatchi Compton, New York, named executive VP's.

Named management representatives, Needham Harper Worldwide, Chicago: **Henry DeBoest**, VP, account director; **Ray Gillette**, VP, account supervisor, and **Ray Gillette**, **Colby Kerr**, **Vicki Mondae** and **Karen Wagenknecht**.

William Seaman, director of television, World Championship Tennis, New York, joins William Esty Co. Inc. there as executive VP.

Richard McCauley, senior VP, station development, Selcom Radio, New York, joins Republic Radio there as VP, business development.

Associate creative directors named creative directors, BBDO, New York: **John Greenberger**, **Harvey Hoffenberg**, **Al Merrin** and **Glenn Miller**. Named VP's, BBDO, New York: **Robert Dudley** and **Jeffrey Mordos**, account supervisors; **Phyllis Landi**, executive producer; **Maria Putorti**, research manager, reports and analysis, and **Barbara Walker**, network supervisor.

Mark Stevens, account executive, Bozell & Jacobs, Omaha, named account supervisor.

Bob Andrus, executive art director, Tatham, Laird & Kudner, Chicago, named associate creative director.

Marla Osborn, assistant media buyer, Cranford Johnson Robinson Associates, Little Rock, Ark., named media planner-buyer.

Terry Penrod, senior art director, Eisaman, Johns & Laws, Southwest, Houston, named associate creative director.

Dennis Herzog, news director, KSTP-TV Minneapolis-St. Paul, joins Conus Communications, national satellite newsgathering organization there, as director of sales and regional services.

Jim Curtin, Midwest account executive, D.L. Taffner, New York, named to newly created post of director of sales marketing.

John Weidman, director, Harron Cable Interconnect, subsidiary of cable MSO, Harron Communications Corp., Paoli, Pa., named VP, director of advertising, for Harron Communications.

Marissa Keshin, from Internet Radio Networks, New York, and **Rosemary Zimmerman**, from Christal Radio, New York, join Blair Radio there as account executives.

Carol Rosenstein, from Avrett, Free & Ginsberg, New York, joins Gilbert, Whitney & Johns, Whippany, N.J., as senior media planner-buyer.

Jeffrey Parker, from Arbitron Ratings Co., New York, joins Katz Radio there as account executive. **Mark Herman**, account executive, KTCZ-AM-FM Minneapolis, joins Katz Radio there as account executive.

Bob Reich, VP and general manager, WEZB(FM) New Orleans, named VP and general sales manager for parent, EZ Communications.

Marvin Seller, sales manager, WBSL(AM)-WKTU(FM) New York, joins WPIX-FM there as VP, general sales manager.

Barbara Etrick, national sales manager, KKTU(TV) Colorado Springs, named general sales manager.

John Edwards, account executive, KUIC(FM) Vacaville, Calif., named assistant sales manager. **Tom McDonough**, account executive, KUIC, named senior account executive and co-op coordinator.

Edwin Backholm Jr., account executive, KCPQ(TV) Seattle, named director of sports sales.

Kay Adam, account executive, KWWW(AM) Wenatchee, Wash., named local sales manager.

Dianne Stewart, account executive, WPCQ-TV Charlotte, N.C., named national sales manager. **Ferrell Dunn**, from Blue Ridge Wholesale, Charlotte, N.C., joins WPCQ-TV as account executive.

Betty Kobiela, account executive, WLTW(FM) New York, named national sales manager. **Jack Cahill**, account executive, WLTW, named retail sales manager.

David Gregory Haeg, agri-business manager, WCCO(AM) Minneapolis, named national sales manager, succeeding **Victor (Buck) Buchanan**, retired.

Thomas Schroder, territorial sales representative, Vision Cable Co. of Rhode Island, Colony Communications, Providence, R.I., named sales manager, Whaling City Cable TV, Colony system serving New Bedford and Dartmouth, both Massachusetts.

Donna Collins, senior account executive, WFSB-TV Hartford, Conn., named assistant local sales manager. **Maura Maliff**, research assistant, WFSB-TV, named account executive.

Bill San Marco, account executive, Media Communications, Dallas, joins KLUV-FM there as account executive.

Marla Gianola, from Xerox, Portland, Ore., joins KATU(TV) there as account executive.

Judy Badgley, from KRAK(AM)-KSKK(FM) Sacramento, Calif., joins KRBK-TV there as account executive.

Susan Johnson, sales assistant, WPGH-TV Pittsburgh, named account executive.

Programing

Guy McElwaine, president, Columbia Pictures, New York, named chairman and chief executive officer. In addition, McElwaine; **Herman Rush**, president, Columbia Pictures

Regroup. Independent producer David Gerber, president of David Gerber Productions, last Tuesday (June 12) was named president of the MGM/UA Television Broadcast Group, in charge of worldwide production. As part of a restructuring, MGM/UA Television Group President Lawrence E. Gershman was placed in charge of worldwide distribution, while retaining his current title. Lynn Loring continues as senior vice president for programing, MGM/UA Television Group. Gerber is executive producer of MGM/UA's sole network series, *Lady Blue* on ABC-TV, and his independent production company will continue to be affiliated with MGM/UA under an executive to be named. The studio has had difficulty establishing a presence in prime time recently, with two new series last year not renewed.

Television Group, and **Patrick Williamson**, executive VP, Columbia Pictures Industries and president, Columbia Pictures International Corp., have been elected to board of directors of Columbia Pictures Industries. **Carla Schiller**, attorney, Columbia Pictures Industries, New York, named senior counsel. **Patricia Mayer**, assistant director, labor relations, Columbia Pictures Industries, New York, named director, labor relations, filmed entertainment.

Amy Adelson, associate, movies and mini-series, NBC-TV, Los Angeles, named manager, mini-series and novels for television.

Ruth Slawson, VP, pay TV and syndicated program development, 20th Century Fox, Los Angeles, and **Brian Pike**, VP, movies and acquisitions, Comworld Productions, Los Angeles, join NBC Entertainment there as directors, motion pictures for television. **Ken Raskoff**, administrator, motion pictures for television and mini-series, NBC Entertainment, named manager, motion pictures for television.

Appointments, Playboy Video Corp., Los Angeles: **Michael Klein**, director of film acquisitions, to VP, film acquisitions; **Jill Marti**, independent television producer, to VP, development; **Richard Sowa**, senior VP, finance and administration, to executive VP; **Claudia Flintermann**, director of ancillary rights markets, to VP, ancillary markets and distribution, and **Lyn Edelstein Heymont**, director of personnel, West Coast, to director of administration.

Dean Ferris, VP, employe relations, Paramount Pictures Corp., Los Angeles, joins 20th Century Fox there as senior VP, employe relations.

David Neal, associate producer, NBC Sports, New York, named producer.



Balthazor

Dennis Balthazor, regional manager, Pepsi Cola Bottling Group, Los Angeles, joins Showtime/The Movie Channel there as Western regional vice president. **Robert Greenfield**, associate director of contracts, ABC-TV, Los Angeles, joins Showtime/The

Movie Channel there as director of business affairs. **Gary Keeper**, producer, Universal Television, Los Angeles, joins Showtime/TMC there as production executive.

Nancy Dixon, VP, station relations, Bentley Syndication Services, New York, joins Access Syndication, Los Angeles, as VP, syndication sales.

Steve Bronstein, producer, KYW-TV Philadel-

phia, joins Richard Edgar Productions, Los Angeles, as field producer for syndicated series, *Seeing Stars*.

Rick Lemmo, general sales manager, KPLM(FM) Palm Springs, Calif., joins Drake-Chenault Radio Consultants as regional manager, based in Cleveland.

Michael Keslo, controller, Viacom Broadcast Group, New York, named treasurer and chief financial officer. **Susan Gordon**, director of business analysis, Viacom, succeeds Keslo.

Annette Bouso, manager, Latin American operations, Telepictures Corp., Los Angeles, named director, Latin American operations.

Gary Randall, VP, dramatic development, Embassy Television, Los Angeles, joins Orion Television there as VP, development.

Sidney Sapsowitz, executive VP, finance, MGM/UA Entertainment, Los Angeles, named executive VP.

Nion McEvoy, business affairs attorney, William Morris Agency, Hollywood, joins Wescom Productions there as director of business affairs.

Patti Galluzzi, air personality, WAAF(FM) Worcester, Mass., and **Carla (Raz) Raswyck**, air personality, WBCN(FM) Boston, join MJ1 Broadcasting, New York, as affiliate relations managers. **Jim Green**, producer for MJ1, named associate director of production.

Robin Silverman, director of sales administration, Golden West Television, Los Angeles, joins The Entertainment Network there as director of traffic and syndication services.

Mike Dubin, research analyst, King World Enterprises, New York, named research manager.

Gary Begin, midday announcer, WSUB(AM) Groton, Conn., joins WCAI(AM) Orange, Mass., as program director and morning personality.

Marc Bernier, host, *Marc in the Morning*, WBSM(AM) New Bedford, Mass., named program manager.

Kirk Patrick, music director and afternoon drive air personality, KFMM(FM) Houston, joins KLUV-FM Dallas as program director.

Gary Balaban, midday air personality, WMZQ(AM) Washington, assumes additional duties as program director.

Sharon Goldberg, director of programing, Valley Cable TV, Encino, Calif., named VP, programing.

Tano Compagno, assistant production manager, WDSU(TV) New Orleans, named production manager.

Claire McCance, story analyst, Jayne Development Corp., Los Angeles-based script analysis company, joins Copley/Colony Ca-

blevision, Lomita, Calif., as commercial production supervisor.

Cindy Bailen, music director, WHTT(FM) Boston, joins KZEW(FM) Dallas as music director and assistant program director.

Anne Gemunder, supervisor of programing operations, WDVN-TV Washington, named production manager.

Lawrence Stanley, from KMST(TV) Monterey, Calif., joins WJAR-TV Providence, R.I., as producer-director.

Debra Leach, from WTSP-TV Tampa-St. Petersburg, Fla., joins KMOX-TV St. Louis as producer.

Jeff Elliott and **Jerry St. James**, air personalities, WMJC(FM) Birmingham, Mich., join WFYR(FM) Chicago in same capacity.

News and Public Affairs

Steve Foust, executive producer, WZZM-TV Grand Rapids, Mich., joins WTVM-TV Columbus, Ga., as news director.

Appointments, *American Almanac*, NBC's planned prime time news hour, Washington: **Joan Carrigan**, special events producer, *Nightly News with Tom Brokaw*, NBC, New York, to senior producer, based in New York and Washington; **Norman Buchanan**, field producer, operations producer, *World News This Morning and Good Morning America*, ABC News, Washington; **A'Leia Bundles**, field producer, NBC News, Atlanta; **Mary Drayne**, producer, CBS News, New York; **Linda Ellman**, management field producer, NBC, Los Angeles; **Richard Harris**, producer, *All Things Considered*, Washington; **Ellen McKeefe**, former NBC News producer and bureau chief recently on sabbatical in Italy; **Huston Simmons**, producer-writer, noncommercial WGBH-TV Boston, and **Robin Smith**, field producer, *Sunday Morning*, CBS News, Washington, to field producers; **Peter Freundlich**, writer-producer, CBS News, New York, to writer; **Denise Cabrera**, assistant foreign editor, *The Washington Times*, Washington, to researcher and off-air reporter; **Kathleen deLaski**, reporter, WCVB-TV Boston, to researcher and off-air reporter, and **Sharon King**, from defunct NABU Network, Alexandria, Va., to program administrator.

Bill Oltman, news editor, KCPQ(TV) Seattle, Wash., named assistant news manager. **David Boeri**, producer-reporter, noncommercial KCTS-TV Seattle, joins KCPQ as reporter.

Scott Herman, news director, WINS(AM) New York, joins KYW(AM) Philadelphia as executive editor.

Tom Newberry, assistant news director, CBS affiliate, WWL-TV New Orleans, joins CBS News, Atlanta, as assistant bureau manager.

Lois Dyer, associate producer, *Eyewitness News*, WDVN-TV Washington, named futures editor.

Jim Kiertzner, reporter, WNEM-TV Saginaw, Mich., named co-anchor, 6 and 11 p.m. news.

Steve Aagaard, news intern, KIT(AM) Yakima, Wash., joins KWWW(AM) Yakima, Wash., as news and public affairs manager.

Tom Bearden, reporter and weekend news an-

chor, KMGH-TV Denver, joins *MacNeil/Lehrer NewsHour*, New York, as producer-correspondent.

Bob Becker, from WWWE(AM) Cleveland, joins WKYC-TV there as producer-reporter.

Tonia Black, commercial producer-copywriter, WPCQ-TV Charlotte, N.C., named public affairs coordinator.

Tritia Toyota, anchor-reporter, KNBC(TV) Los Angeles, joins KCBS-TV there as anchor.

Kathy Oliver, production/research assistant, WINS(AM) New York, joins WJDM(AM) Elizabeth, N.J., as anchor-reporter.

Dean Shephard, business and financial correspondent, RKO Radio Network, New York, joins *The Nightly Business Report*, produced by noncommercial WPBT(TV) Miami, as co-anchor.

Bob Trimble, from WDHO-TV Toledo, Ohio, joins WZZM-TV Grand Rapids, Mich., as sports reporter-anchor.

Technology

Richard Crossman, director, human resources and communications, Sony Manufacturing Co. of America, San Diego, named VP, administration.

John Barbieri, supervisor of operations, Cablevision's Woodbury, New York, cable system, joins Prism, Bala Cynwyd, Pa., pay television network, as director of transmissions.

Chris Cookson, West Coast general manager,

studio-field operations, broadcast operations and engineering, ABC, Los Angeles, named director, technical operations. **Ben Greenburg**, general manager, broadcast center systems, ABC, New York, named director, audio-video systems, broadcast engineering, ABC Broadcast Operations and Engineering.

Linda Schumacher, director of programing-advertising sales, Warner Amex Cable Communications, St. Louis, joins Technisonic Studios, commercial broadcast production facility there, as general manager.

Alice Grusse, manager of production and administration, Times Fiber Communications, Wallingford, Conn., named advertising manager.

Bob Johnston, Midwest regional sales manager, Hitachi Denshi, Chicago, joins Ikegami Electronics there as Midwest regional sales manager, professional products.

Chris Bourne, Western division sales manager, United Video, Tulsa, Okla., named general sales manager.

Fredrick Horowitz, regional manager, Rollins Communications, joins RCA American Communications, Princeton, N.J., as manager, cable services.

Promotion and PR

Donna Fullam, account executive, Morgan Burchette advertising agency, New York, joins Seltel, New York, as promotion director.

Bert Gould, director of operations and cre-

Broadcasting

The Newsweekly of the Fifth Estate

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ative services, WPIX-FM New York, joins WJTV-TV Marlborough, Mass., as director of marketing and promotion. WJTV-TV operates as 24-hour music video channel.



Oken

Linda Oken, manager, NBC special presentations, New York, named director, awards and special presentations.

Donald Evers, director, marketing services, CBS-TV, New York, named director, communications, marketing services.

Janis Burenga, from own public relations and promotion firm, The Burenga Agency, New York, joins United Stations there as VP, creative services. **Suzanne Devine**, account executive, The Burenga Agency, joins United Stations as assistant, creative services department.

Jeremy Fergusson, group supervisor, Lewis, Gilman & Kynett, Philadelphia, named VP, public relations division.

Lee Helper, senior VP and director of Western operations, March Five Communications, Los Angeles, leaves to form own firm. Lee Helper Media & Public Relations, based in Venice, Calif.

Ellen Rodman, director of corporate communications, Westinghouse Broadcasting & Cable, New York, joins Children's Television Workshop there as VP, corporate communications.

Elizabeth Stiltz Mills, VP, public relations, Multimedia Entertainment, New York, who moved to Multimedia corporate headquarters in Greenville, S.C., in February to develop communications department, named VP, corporate communications.

Rob Maynor, publicist, Dennis Davis Associates, Los Angeles, joins The Disney Channel there as supervisor, affiliate publicity. **Kimberly Wells**, from March Five, Los Angeles, joins The Disney Channel there as supervisor of program publicity.

Sandy Bain, producer and co-host, *Mixed Company*, WRC-TV Washington, joins The Kamber Group there as assistant director, media production division.

Allied Fields

Jay Finkelman, station manager, KTVU(TV) San Francisco, joins Television Marketing Corp., Seattle market research firm, as president. **John Sheehan**, VP, SRI, Omaha-based broadcast market research firm, joins Television Marketing Corp. as VP.

Henry Hockeimer, retired president and chief executive officer, Ford Aerospace and Communications Corp., Detroit, joins United States Information Agency, Washington, as satellite television consultant for USIA's Worldnet system.

Ellis Woodward, press secretary and policy analyst, House Telecommunications Subcommittee, Washington, will resign that position at end of summer. He has not announced any future plans.



In-air personality. Hal Protter, president of WNOL-TV New Orleans, stands beside his aircraft, the New Orleans 38 (WNOL-TV's channel assignment). He is scheduled to compete June 14-23 in an air race from New York to Paris, his first in-flight competition. Protter's co-pilot is Theresa Gosse, general manager and chief flight instructor of Missile Aviation in Slidell, La. They will be accompanied by photographer-reporter Karen Klein, who will videotape the journey for a program that will air on WNOL-TV.

CBS President Emeritus Frank Stanton received honorary Doctor of Laws degree from Harvard University.

Frederick Pierce, president and chief operating officer, ABC, New York, received honorary Doctor of Laws degree from his alma mater, Baruch College, New York.

Alan Burns, program director, WRQX(FM) Washington, resigns effective June 19 to pursue station ownership and consulting. He has partnership with Quintax Equities, Greensboro, N.C.-based real estate firm, and Reytman-Wagner Associates, Washington-based investment firm, for possible acquisitions. Burns is also forming Alan Burns & Associates, which will provide radio programming and marketing consultation.

Stephan Rosenfeld, executive producer, KGO-TV San Francisco, resigns to form own media consultation and production firm, based in Philadelphia.

Ellen Kingsley, consumer reporter, WDMV-TV Washington, has been awarded 1985 Consumer Media award from Consumer Federation of America.

Elected officers, International Radio and Television Foundation, New York: **Gordon Hastings**, station rep executive, president; **Robert Gillespie**, D.L. Taffner Ltd., first VP; **Gerald Baldwin**, Jeffrey Martin Inc., VP; **David Fuchs**, CBS, VP; **Philip Guarascio**, Benton & Bowles, VP; **Peggy Green**, Dancer Fitzgerald Sample, secretary, and **Frank Biondi Jr.**, treasurer.

Deaths

Lester Cooper, 66, veteran television producer and writer, died of cancer June 6 at his apartment in New York. He began his broadcast career in 1953 with CBS News, New York. He joined NBC there in 1956, where he wrote for *Today* show with Dave Garroway. He was also freelance writer for 11-part se-

ries, *Exploring the Universe*, with Garroway. He left NBC to become head writer and supervising producer for *P.M.*, 90-minute nightly news-talk show produced by Westinghouse and hosted by Mike Wallace. Cooper joined ABC as staff producer in 1964. He was named executive producer of documentary unit in 1967. In 1971, he created and was writer-producer of children's program, *Make a Wish*, which ran from 1971 to 1976, and won Emmy and Peabody awards. Following *Make a Wish*, he created, wrote and was executive producer of children's program, *Animals, Animals, Animals*, hosted by actor Hal Linden, which also garnered numerous awards. Cooper was among first to receive Award of Excellence from Coalition on Children and Television. He retired from ABC in 1983. Cooper is survived by his wife, Audrey, two daughters and son.

Bob Prince, 68, veteran radio and television play-by-play announcer, died of complications following cancer surgery June 10 at Presbyterian hospital, Pittsburgh. Prince was voice of Pittsburgh Pirates over KDKA(AM) Pittsburgh from 1948 until his dismissal by Westinghouse Broadcasting in 1975, having become chief announcer in 1952. In 1976, Prince was play-by-play announcer for first season of ABC-TV's *Monday Night Baseball*. In 1983, he broadcast for Home Sports Entertainment, Pittsburgh cable sports channel, until it folded in 1984. More recently he had been doing sports commentaries for number of Pittsburgh stations, and had begun broadcasting Pirate games once again over KDKA (on May 3, 4 and 5), before being hospitalized with cancer. He is survived by his wife, Elizabeth, son and daughter.

Thomas E. Wisniewski, 37, program director and host of *Marquee Theatre and Cinema Of*, for noncommercial WHA-TV Madison, Wis., died of apparent heart attack June 5 at his home in Madison. Wisniewski, known on-air as Tom Weston, was also host of nationally broadcast film series, *Sprockets*.

Office in Hollywood, eye on Washington

The battle may be over, but the war is far from won. That's the assessment of Mel Blumenthal, the MTM Enterprises attorney who last year helped spearhead a drive by Hollywood studios against the proposed repeal of the FCC's financial interest and syndication rules. The issue—which split the three commercial networks from their program suppliers in an acrimonious debate—was eventually placed on the FCC's back burner after producers forged powerful political alliances in the White House and on Capitol Hill.

"There has been no activity since last year," said the MTM executive vice president and partner, but the lull gives Blumenthal no comfort. The independent production companies "continue to have a very active presence in Washington," says Blumenthal, noting that producers like MTM had been outgunned in the past by the full-time, Washington-based, network and National Association of Broadcasters lobbyists. "We must let the Washington community know what we're doing, what our problems are and what they perceive our problems to be."

Blumenthal, now part owner of MTM, has been associated with the privately held company almost since its inception more than 15 years ago. He arrived there after classic training for a Hollywood executive: show business law.

"I couldn't write, I couldn't direct and I couldn't act, so I went to law school to get my start," he explains. Immediately after graduation from Loyola University law school in Los Angeles, Blumenthal joined the MCA law department as staff attorney on the Universal City, Calif., lot. Herb Stern, then head of the MCA legal unit, became Blumenthal's mentor. "He gave me an opportunity to learn the business in an institution that was the top...but I eventually realized I didn't want to work in a mammoth corporate law firm."

Blumenthal joined a friend's Beverly Hills, Calif., law firm and soon afterward was named outside legal counsel to MTM. He has been responsible for all legal aspects of MTM's operations since its formation in 1970 and took over its business affairs in 1974. In 1981 he was elevated to his current position and obtained an interest in the firm.

When MTM and 41 other producers and distributors formed the Committee for Prudent Deregulation to fight repeal of the FCC rules that keep television networks out of financial participation in shows they buy and out of domestic program syndication, Blumenthal became a spokesman for the independents. As an undergraduate at UCLA he had majored in political science, and politics still interest him.

While the committee was engaging in its



MEL DOUGLAS BLUMENTHAL—executive vice president and partner, MTM Enterprises, Los Angeles, b. Feb. 6, 1940, Los Angeles; BA, political science, University of California-Los Angeles, 1962; JD, Loyola University School of Law, Los Angeles, 1967; attorney, MCA/Universal Studios, 1968-69; attorney/partner, Hertzberg & Childs, 1969-74; vice president of business affairs, MTM Enterprises, 1974-81; present position since 1981; m. Paulette Wizan, June 1, 1965; children—Jason, 16; Darren, 15; Dana, 10.

all-out lobbying in Washington, Blumenthal appeared before congressional committees, buttonholed individual legislators and developed at least a mild case of Potomac fever.

Blumenthal explains that the Committee for Prudent Deregulation is now moribund and that interests of producers are being represented by the Motion Picture Association of America, one of the liveliest lobbies in Washington, and The Caucus of Producers, Writers and Directors in Hollywood.

"We are still concerned about the level of in-house production by the networks," he said, pointing out that each now has the legal right to produce limited programming for prime time. "I am hopeful that with their own experiments in in-house production the networks are getting an education in terms of costs. From that standpoint, I think it is helpful for them to be producing because they can learn first-hand the problems that we are facing."

Blumenthal concedes that a lot of bad feelings were generated by the recent regulatory confrontation. "There was a bit of alienation when we were going through the financial interest and syndication rules battle. I see that healing and the relationship getting better. In the future, we have to be able to create new kinds of programs, get costs under control and help networks understand our responsibilities and increase the [program license] fees that they pay. We as producers are having to put out on a percentage basis a lot more every season than the networks are prepared to spend. That has started to put a lid on how innovative and cre-

ative we can be."

If prices keep going up, he predicted, some independent production companies will be driven out of business. Television production, he says, has gotten into a habit of cost escalation that threatens its long-term health.

The MTM executive is also anxious about changes in television network ownership, conceding that his company's fortunes are strongly tied to those of its three main customers: "I'm concerned about the ABC/Capcities merger, since it suggests they may try to make their investment back by cutting programming and development costs to stay in line with the Capcities management philosophy and for their debt service requirements," he said. "That has an impact on our business because it means that the network has less money to be innovative and to produce the kind of programming that we want to do."

He recalled that the founding partners of MTM Enterprises—Arthur Price, Grant Tinker and Mary Tyler Moore—initially created the firm to produce programs of intelligence and sophistication, eventually earning a reputation as a "boutique" studio. Tinker, then a 20th Century Fox production executive married to actress Moore and now chairman of NBC, joined with personal manager Price to produce Moore's comedy half-hour series for CBS-TV.

"Inasmuch as none of them were writers or really producers, they would go out and get the best possible writers, directors and producers for the company and basically leave them alone. That philosophy has never changed," Blumenthal said.

Blumenthal thinks the television audience is more sophisticated today than ever before and that it yearns for the kind of innovative programming MTM likes to produce. He sees the return of "meaningful" situation comedies as a good sign for the studio, which currently produces only *Newhart* in that genre. (MTM will produce a new Mary Tyler Moore series during the upcoming season.)

The 45-year-old executive sees MTM focusing primarily on series production, with a few theatrical features and occasional motion pictures for television thrown in. The company has expanded into music publishing, studio ownership and Broadway stage production, but has no immediate plans to make acquisitions beyond those areas. MTM is dabbling in foreign production of network programming, but it has no current ambition to move into cable or home video production, due to budget limitations.

Blumenthal says he remains attracted to the television business because of its excitement. "I never know what's going to happen next...I've never regretted my decision to become involved in it. I've never been bored, and don't see that happening in years to come." ■

Spokesmen for **Washington Post Co. and Capital Cities Communications** confirmed last week that **Post is negotiating to purchase Capcities's cable division**, ("Closed Circuit," June 10), but would say no more. Industry sources indicated, however, that parties have reached preliminary agreement, are now working out particulars. Jay Dugan, vice president, Communications Equity Associates, Tampa, Fla.-based cable broker, said division, which is 21st-largest MSO with around 375,000 basic subscribers, was worth about **\$330 million**—10 times projected 1985 cash flow of \$33 million. *Wall Street Journal* said Post had offered \$375 million for division, less its Detroit system (20,000 subscribers). "That's a pretty high figure," said Dugan, "but who knows." (Post would be prevented from owning Detroit system by FCC crossownership rules prohibiting any entity from owning television station and cable system in same market. Post owns WDIV-TV Detroit.) Capcities got into cable television just five years ago, purchasing Cablecom-General (43 systems serving 231,000 and chain of movie theaters valued at \$10 million) from RKO General for \$139.2 million (BROADCASTING, July 28, 1980). Capcities is spinning off cable division as prelude to its \$3.5-billion acquisition of ABC. FCC crossownership rules prohibit Capcities from owning division and broadcast network. If Post deal goes through, cable division's management will be disappointed. Led by President William James, it had tried to acquire division through leveraged buyout, but it apparently couldn't match Post's bid. Catalyst for the Capcities-Post deal was reportedly Warren Buffet, who is major Post stockholder as well as major prospective stockholder in Capcities/ABC. He reportedly secured for Post right of first refusal on properties.

WNET(TV) New York, public station on channel 13, has decided **against selling station in UHF-VHF swap**. Two-year internal study by station management, revealed at station's annual meeting, concluded "that UHF neither effectively deals with that signal propagation problems of WNET's high-density urban community nor the varied topography in outlying area." Station says it receives 25% of its revenues from its members. Station signal has been valued at \$200 million, but spokesman mentioned value as probably being closer to \$400 to \$500 million. Said WNET General Manager John Jay Iselin: "We realize we are foregoing substantial revenue." He acknowledged that station had some "meaningful feeler," but "nothing that approximates anything conclusive." Study was commissioned following FCC request for comments on proposed rulemaking on such frequency exchanges by PBS stations. "I am sensing a lot more opposition than I sense support," said Commissioner James H. Quello at convention of Financial Analysts Federation earlier this week. "I am beginning to walk away from this," he added. Station also announced 1985-86 annual budget of \$84 million, down from last year's \$100-million budget that featured cost for production of *The Brain*, *Heritage: Civilization and The Jews* as well as other programs.

In joint filing at **FCC**, American Family Corp., Belo Broadcasting Corp., Capital Cities Communications Inc., Cox Communications Inc., Gannett Co. Inc., Koplak Communications Inc., New York Times Broadcasting Service Inc., Kelly Broadcasting Co., McGraw-Hill Co. Inc., Post-Newsweek Stations Inc., Storer Communications Inc., Taft Television and Radio Co. Inc., Tribune Broadcasting Co. and Westinghouse Broadcasting and Cable Inc. have opposed commission **proposal to permit noncommercial VHF operators to swap channels with commercial UHF's**.

Lorimar Productions, known for wheeling-dealing flair of its television series, *Dallas*, *Knots Landing* and *Falcon Crest*, executed real-life deal of its own last week when it signed letter of intent to **acquire Bozell & Jacobs** advertising agency for \$40 million in cash and notes. Transaction marks Lorimar's second foray into advertising. It bought Kenyon & Eckhardt in 1983 for \$20.9 million. Lorimar said it intends to merge Bozell with Kenyon & Eckhardt and create new agency, Bozell, Jacobs, Kenyon & Eckhardt. Lorimar's affinity for advertising agency field is understandable. Lee Rich, president and founder of Lorimar, was top executive at Benton & Bowles, New York, before he went into Hollywood production. Merv Adelson, chairman of Lorimar, told news conference in

New York that final agreement is to be signed in four weeks and become effective in January 1986. Combined billings of two agencies will amount to more than \$1 billion worldwide, making it 15th largest agency in world and 11th in U.S. B&J is expected to have total billings of about \$750 million worldwide in 1985 and K&E about \$400 million. Both K&E and Bozell are broadcast-active agencies, former having allocated almost \$135 million to radio and television in 1984 and Bozell about \$205 million. Adelson said at news conferences that after acquisition, about one-third of Lorimar's revenue would accrue from advertising. For nine months ended April 27, Lorimar reported revenues of \$302.2 million and net income of \$27.3 million, equal to \$3.48 share, with income jumping by 177% over same period year earlier. Advertising contributed about 21% of total. Lorimar's move came slightly more than month after its unsuccessful attempt to purchase Multimedia Inc. for \$1.02 billion. Accounts handled by K&E include Prudential-Bache, Holiday Corp., Ocean Spray juices, Seagram (wines), Kawasaki Motor and W.R. Grace & Co. Represented in Bozell's client roster are Lee jeans, American Airlines, Tenneco Inc., Armour, Minolta and Nabisco Brands.

Among series performing well as summer re-runs since end of regular prime time season (April 21), *Miami Vice* (NBC, Friday, 10-11 p.m. NYT) has logged 8% gain over its regular season performance with average of 16.5 rating over past seven weeks. *Miami Vice* ranked 46th in regular season. ABC's *Who's the Boss*, which was expected to do well on summer schedule, has performed 4% below its regular season average of 15.8. On NBC, which has won six of past seven weeks in ratings, regular season's number-three rated (24.1) *Bill Cosby Show* is down 2% to 23.4; number-five rated *Family Ties* is down 7% to 20.4; sixth-ranked *A Team* is down 23% to 17.8, and 13th-ranked *Cheers* is down 8% to 18.1.

Katz Radio Group study of sports advertising estimates that local play-by-play radio rights holders would lose combined total of approximately \$16,065,000 in annual revenues if ban on **alcoholic beverage advertising** were instituted. Katz estimates show potential revenue losses of \$12,065,000 for radio broadcasts of professional baseball, football, basketball and hockey and \$4,000,000 in sponsorships of college sports. Dave Halberstam, vice president and manager of Katz Radio Group Sports, points out that beer companies generally are largest category of local sports sponsorship. He also noted some rights holders are "exploring the possibility" of including clause in their agreements to allow for renegotiation of contract terms in event of ban. Katz Radio Group represents over 50 sports franchises.

Metromedia last week filed with FCC **asset purchase agreements** for proposed sale of television stations. Under one clause, Rupert Murdoch's Twentieth Holdings Corp. would have opportunity to buy WCVB-TV Boston, should proposal to sell station to Hearst Corp for \$450 million fall through.

Minority broadcasters and would-be broadcasters met with senior investment banking executives in New York last week to discuss **availability of capital to purchase broadcast properties being spun off by Capital Cities Communications and ABC** to facilitate planned merger. Investment banking companies represented included black-owned Daniels & Bell; E. F. Hutton; Drexel Burham Lambert; Dean Witter; Manufacturers Hanover Trust; Donaldson Lufkin & Jenrette; Marine Midland and Tuttle & Co. Broadcasters or their representatives at meeting included Percy Sutton, Eugene Jackson, actor Bill Cosby and most of others within National Association of Black Owned Broadcasters. Also present was Congressman Mickey Leland, who, according to aide, Larry Irving, was "encouraged" by what bankers had to say. Irving said bankers indicated willingness to work with qualified minorities seeking financing. "But not on a pro bono basis," he added. It was stressed at meeting that Capcities needs cash and therefore spin-off deal will involve "more traditional ways of financing," said Irving. John Oxendine, who heads Broadcast and was also at meeting, came away with sense that "funding will be there" for qualified minorities. Meanwhile, Goldman Sachs, which is handling spin-off sale

for Capcities and ABC has begun screening applicants and is now sending out additional confidential financial information on properties to qualified applicants, said to include number of minority entities.

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Full bench of **U.S. Court of Appeals** in Washington has agreed to **rehear arguments in Tavoulaareas libel suit against Washington Post** that has already been argued before U.S. district court judge and three-member panel of appeals court. At issue is charge by former Mobil Oil Corp. President William P. Tavoulaareas that *Post* libeled him in Nov. 30, 1979, article asserting that he had "set up" his son, Peter, in London shipping firm, and then used his influence at Mobil, when he was president, to divert some shipping business to his son's firm. In April, three-judge panel, on 2-1 vote, had reinstated jury verdict in U.S. district court that *Post* had libeled Tavoulaareas (BROADCASTING, April 15). It also reinstated jury's \$2,050,000 award to Tavoulaareas. Judge who presided at trial, Oliver Gasch, had overturned verdict and award, on ground there was "no evidence . . . to show that [the article] contained knowing lies or statements made in reckless disregard of the truth," standard Supreme Court has held public figures must meet in suing for libel. Last week, 10-member appeals court, on 7-2 vote, vacated panel's decision that had attracted considerable attention in large part because of stress it placed on "'hard-hitting investigative journalism' or . . . 'sophisticated muckraking,'" term coined by Chief Justice Earl Warren in earlier libel case, as factor in determining whether publication is guilty of libel. Such policy, said Senior Circuit Judge George MacKinnon, who wrote opinion for court, is "relevant to the jury's inquiry."

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Appointments in **reorganization of affiliate services department, CBS News**, New York, into news services department, which will coordinate efforts of CBS NewsFeed, CBS World News and affiliate services: Andi Augenblick, associate producer, NewsFeed, to supervising producer for all CBS news services including daily domestic news feeds, European Broadcasting Union and South American satellite services; Linda Karas, associate producer, NewsFeed, to managing editor, responsible for coordinating acquisition of all incoming news material from affiliates, bureaus, stringers and other broadcasters; David Belmont, broadcast associate, NewsFeed, to editor, Western U.S., news, responsible for liaison with appropriate CBS News division bureaus, regional news cooperatives, stations and acquisitions of news material in region, and David Hawthorne, associate producer, NewsFeed, to editor, Eastern U.S., with responsibilities comparable to Belmont's.

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In initial decision, FCC Administrative Law Judge John Conlin has granted application of **Parish Family Television-Limited Partnership** for new UHF TV station on ch. 44 in Baton Rouge, denying competing applications of Louisiana Super Communications and Baton Rouge Channel 44. Parish Family won out on integration grounds. General partner of Parish Family is South Louisiana Television Inc., which holds 50% interest in limited partnership. Mary W. Burge is president and 40% owner of South Louisiana; Anne G. Trufant owns 40%; remaining 20% is held by Mignon T. Gautreaux. Burge is resident of Hammond, La., who has never been employed at broadcast station. Neither she nor any of her partners has other media interests.

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FCC Mass Media Bureau has approved **\$1.925-million distress sale** of Albany Radio Inc.'s **WALG(AM)-WKAK(FM) Albany, Ga.**, to Platinum Broadcast Ltd., subject to condition that sale is consummated within 90 days. Robert (Peabo) Bryson, black recording artist who has no other media interests, is Platinum's president and 60% owner. Albany Radio's renewal applications had been designated for hearing on equal employment opportunity issues.

□

prompt response to complaint of **Warner Amex Cable Communications in Milwaukee**, Wisconsin Circuit Court Judge George A. urns Jr. issued **temporary restraining order** last Wednesday (June 2), effectively **blocking Movie Systems Inc. from** acquiring control of at least eight additional ITFS channels in city and **expanding recipient "wireless cable" or multichannel television (MCTV) ser-**

vice there from six to 14 or more channels. Hearing on whether to issue preliminary injunction has been scheduled for tomorrow (June 18). In suit filed last Tuesday, Warner Amex, which holds cable franchise for city, seeks to enjoin permanently Wisconsin Education Communications Board from leasing between eight and 16 ITFS channels to Wisconsin Bell, which has agreement to sublease channels to Movie Systems, whose planned MCTV service will compete head-to-head with Warner Amex's cable service.

□

Top positions in **State Department's new Bureau of International Communications and Information Policy** (BROADCASTING, June 10), were announced last week, and Ambassador Diana Lady Dougan, who heads it, said Rush Taylor will serve as her "senior deputy." Taylor, who was Dougan's deputy in old Office of International Communication and Information Policy, will serve as deputy for policy. One surprise is that Earl Barbely, who headed Office of International Communications Policy that was merged with Dougan's office and is highly regarded by senators who negotiated with State on reorganization plan, was not named to other deputy slot, for operations. That job is yet to be filled. Barbely will head Office of Technical Standards and Development. Dougan said Barbely "has not asked to be considered" for deputy's job. But others in department and in communications industry who know Barbely say he was disappointed that he was passed over, that he felt qualified. Aide to Senator Ernest F. Hollings (D-S.C.), who had been principal obstacle to reorganization, said senator is "looking into" matter and is concerned that "intent and spirit" of agreement reached with State is carried out. Others named to head offices in new bureau—all still on acting basis—are Lucy Hummer, policy and analysis, and Charles Loveridge, external relations (providing liaison with press, Congress and countries with which bureau is involved in bilaterals). They will serve in policy section.

□

Senate Commerce Committee Chairman John Danforth (R-Mo.) and ranking minority member Ernest Hollings (D-S.C.) will hold **press conference** Monday (June 17) to announce introduction of bill concerning use of **political campaign advertising.**

□

Senator Ted Stevens (R-Alaska) introduced legislation last week that would call for **televised execution of spies** by firing squad for "treasonous espionage." Bill would require that jury must first find defendant guilty and then determine if death penalty should be imposed.

□

ABC News correspondent **Barbara Walters** and Lorimar Chairman **Merv Adelson** announced last week they **will marry** in fall.

The envelope, please. The answer: KNAT(TV). The question: Which independent UHF TV on ch. 23 in Albuquerque, N.M., went dark on April 30, reportedly because of a "lack of operating funds"?

Johnny Carson could work that into one of his "Carnac the Magnificent" skits. But he's not likely to think it real funny. According to FCC records, he is chairman and 45.98% owner of the station, which is also owned by playwright Neil Simon (28.74%) and entertainers Paul Anka (11.49%), David Letterman (5.47%), Joan Rivers (4.6%) and five others.

Henry Bushkin, Carson's attorney, said the independent station essentially had gotten caught in a squeeze between the costs of programing and advertising revenues. The "basic problem," Bushkin claimed, was that the rate cards for the network affiliates in Albuquerque were "artificially" low. "In Albuquerque, you got better numbers, but didn't necessarily get more money," Bushkin said.

The licensee, Albuquerque Broadcasting Corp., has asked the FCC for permission to stay dark for three months. And FCC permission was expected last week. "That's routine," said Clay Pendarvis, chief of the FCC television branch.

Carson and company are seeking a buyer.

Editorials

Success tells its own story

The joint board of directors of the National Association of Broadcasters, meeting in Washington this week, may be forgiven an impulse toward self-congratulation. It seems only yesterday that the NAB couldn't get the time of day on Capitol Hill, when the chairman of the Senate Commerce Committee felt compelled to chastise the organization's inability to lobby its way out of a paper bag, when the NAB's own chief lobbyist quit in disgust and some of the industry's biggest players organized their own association as a safety net for NAB failure. Now the proponents of a ban on beer and wine advertising seem not to be able to lay a glove on broadcasting, the NAB is enjoying a surge in radio and TV memberships, the association is operating at a fiscal surplus and communications with the rest of the industry have never been more fruitful or harmonious.

All hands share in the credit for these accomplishments. The list is headed by Gert Schmidt, whose accomplishments as joint board chairman are spelled out earlier in this issue. Next must come Eddie Fritts, whose first two years as president were handicapped by the albatross of his election, but who has won the respect of a growing constituency that values both his competence and his grace under fire.

It is not surprising, given all these plusses, that some in the NAB should think its only problems are with self-promotion—a theme sounded repeatedly in recent weeks. "Getting the word out is the biggest single issue we need to respond to," Fritts told this journal last week. "I think our association is far better than our members know," said joint board candidate Ed Giller in one of three interviews we published a week ago. And whenever mention of the so-called (and still mysterious) Gutenberg Report is made, soon follows the suggestion that what the NAB really needs is another newsletter.

With respect, we think not. What the NAB really needs is more managing of its issues, not its press. That's how the beer-wine issue has come to so happy an evolution, and that's what was involved in those cooperative ventures with the National Radio Broadcasters Association that are earning new stature for the industry. Good news writes its own press releases.

There's grave danger in thinking that any criticism is the result of a bad press. If someone out there thinks the NAB isn't up to speed, the appropriate attitude of the joint board is to think he might be right.

How sweet it isn't

In 1981, the FCC set out to modernize and perhaps simplify its standards for judging the character of licensees and license applicants. The decision is no closer now than it was then ("Closed Circuit," June 10). But a professor in the school of journalism at Louisiana State University may have given the commissioners a quick way out.

The professor, Dr. John H. Pennybacker, says the commission ought to quit judging character altogether. The judgment is an unnecessary exercise, Pennybacker argues in an article in the current issue of the *Journal of Broadcasting & Electronic Media*, published by the Broadcast Education Association. The activities that the FCC has historically weighed to arrive at character judgments can all be judged by themselves to determine the fitness of licensees, says Pennybacker.

Most character decisions in FCC history have involved one or more of three categories of behavior: illegal transfers of station

control; misrepresentations to the FCC, including lack of candor, and broadcast and nonbroadcast past practices. The Communications Act gives the FCC ways to deal with all three without stopping at the way station of deciding whether they affect character.

The act empowers the FCC to revoke a license for violation of any provision of the act, and it explicitly requires FCC approval for transfers of control. The act says "false statements knowingly made" are grounds for license revocation. As to past practices, those that can be shown to harm the public interest can be punished on those grounds. Anticompetitive practices, for instance, as determined by antitrust trials in the courts or hearing at the FCC, would not serve the public interest. The practices themselves could be disqualifying without reference to the practitioners' character.

A collection of character cases decided over the years by the FCC would contain more inconsistencies and changes of reigning policies than any other collection of FCC works. Judging character has led the commission into one wilderness after another. Pennybacker has given it a chance to step into the light.

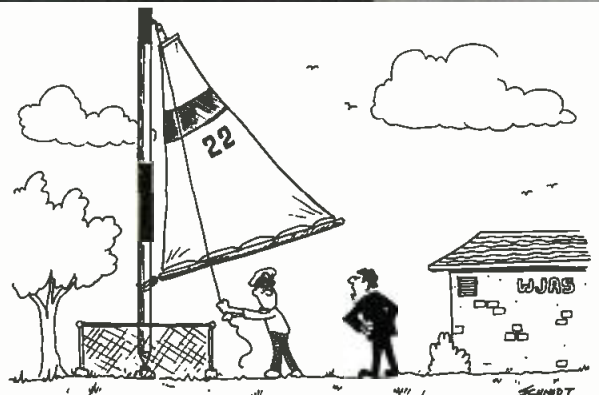
To paraphrase Jackie Gleason, lately rediscovered, the professor has given the FCC a little traveling music.

Keeping it in the family

The full bench of the U.S. Court of Appeals in Washington has given itself a chance to repair a disquieting decision reached by two members of a three-judge panel of the court two months ago. The panel, in effect, said a reputation for investigative journalism could be weighed against a defendant in a libel suit.

The panel had said a trial judge was wrong to overturn a jury verdict that the *Washington Post* had maliciously libeled a former president of Mobil Oil. It reinstated the jury's award of \$2,050,000 damages, saying, among other things, that the paper's reputation for investigative journalism was "relevant to the inquiry of whether a newspaper's employees acted in reckless disregard of whether a statement is false or not." The dissenting judge, J. Skelly Wright, correctly noted that "the majority appears to criticize what it takes to be the general climate in journalism today."

Surely the full court will decide that investigative journalism can also be responsible journalism and thus spare the Supreme Court that job.



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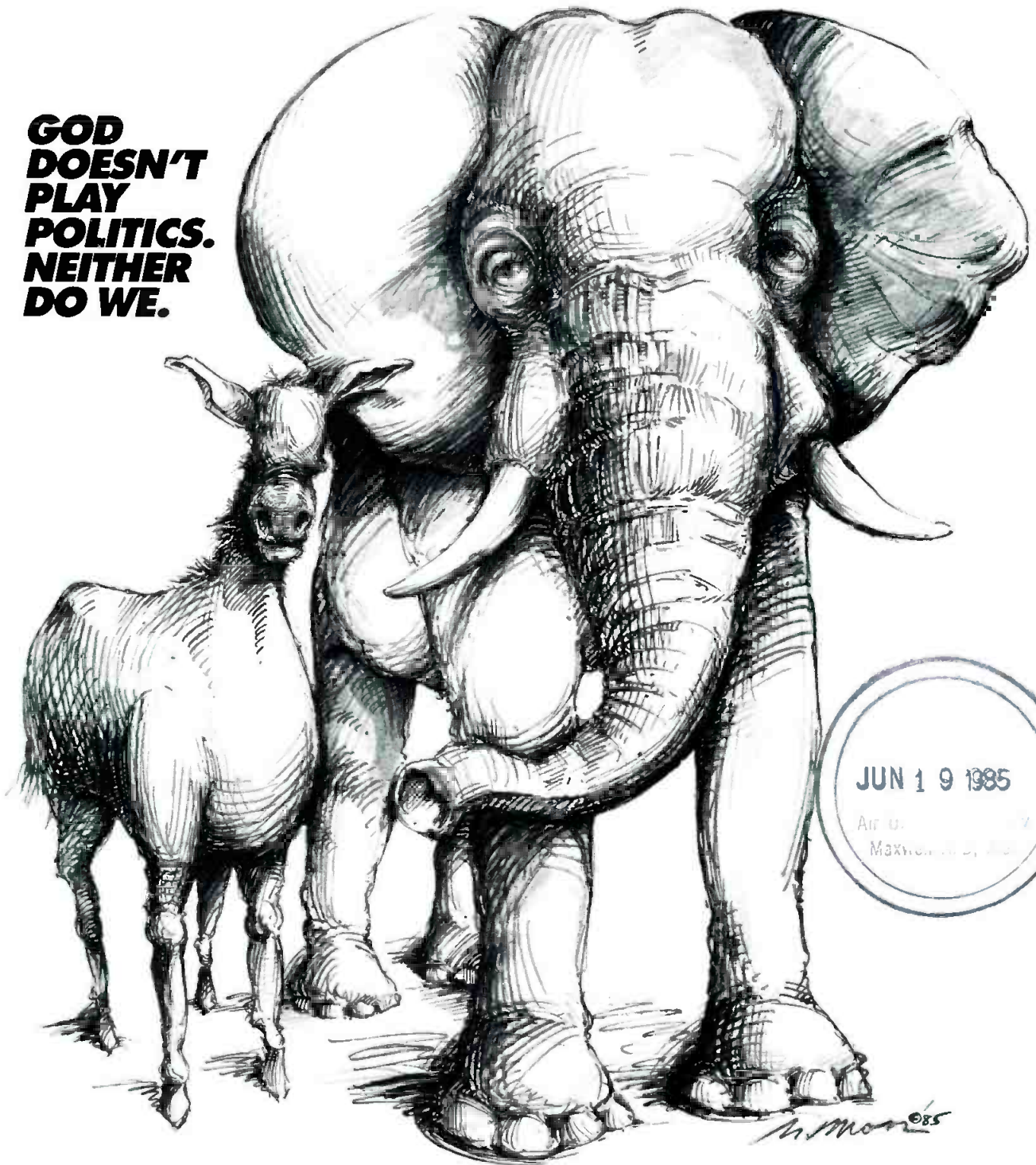
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