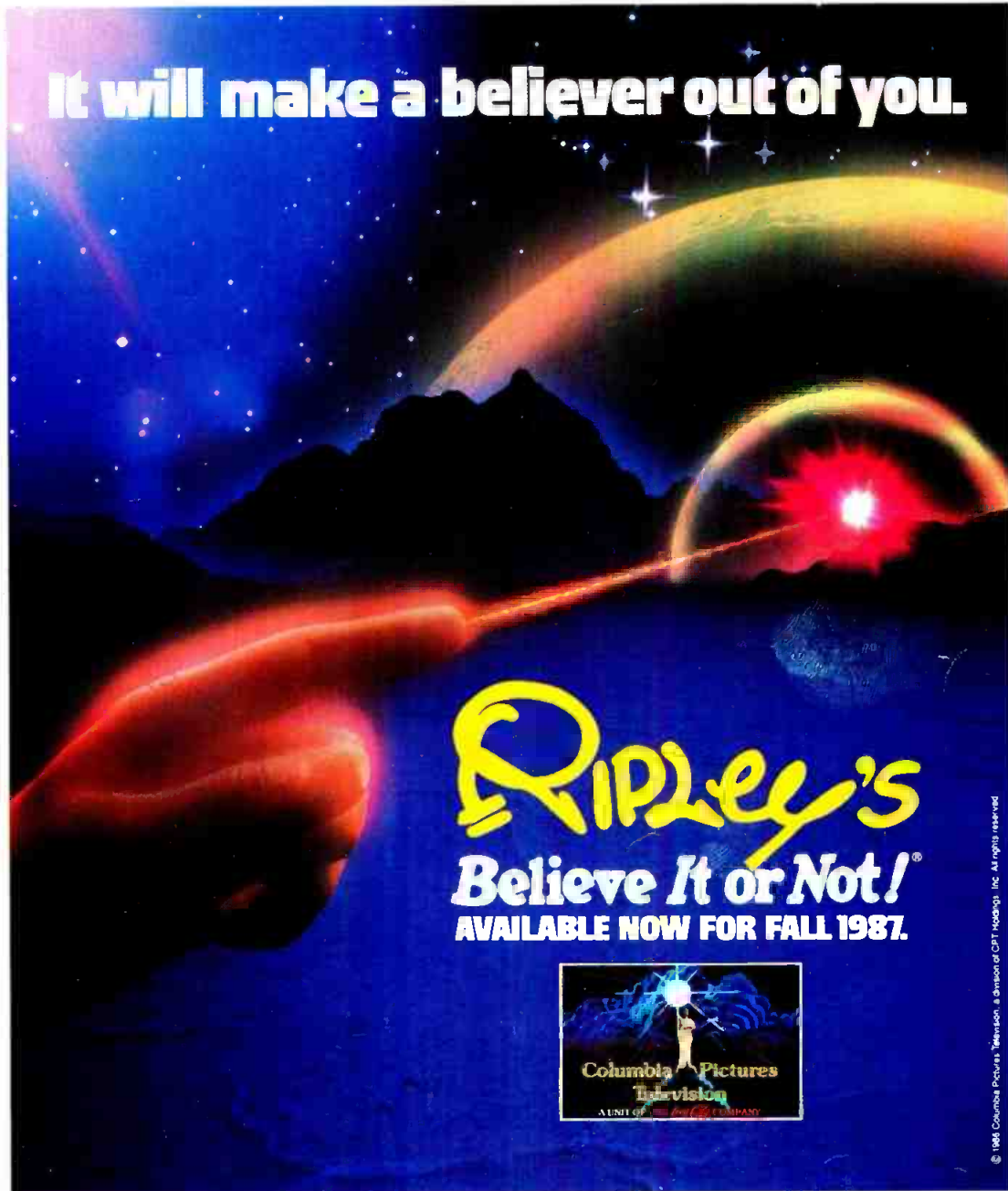


The Fifth Estate

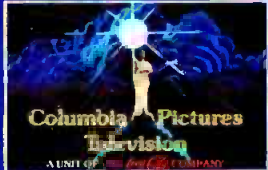
RADIO TELEVISION CABLE SATELLITE

# Broadcasting Oct 6

**It will make a believer out of you.**



**Ripley's**  
**Believe It or Not!**  
 AVAILABLE NOW FOR FALL 1987.



© 1986 Columbia Pictures Television, a division of CPT Holdings, Inc. All rights reserved.

AL 35112

MARBLE  
B-DG 1405  
ROOM 122  
AOL-SAS

T2304 ILK NOV/85

35112

55th Year 1986

**Exclusive report  
on 1985 TV revenues  
The coming cut  
in pay TV**

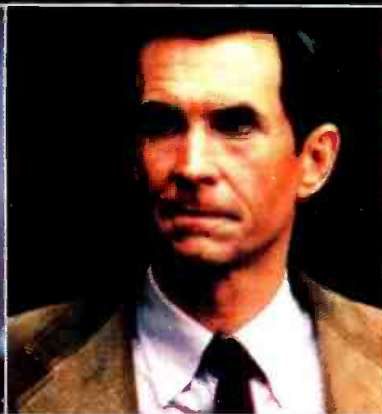
# THERE ARE MOVIES THAT THEN...THERE ARE MOVIE FILM



ADVICE TO  
THE LOVELORN



THE ANNIHILATOR



ANTHONY PERKINS HOSTS  
THE HORROR SHOW



THE BELARUS FILE



HAWAIIAN HEAT



ISLAND SONS



THE JERK, TOO



THE LOVES  
OF DRACULA



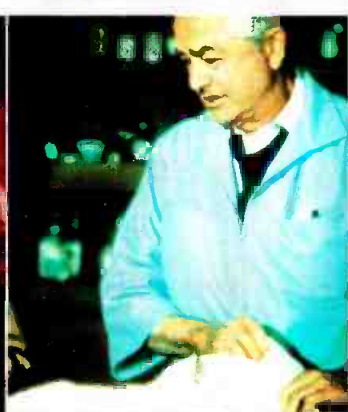
THE MIRACLE OF  
KATHY MILLER



PETER & PAUL, 1 & 2



THE RED LIGHT STING



THE RETURN OF  
MARCUS WELBY, M.D.

# RE MADE FOR TELEVISION.

# WHAT MAKE TELEVISION.

# FEST I



**CODENAME:  
FOXTIRE**



**CURSE OF  
THE GOLD MONKEY**



**THE GIRL WHO  
SAVED THE WORLD**



**M.A.D.D.: THE CANDY  
LIGHTNER STORY**



**MEMORIES NEVER DIE**



**MIDNIGHT LACE**



**STREETS OF JUSTICE**



**TIME BOMB**



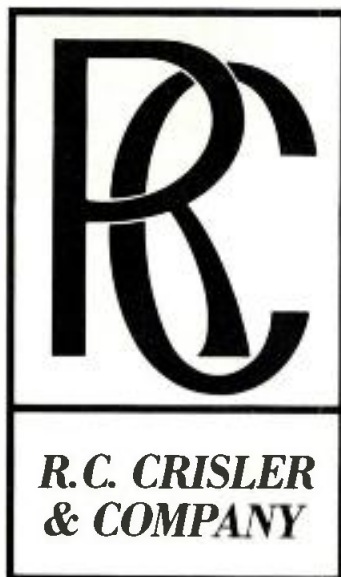
**VISIONS OF  
CHRISTMAS PAST**



## FILMFEST I

A powerhouse list  
of 22 great motion  
pictures from  
Universal Television.

# MCA TV



**Young Broadcasting, Inc.**  
has acquired

**WLNS-TV**  
**Lansing, Michigan**  
and  
**WKBT (TV)**  
**LaCrosse, Wisconsin**

from  
**Backe Communications, Inc.**  
for  
**\$73,000,000**

We are pleased to have assisted both  
parties in this transaction  
completed in September, 1986

***R.C. CRISLER & COMPANY***  
580 WALNUT ST., CINCINNATI, OHIO 45202 (513) 381-7775

**Broadcasting**  **Oct 6****1985 financial figures from BFMA  
Congressmen confront FCC on minority preference policy  
1986-87 TV household figures from Nielsen, Arbitron**

**FINANCIAL RESULTS** □ Broadcast Financial Management Association reports sales figures for 1985 for television stations in nine of the top 10 markets. **PAGE 35.**

**HARSH WORDS** □ House Telcomsubcom criticizes FCC for its decision to end minority preferences. **PAGE 36.**

**TELEPHONE INPUT** □ Comsat merges with Contel, telephone company in deal valued at \$2.4 billion. **PAGE 37.**

**CABLE VICTORY** □ In close vote, Senate blocks effort to attach scrambling measure to continuing resolution. **PAGE 39.**

**GOING ABROAD** □ NBC makes deal to sell news product to Europe. **PAGE 39.**

**FALL NUMBERS** □ Nielsen releases early ratings numbers for fall syndicated shows. **PAGE 40.**

**HEDGING BETS** □ Showtime/The Movie Channel plans to lower rates in anticipation of cable operators raising basic cable rates in January. **PAGE 41.**

**AUCTION BLOCK** □ FCC Chairman Fowler testifies before House subcommittee on auctioning off common carrier and private radio portions of spectrum. **PAGE 61.**

**SAME OLD SONG** □ NBC takes top honors in the first week of the new prime time season. **PAGE 48.**

**STEP TWO** □ Group seeking leveraged buyout of

Viacom files with SEC. **PAGE 46.**

**GOING SHOPPING** □ Bernie Mann announces plans for satellite-delivered home shopping network. **PAGE 49.**

**TV SOUND** □ Motown enters television production field. **PAGE 54.**

**TALK SHOW** □ Malrite Communications to produce one-hour television talk show for next fall. **PAGE 55.**

**IN PROGRESS** □ New Century Telecommunications planning two first-run syndicated shows for fall 1987. **PAGE 56.**

**APPEALS ADVICE** □ Appeals court judge indicates FCC can repeal fairness doctrine on public interest grounds. **PAGE 58.**

**CBS FILING** □ CBS tells FCC that no transfer of control has taken place. **PAGE 59.**

**NEW NUMBERS** □ Nielsen and Arbitron release new television household figures for the 86-87 season. **PAGE 64.**

**MARKETING PUSH** □ Ad-supported cable networks commit over \$23 million to April 1987 promotional campaign. **PAGE 68.**

**FLYING HIGH** □ As president of GTE Spacenet, Jerry Waylan knows there is more to successful satellite services than launches and trajectories. **PAGE 95.**

**INDEX TO DEPARTMENTS**

Advertising & Marketing . . . . . 68	Datebook . . . . . 26	In Brief . . . . . 96	Programming . . . . . 48
Business . . . . . 46	Editorials . . . . . 98	In Sync . . . . . 76	Riding Gain . . . . . 57
Business Briefly . . . . . 18	Fates & Fortunes . . . . . 91	Law & Regulation . . . . . 58	Stock Index . . . . . 52
Cablecastings . . . . . 10	Fifth Estater . . . . . 95	The Media . . . . . 64	Syndiction Marketplace . . . . . 54
Changing Hands . . . . . 63	For the Record . . . . . 77	Monday Memo . . . . . 24	Where Things Stand . . . . . 70
Closed Circuit . . . . . 7			

**INDEX TO ADVERTISERS:** Allied Satellite Equipment 10 □ American Association for the Advancement of Science 30 □ Americom Radio Brokers 64 □ Associated Press Broadcast Services 34 □ Blackburn & Co., Inc. 62 □ Blair 69 □ CB Distribution Co. 31 □ Chrysler Capital 70 □ Classified Ads 82-90 □ Colex Enterprises 25 □ Columbia Pictures Television Front Cover □ Comsat General Corp. 20-21 □ Continental Electronics 57 □ R.C. Crisler & Co. 4 □ Daniels & Associates 66 □ Fidelipac Corp. Fourth Cover □ The First Boston Corp. 44-45 □ Milton Q. Ford & Associates 67 □ Michael Fox Auctioneers, Inc. 32 □ Grazier Gross & Kadlec, Inc. 19 □ Samuel Goldwyn Television 23 □ Group W Entertainment 15 □ Group W Newsfeed Network 6 □ The Home Shopping Network, Inc. Third Cover □ Innovative Productions, Inc. 33 □ International Tapetronics Corp./3M 43 □ H.B. La Rue Media Brokers 65 □ L'Ermitage Hotels 55 □ MCATV Second Cover/3, 11, 12-13 □ National Association of Broadcasters 22 □ The National Black Media Coalition 47 □ NBC 16-17 □ Paramount Domestic Television and Video Programming 50-51 □ Professional Cards 81 □ Radio Advertising Bureau 56 □ Cecil L. Richards, Inc. 63 □ Services Directory 80 □ Barry Sherman & Associates, Inc. 58 □ Stanford University 14 □ Syndicast Services 27 □ Turner Program Services 8-9 □ WCVB-TV 29 □ World Wide Bingo, Inc. 26

# THE NEWSFEED NETWORK

THE LEADING TELEVISION NEWS SERVICE.

New York, WPIX-TV  
Los Angeles, KHJ-TV, KCOP  
Chicago, WLS-TV  
Philadelphia, KYW-TV  
San Francisco, KPIX  
Boston, WBZ-TV  
Detroit, WDIV  
Washington, D.C., WUSA  
Dallas/Ft. Worth, WFAA-TV  
Cleveland, WEWS  
Pittsburgh, KDKA-TV  
Atlanta, WAGA-TV  
Tampa, WTVT  
Miami, WPLG  
Minneapolis/St. Paul, KMSP-TV  
St. Louis, KTVI  
Sacramento, KXTV  
Baltimore, WJZ-TV  
Indianapolis, WISH-TV  
Hartford/New Haven, WTNH-TV  
Orlando, WCPX-TV  
Cincinnati, WCPO-TV  
Buffalo, WKBW-TV  
Columbus, WCMH  
Oklahoma City, KWTW  
Grand Rapids, WOTV

Providence, WJAR-TV  
San Antonio, KSAT-TV  
Wilkes-Barre/Scranton, WNEP-TV  
Louisville, WHAS-TV  
Tulsa, KOTV  
Shreveport, KSLA-TV  
Wichita, KAKE-TV  
Jacksonville, WJKS-TV  
Syracuse, WTVH  
Des Moines, WHO-TV  
Portland, WCSH-TV  
Champaign/Springfield, WAND  
Austin, KTBC-TV  
Lexington, WTVQ-TV  
South Bend, WNDU-TV  
Tucson, KOLD-TV  
Lincoln/Kearney, KHGI-TV  
Ft. Wayne, WANE-TV  
Las Vegas, KLAS-TV  
Sioux Falls, KELO-TV  
Charleston, WCSC-TV  
Montgomery, WCOV-TV  
Monterey/Salinas, KSBW-TV  
Lafayette, KLFY-TV  
Santa Barbara, KSBY-TV  
Terre Haute, WTHI-TV

Harlingen, KGBT-TV  
Yakima, KIMA-TV  
Reno, KTVN  
Eugene, KMTR-TV  
Boise, KIVI  
Columbus/Tupelo, WCBI-TV  
Bangor, WLBZ-TV  
Medford, KDRV  
Casper, KXWY-TV  
Athens, OH, WOUB-TV  
Portales, KENW-TV

## **Puerto Rico**

San Juan, WSJN  
Mayaguez, WJWN

## **Canada**

Toronto/Ottawa, CIII-TV  
Winnipeg, CKND-TV  
Calgary, CFAC-TV  
Vancouver, CKVU-TV

## **Australia**

Sydney, TEN10  
Adelaide, SAS10  
Brisbane, TVQ10  
Melbourne, ATV10

PRODUCED BY

**GROUP**  
  
**TELEVISION**

Contact your  
All American Television  
sales representative at:  
(212) 818-1200 or  
(213) 937-1250.

REPRESENTED BY

  
**ALL AMERICAN  
TELEVISION**

## Out for record

Viacom will not confirm it, but latest word at stations and reps last week was that terms for syndication of *The Cosby Show* will be announced Oct. 20. Viacom president of domestic syndication, Joe Zaleski, said company is not yet "100% sure" of marketing plan. Word last week was that show will be sold for eight runs over five years, with Viacom holding back one minute of barter time during first two years. Sources said that cash license fee portion of deals should equal one-and-a-half times market records for half-hour. There will be no group deals for show. As Zaleski put, "Everyone will have a shot at this."

## Passing baton

When CBS announced decision to shut down CBS Technology Center three weeks ago, it injected considerable uncertainty into future of FMX, much-heralded system developed by CBS and National Association of Broadcasters that promises to increase coverage of FM stereo stations by reducing noise penalty. At time of announcement, group of engineers at center were hard at work debugging and refining system. Such work is critical in light of independent on-air tests over summer that indicate system may not be sufficiently compatible with existing FM stereo radios.

Last week, it was not clear whether CBS would continue to fund needed development of system. But NAB executive committee, meeting in Washington, made commitment to pick up FMX ball if dropped by CBS. Commitment means NAB will directly fund development work, help raise necessary funds from broadcasters or investors or do both. If NAB takes responsibility for development, it will receive lion's share of royalties.

## Second look

Current tussle over must carry between broadcasters and cable centers on efforts by National Association of Broadcasters and Association of Independent Television Stations to reopen original must-carry compromise struck by groups with National Cable Television Association last February. Last week ABC affiliates group approached NAB and urged that its views be represented in any future discussions with NCTA. (Affiliates want end to network nonduplication clause of

both compromise and prospective FCC rule.) INTV has expressed interest in seeing that independents have some voice in channel positioning on cable systems. NCTA is believed to feel that original compromise should be left alone and that broadcaster-cable efforts should concentrate on A/B switch, with which both sides have problems.

## Curtain coming down

Following production of "Hold the Dream," four-hour mini-series that airs in November, Taft Broadcasting will end its involvement in Operation Prime Time. Although OPT productions have been used successfully by affiliates, consortium's movies and mini-series are principally boon for independents. Taft independents are up for sale. Taft is also phasing out of DCA Teleproductions, production and syndication unit that operated alongside Taft's independent, WDCA-TV Washington. Greg Miller, vice president of programming for Taft stations, said Taft wants to concentrate on Washington station rather than production unit.

## Hollywood romance?

Some in station trading community expect soon to learn fate of Taft Broadcasting's five independent television stations. List of suitors includes two Los Angeles-based programming companies: De Laurentiis Entertainment Group Inc. and New World Pictures. Latter just recently formed station-acquisition joint venture with former station group executives, Robert M. Bennett and Lewis H. Erlicht ("In Brief," Sept. 29).

## Still at it

Lack of standards for small-format video recording technology will not deter standards activists from making yet another try, although this time focusing on undetermined future format years away. Industry standards body, Society of Motion Picture and Television Engineers, last week formed group to study long-range directions for small formats, with portable digital technology high on list.

Key recorder manufacturers are to be part of effort, and while anxious that talk of future formats not confuse marketplace already battling over two incompatible half-inch systems, they are also conscious of rapid technological advances that could some day make format standards

possible. Initial information-gathering stage of study group work is to commence after first meeting before year's end.

## Missing data

FCC may not be best place to get up-to-date information on who owns how much of what broadcast stations. That's because FCC has not been requiring licensees to file annual ownership reports or ownership information with license renewals since July 1984. FCC sources said commission had been waiting for Office of Management and Budget approval of reporting form, which was altered after commission changed its attribution rules. Those sources said that forms have now been approved. Commission expects them to be ready for use within next few months, when filing requirements will be put back into effect.

## Hired muscle

National Cable Television Association has been getting help of two high-power lobbying firms in its efforts to block TVRO legislation—Wexler, Reynolds, Harrison & Schule Inc. and Patton, Boggs & Blow. Both are on retainer to NCTA, both did duty for association during passage of Cable Communications Policy Act of 1984.

NCTA and others concerned about legislation surrounding scrambling issue have been meeting weekly for months to monitor events of the Hill and to formulate strategy. Chaired by NCTA's Ed Merlis, scrambling coalition includes representatives of broadcast networks, M/A-Com, Motion Picture Association of America, Viacom and Turner Broadcasting System.

## Dealer

James McKinney, FCC Mass Media Bureau chief, has reportedly been getting heavy workout in his new role as mediator in RKO General Inc. settlement proceedings. He was in Memphis, Tenn., last Thursday to meet with contenders for WHBQ-AM-TV. Today (Oct. 6), he's scheduled to meet with competitors for KFRC(AM) in San Francisco. Back in his office, he's been fielding about 40 calls per day from parties. "There's intense negotiation on all fronts," McKinney said. RKO hopes to sell all its properties to end license challenges.

TPS INTRODUCES

# COLOR CLASSIC

N · E · T · W · O · R · K

*The Stars  
like you've  
never seen  
them!*





# UNTIL NOW, SOME OF THE GREATEST PERFORMANCES IN HOLLYWOOD'S HISTORY HAVE LACKED ONE THING. COLOR.

Turner Program Services introduces the Color Classic Network. A magnificent collection of 24 history making black-and-white films transformed by technology into dazzling cinematic colors.

The color classics feature Hollywood's legendary stars in 24 of their greatest movies. Drawn from the fabulous MGM/Warner Brothers film library and brought to new life through the most effective state-of-the-art colorization process ever developed.

Blockbusters like these can't miss. They've got built-in audience interest. A rich history and a richer future!

Starting in January 1987, you can build your film fan audience with a new color classic every month for two years. So place your reservations now. Call Turner Program Services for the rest of the script.

## **TURNER PROGRAM SERVICES**

©1986 TPSI

One CNN Center Box 105366 Atlanta, GA 30348-5366 404-827-2085

**ALREADY CLEARED  
IN 7 MARKETS!**

# Cablecastings

## Queens grand jury

John A. Zaccaro, husband of former Democratic vice presidential candidate, Geraldine Ferraro, was indicted last week by a grand jury investigating the award of cable franchises in Queens, N.Y. Zaccaro was named in a sealed indictment handed up in State Supreme Court in Queens, his attorney, Robert G. Morvillo said, who added that he did not know the charges. "I haven't seen the indictment," Morvillo said. "No one from the district attorney's office will tell me what's in it."

Morvillo said that neither he nor Zaccaro had a comment on the indictment. "When it is all unsealed, we will have a comment," he said. He did not know when it would be unsealed. Morvillo said also that his client issued a statement at the beginning of the investigation, saying that he "emphatically denied any wrongdoing" and would withhold comment until the conclusion of the investigation.

According to published reports, the grand jury was investigating allegations that Zaccaro introduced executives of a cable television company to the Queens borough president in 1981, and later allegedly asked for \$1 million to help the company obtain a franchise in that borough. The inquiry reportedly examined whether any money that was sought had been intended to bribe officials. Also reported to be under the grand jury's scrutiny is public relations agent Michael Nussbaum and Justice Francis X. Smith, administrative judge of State Supreme Court in Queens.

The Queens franchises were awarded in 1981 to American Television & Communications, Warner Amex and Queens Inner Unity Cable, with contracts finally being signed in 1983 (BROADCASTING July 25, 1983).

## New York, New York

Stereo sound is on its way at the nation's third largest cable system, Manhattan Cable TV. The 200,000-subscriber cable operation has embarked on a program to provide stereo



**A little more TLC.** The Learning Channel President Robert J. Shuman (l) and TLC Chairman Harold E. Morse were hosts at a reception at TLC's Washington headquarters last week to mark the educational network's sixth birthday and the expansion of its programming day to 20 hours.

TV sound on 10-12 of its 35 channels. The American Television & Communications-owned system is spending \$50,000-\$70,000 for the upgrade.

Manhattan Cable is already carrying stereo programs from NBC-owned WNBC-TV and pay channels HBO and Cinemax, and plans to obtain stereo feeds from WCBS-TV, WNET, WPIX, and WNYN. Additional satellite channels included in the stereo conversion will be VH-1, MTV, ESPN and Arts & Entertainment.

Bob Tenten, vice president of engineering, said the conversion began after Manhattan Cable placed a new Scientific-Atlanta headend on line last July. The unit was not designed to accommodate the BTSC broadcast stereo transmission-reception standard, however, so it took several months of work with S-A engineers to modify the system.

Also, additional technical difficulties had to be overcome because Manhattan Cable does not receive its local TV station signals directly off-air or by microwave, as most cable operations do. Instead, the operation uses direct landline connections, installed

after most of the city's TV's moved from the Empire State Building to the World Trade Center in the early 1980's. Each of the pathways had to be modified with FM audio modulators and demodulators to insure the proper signals would be obtained from each channel to generate BTSC stereo with the 12 S-A stereo encoders installed at the headend.

Residents in upper Manhattan already enjoy some stereo from a separate cable system covering the area (now owned by Group W, but soon to be transferred to ATC and Houston Industries,) currently carries two stereo signals, MTV and WNBC-TV.

## Savings plan

When the U.S. District Court in Washington agreed with the cable industry's assertion that the gross basic revenues that cable operators use to calculate their semi-annual copyright payments should not include revenues attributable to the carriage of non-broadcast signals, Community Antenna Television Association President Steve Efros estimated it would save cable operators between 35% and 50% on their next copyright bill. He appears to have been right on the mark.

According to George Lanier, of the Copyright Office of the Library of Congress, the agency collected \$29.1 million in copyright payments for the six months ending June 30, 1986, around 40% less than the \$52.6 million it collected for the second half of 1985. Lanier attributed the drop to many cable operators taking advantage of the court ruling and making payments based on a lower amount of gross revenues.

The numbers are far from official. For one thing, the copyright office is still receiving late payments for both filing periods. For another, not all cable operators took advantage of the court ruling.

## Up Tempo

The National Cable Television Cooperative, programming buying cooperative representing about 750 cable systems serving nearly a million homes, announced last week it had signed a multiyear agreement with Tempo Enterprises to help obtain carriage of Tempo services on systems of co-op members. Tempo services include superstation WTBS(TV) Atlanta, Tempo Television and Tempo Sound. The groundwork for the agreement was laid Sept. 3, when Tempo announced that it was reducing the effective price of WTBS for small operators by up to 50%—from 10 cents per subscriber per month to five cents per subscriber per month (as part of a 10-year affiliation contract). NCTC had alleged that Tempo had discriminated against small operators in its pricing of WTBS by putting a \$265,000 cap on the annual payment of any cable operator or MSO. The cap had the effect of reducing fees of largest MSO's to one or two cents per subscriber per month. Tempo's price-cut-

Congratulations!

HAPPY  
3rd BIRTHDAY  
FAIRCHILD

and many  
more

- Tried & Proven
- Lower Priced
- More Features

FAIRCHILD DIGITAL AUDIO  
SATELLITE RECEIVER

**ALLIED**  
Satellite Equipment  
(317) 962-8596



DART 384

The Cosby lead-in  
for the  
NBC O&O's  
1987-88  
access checkerboard  
is a series that is...

---

The first sitcom bought by  
the NBC Owned Stations for their  
1987-88 access checkerboard!

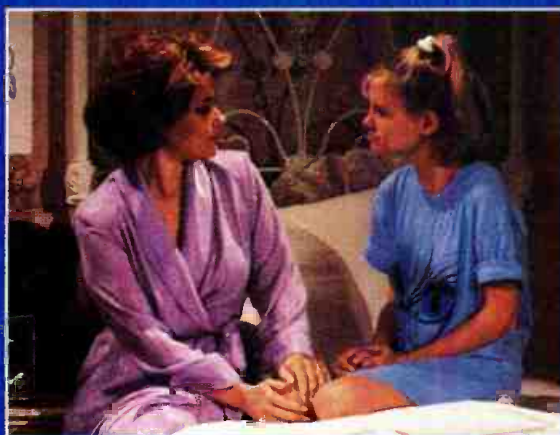
---

# OUT TO WORL

(THE O&O LEAD-IN TO COSBY)

# FANTASIES

TM



It's new. It's first run. It's a bewitching,  
weekly half-hour of fun and fantasy.

Starring Donna Pescow and Maureen Flannigan

Produced by Bob Booker Productions

Distributed by

**MCATV**

Where first run always means first rate.

Available Fall 1987.

Call for details of our innovative marketing plan.

Station clearances: (212) 605-2786 / (818) 777-5816

Advertiser sales: (212) 605-2720 / (312) 337-1100

ARRANGE FOR  
A SCREENING  
TODAY

*Stanford University invites applications for*

## **The John S. Knight Fellowships for Professional Journalists**

The program's purpose is to improve the quality of American journalism by providing opportunities for outstanding mid-career professionals to broaden and deepen their understanding of the historical, social, economic, cultural and philosophical dimensions of major issues and trends shaping the nation and the world.

Up to 12 fellowships are awarded each year to full-time journalists, including employees of newspapers, wire services, radio or television news departments, magazines in the area of news/commentary/public affairs, film and television documentarists, and photo-journalists. No more than two of these may be awarded to employees in business/management positions who are interested in broadening their educational background, as opposed to developing further a particular skill, and who are likely to move into positions where their decisions will affect the editorial quality of the mass media (e.g., publishers, general managers, station managers).

The program seeks applicants who have demonstrated uncommon excellence in their work and who have the potential of reaching the top ranks in their specialization. Nominations are encouraged from employers as well as applications from individuals.

All candidates must have at least seven years full-time news experience and must be U.S. citizens. Fellows receive a stipend of \$20,000 for nine months, plus tuition and a book allowance. Deadline for applications is February 1 of each year.

*For complete information and application forms, write:*

Director  
John S. Knight Fellowships  
Department of Communication  
Stanford University  
Stanford, California 94305  
(415) 723-4937

ting for small operators may also have been influenced by the competitive threat posed by American Wireless, which plans to distribute WTBS and WGN-TV Chicago to cable systems for just two-and-a-half cents per subscriber per month for each series starting this fall.

### **Keeping up with Joneses**

HBO Inc. and Paramount Pictures Corp. have reached agreement for HBO and Cinemax to acquire exclusive pay TV rights to "Indiana Jones and the Temple of Doom," HBO said last week.

### **Magic moments**

In conjunction with the 15th anniversary celebration of Walt Disney World, Oct. 2-5, the Disney Channel will present its first live concert on Oct. 4, called *Magic Kingdom Celebration—Live*. The hour-long show will be telecast from Disney World, featuring performers from the Disney Channel's series and specials. The event also marks the beginning of a year-long celebration of the bicentennial of the U.S. Constitution, Disney said, adding that retiring Chief Justice Warren Burger will be there to announce plans for that celebration and that Dolly Parton, The Temptations, Crystal Gayle and The Four Tops will be among celebrities present. The Disney Channel also will take viewers backstage, reporting from, among other places, the Disney World communications center, which will be available to members of the news media. Other Disney Channel features tying into the 15th anniversary will be a new 90-minute special, *Walt Disney World: A Dream Come True*, tracing the theme park's history.

### **Helping hand**

The Muscular Dystrophy Association got an added financial boost this year when UA-Columbia Cablevision of New Jersey offered free installation to anyone donating \$10 or more to MDA from Aug. 18 to Sept. 2. The UA-C campaign helped raise approximately \$17,000.

### **Deal struck**

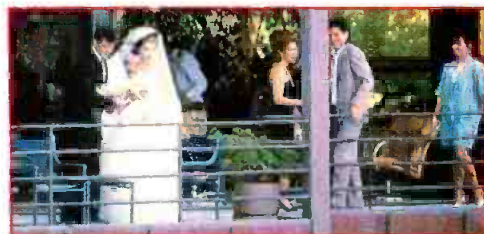
Showtime/The Movie Channel has signed an exclusive five-year licensing agreement with Orion Pictures Corp. (Showtime/TMC's parent company, Viacom, recently purchased 15% of Orion.) The contract, which begins with Orion films going into production after Aug. 1, 1986, is expected to encompass about 75 exclusive films, available for pay-TV beginning in 1988. The deal calls for exclusive pay-TV exhibition on Showtime and TMC and exclusive pay-per-view airing on Viewer's Choice, Showtime said. Peter Chernin, executive vice president of programming and marketing for Showtime/TMC Inc., said that "Orion should be considered the last major studio to announce its future pay-TV licensing plans. With this announcement, we conclude an exciting chapter in pay television history..." Showtime/TMC has also licensed nonexclusive rights to 28 films in Orion's library and 15 Orion films released theatrically in 1986-87, Showtime said.

**NEW FOR JANUARY FROM GROUP W**

# THE ENTERTAINMENT REPORT



**Daily breaking  
Entertainment News  
Service for local television.**



**Satellite delivered,  
in time for your  
early newscasts.**



**Today's top story,  
(unpackaged and  
packaged),  
news clips,  
"People in the News",  
graphics, previews,  
and more.**



**Available on a barter basis.**

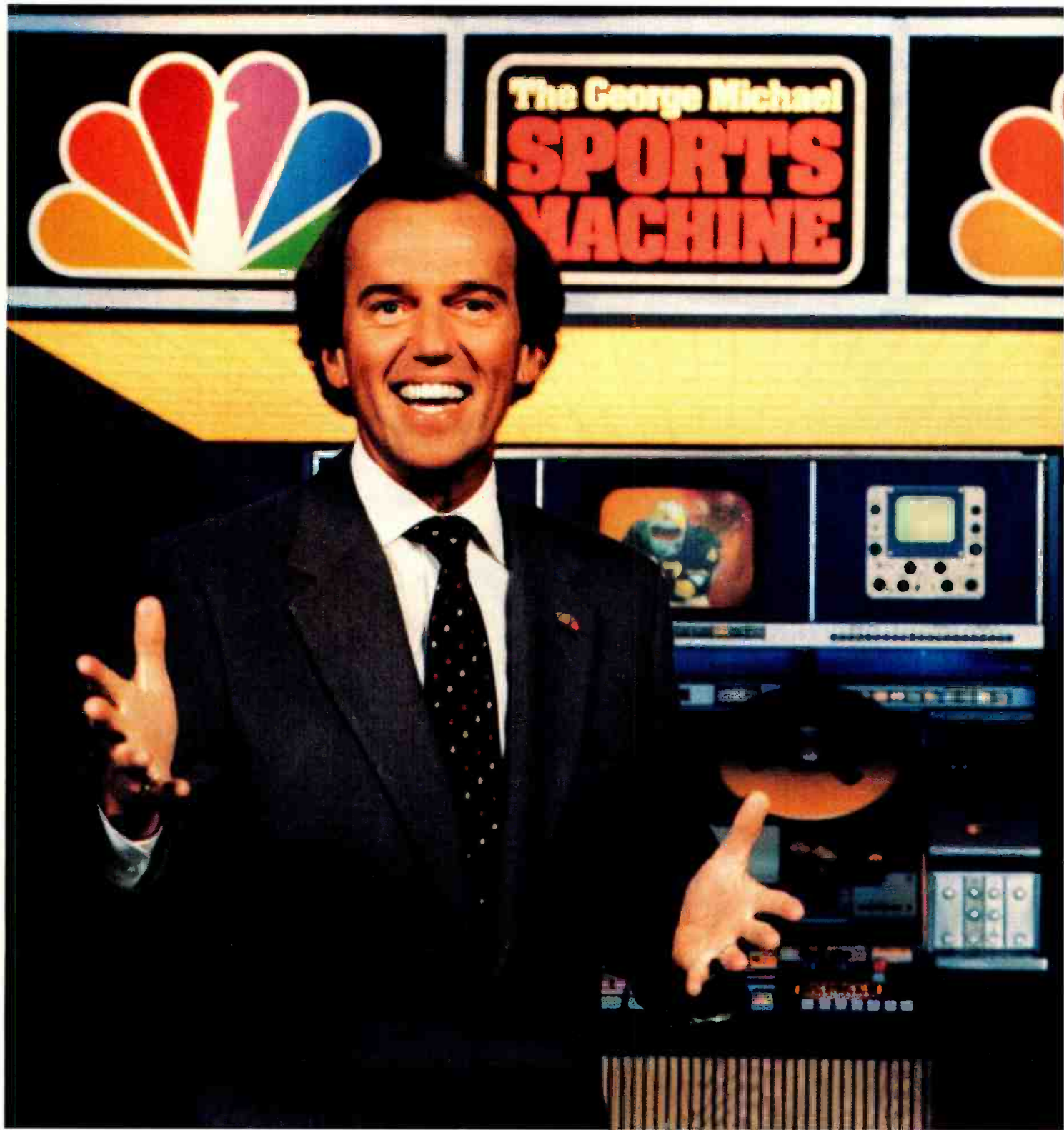
Contact your All American Television  
sales representative at (212) 818-1200 or (213) 937-1250.

REPRESENTED BY



**ALL AMERICAN  
TELEVISION**

WE'D LIKE TO TH  
PUTTING THIS M





# ANK YOU FOR N IN HIS PLACE.

## GEORGE MICHAEL

WINNER  
NATIONAL EMMY

### "OUTSTANDING SPORTS PERSONALITY"

George Michael and his "Sports Machine" have won the hearts and households of America.

With a style all his own, George has turned a half-hour of television sports into a visual feast of highlights, scores and entertainment. From coast to coast, viewers are eating it up. He's America's favorite sports personality with a program that delivers the most exciting sports package on television.

George Michael and the Sports Machine.  
Only on NBC.



New York	WNBC	Green Bay	WLUK	Columbia Mo	KOMU
Los Angeles	KNBC	Omaha	KMTV	Midland-Odessa	WTPX
Chicago	WMAQ	Rochester	WROC	Big Spring Tx	KWAB
Philadelphia	KYW	Roanoke	WLSL	Quincy	WGEM
Wildwood NJ	WMGM	Columbia SC	WIS	Jacksonville Tx	KTRG
Boston	WQTV	Greenville SC	WYFF	Medford Ore	KOBI
Washington DC	WRC	Youngstown	WFMJ	Kiamath Falls	KOTI
Cleveland	WKYC	Springfield	WWLP	Florence	WOWL
Seattle	KING	Las Vegas	KVBC	Anchorage	KTUU
Miami	WSVN	Sioux Falls	KDLT	Utica	WKTV
Denver	KCNC	Temple-Waco	KCEN	Idaho Falls	KIFI
Rawlins	KRWY	Fargo	KTHI	Alexandria	KALB
Flagstaff	KNAZ	Savannah	WSAV	Rapid City	KEVN
Hartford	WVIT	Salinas-Monterey	KSBW	Lead SD	KIVV
Milwaukee	WTMJ	San Luis Obispo	KSBY	Parkersburg	WTAP
Hickory NC	WHKY	Joplin-Pittsburg	KSNF	Roswell	KOBR
New Orleans	WDSU	Duluth	KBJR	Riverton	KFNE
Buffalo	WGRZ	Yakima	KNDO	Cheyenne	KYCU
Birmingham	WVTM	Richland	KNDU	Scottsbluff	KSTF
Dayton	WKEF	Rhineland	WAO	Sterling	KTVS
Winston-Salem	WXII	Tallahassee	WTWC	Lima	WLIO
Tulsa	KGCT	Macon	WMGT	Victoria	KAVU
Little Rock	KARK	Tupelo	WTVA	Zanesville	WHIZ
Charlottesville	WVIR	Bakersfield	KGET	Twin Falls	KAS
Knoxville	WTVK	Minot	KMOT	Fairbanks	KATN
Albuquerque	KOB	Dickinson	KQDC	Bend Ore	KTVZ
Farmington	KOBF	Williston	KUMV	North Platte	KNOP
		Bismark	KFYR		

The George Michael  
**SPORTS  
MACHINE**



# Business Briefly

## TV ONLY

### American Dairy Association □

Network television will be supplemented by spot TV in selected markets to promote hard cheese, starting in mid-November for two weeks. Commercials will be carried in all dayparts. Target: adults, 18-54. Agency: D'Arcy Masius Benton & Bowles, Chicago.

**Atari Inc.** □ As part of its first advertising in more than two years, Atari is promoting two of its video games in flight running from Oct. 13 to Dec. 14 in about 20 markets. Commercials will run in children's programming and in situation comedies and feature films. Target: children, 6-14. Agency: Richard & Edwards, New York.

**Lottery Players Magazine** □ National consumer magazine dealing with lottery and recreational gaming has begun test of its new subscription offer in Palm Springs, Bakersfield and San Jose, all California; Midland, Tex.; Zanesville, Ohio; Joplin, Mo., and Erie, Pa. Other

tests will follow in as many as 10 other markets. Commercials will appear in all dayparts. Target: adults, 21-64. Agency: Baileys & Talamo, Cherry Hill, N.J.

## RADIO ONLY

**Green Bay Foods** □ Advertiser will launch four-week flight in Cleveland in late October for Pesta Pickles and another four-week effort in St. Louis for Heifetz Pickles. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Fuller Biety Connell, Milwaukee.

**Kendall Oil** □ Special promotion will be mainstay of eight-week flight in Los Angeles and San Diego, starting in early October. Commercials will be scheduled in all dayparts. Target: men, 18-49. Agency: Al Paul Lefton, New York.

**Sabena Belgian World Airlines** □ Advertiser is beginning campaign of three to four weeks in five major markets including New York and Boston. Commercials will run in all dayparts

Target: men, 35-54. Agency: Al Paul Lefton, Philadelphia.

**Coca-Cola** □ Bacardi tropical fruit mix will be tested in four markets for 10 days, starting in late October. Commercials will be scheduled in evening drive times on weekdays and in all time periods on Saturday and Sunday. Target: adults, 18-49. Agency: Lowe Marschalk, Houston.

## RADIO&TV

**Pilgrim Pride Chicken** □ Nine-week flight is set to be launched in about 16 markets in mid-October with concentration in Southwest. Commercials will be scheduled in daytime and early and late fringe. Target: women, 25-54. Agency: Arnold/Foster/Sherrill/-

## 1987 Broadcasting/Cablecasting Yearbook

Order advertising space now in the all-year salesman. If you manufacture a product or have a service for the multibillion dollar broadcast/cable industry, your sales message belongs in the Broadcasting/Cablecasting 1987 Yearbook.

Deadline for advertising is November 1.

# Broadcasting

New York  
630 Third Ave., 10017  
(212) 599-2830

Washington Headquarters  
1735 DeSales St., N.W., 20036  
(202) 638-1022

Hollywood  
1680 N. Vine St., 90028  
(213) 463-3148

## Rep Report

WKBT(TV) LaCrosse, Wis.; WLNS(TV) Lansing, Mich.: To Adam Young Inc. from Harrington, Righter & Parsons.

□

KTGF(TV) Great Falls, Mont.: To Seltel (no previous rep).

□

WBVR(FM) Buffalo, N.Y.; KOHT(FM) Grand Forks, N.D.; KBER(FM) Albuquerque, N.M.; KKBR(FM) Salt Lake City; KROL(AM) Laughlin, Nev.; KWSP(FM) San Luis Obispo, Calif.; KSOY(FM) Deadwood, S.D.: To Torbet Radio (no previous reps).

□

KSAH(AM) San Antonio, Tex.: To Caballero Spanish Media (station goes on air in November).

□

WLNZ-AM-FM Lansing, Mich.: To Major Market Radio (no previous rep).

□

WCKW(FM) LaPlace, La.: To Masla Radio from Select Radio.

□

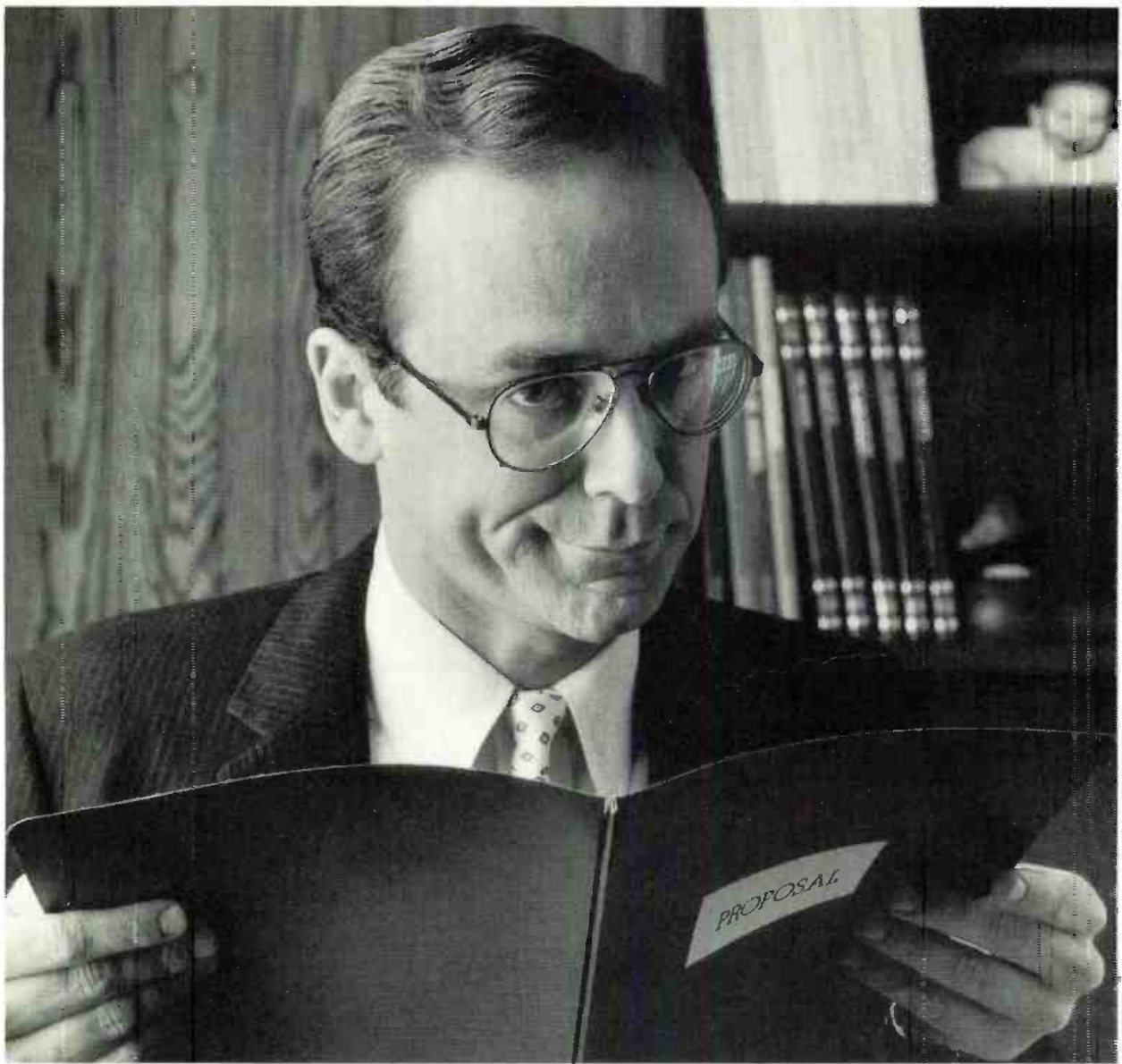
KFXX(AM) Tucson, Ariz., and WNF(FM) Daytona Beach, Fla.: To Masla Radio (no previous rep).

□

WRKQ(FM) Canton, Ohio: To Major Market Radio from Eastman Radio.

□

**Torbet moves.** Los Angeles office of Torbet Radio has moved to new offices at 11,111 Santa Monica Boulevard, suite 1820, 90025. Telephone: (213) 444-3660.



## When you're looking for financing is not the time to discover you should have called Frazier, Gross & Kadlec for your appraisal.

When you acquire or refinance a broadcast station or cable system, the stakes and the risks are high. That's why you need the confidence and assurance you can only get from Frazier, Gross & Kadlec—the most trusted name in the communications industry for Fair Market Valuations, Feasibility Studies, Appraisals and Business Planning.

Our depth of experience in the field has been built up over 40 years, since 1946. No other con-

sulting firm is more sensitive to the factors which affect your marketplace. And no other consulting firm can provide more expertise in its analyses.

That's why our client list includes cable MSO's, television networks and virtually every major group broadcast station owner in the country. And why even the

smallest, stand-alone radio station owners come to us when they need financial or management services. It's also why our clients come back to us for additional projects.

Chances are, you don't acquire a broadcast station or cable system every day. But when you do, call Frazier, Gross & Kadlec. And have the confidence of knowing that you've got the industry's most trusted consulting firm on your team.



**FRAZIER GROSS & KADLEC INC**

**We provide financial and management services, and confidence, to the communications industry.**

4801 Massachusetts Avenue, N.W. Washington, D.C. 20016 (202) 966-2280



**With your mobile van and COMSAT  
can get the news on the air**

## **LINK YOUR NEWS VEHICLE AND STUDIO INSTANTLY VIA SATELLITE**

Wherever your satellite news gathering truck goes to get the news, you have to communicate with your crew. And get the story on the air. COMSAT General's SkyBridge is the quickest way to do both.

SkyBridge is the complete, end-to-end voice and video communications service designed specifically for broadcasters. It lets you communicate instantly between your studio and

remote locations as easily as picking up a phone, using Demand Assigned Multiple Access (DAMA) direct dial telephone connections (the industry's least expensive and most flexible). And your network can be managed from our central operations facility for timely scheduling and cost-saving transmission.

**A PERFECT, YET EXPANDABLE FIT.** SkyBridge can do whatever you want to do, using full or half-



# COMSAT's SkyBridge service, you while it's still exploding.

transponder Ku-band satellite capacity. Change your voice communications (including IFB) to meet your needs on a day-to-day basis. Create instant networks using multiple trucks as temporary uplinks, and control them from one source. It's your network. We'll help you manage it. Your news crews go anywhere to get the story first. With SkyBridge, nothing gets in their way.

For complete details on SkyBridge and our other video transmission services (including end-to-end broadcast networks, backhaul networks and transponder leasing), call Art Hill at (202) 863-6909.



**COMSAT GENERAL CORPORATION**

# SkyBridge<sup>SM</sup>

950 L'Enfant Plaza, S.W. Washington, D.C. 20024

Carrithers, Dallas.

**Honey Baked Ham** □ In pre-holiday advertising, client will stage one-week flight before Thanksgiving and two-week effort before Christmas in about 20

markets in South and about 17 in Midwest, West and East. Target: women, 25-54. Agencies: Smeltzer Communications, Alpharetta, Ga., in South; Mills Hall Walborn & Associates, Cleveland, in other regions.

## AdVantage

**Clothes make television.** Clothing stores increased their investment in television advertising by 19% in first half of 1986 to \$41.5 million, according to Television Bureau of Advertising. Topping expenditures in local television was Marshall's, up 24% to \$4.9 million. C&R Clothiers was in runner-up position with \$4.2 million, followed by Burlington Coat Factory, \$3.5 million; T.J. Maxx \$2.9 million, and Miller's Outpost, \$2.6 million. Figures are based on data supplied by Broadcast Advertisers Reports.

□  
**Voice-over study.** Although 80% to 90% of all voice-over work in television is performed by men, study commissioned by New York branch of Screen Actors Guild committee refutes contention that male voices carry "more authority" and therefore "sell better." Study was conducted earlier this year by McCollum/Spielman & Co. among 400 adults throughout country who were exposed to television commercials and answered questions relating to effectiveness of various spots which featured female and male performers. Committee intends to set up meetings with leading advertising agencies to discuss findings of study

□  
**Chairman's view.** Trend toward megamergers by advertising agencies was deplored by Edward N. Ney, board chairman of Young & Rubicam in speech before Los Angeles Advertising Club. He said, without mentioning names, that "largest merger in world seems to be falling apart . . ." He apparently was referring to Ted Bates Worldwide and problems arising from its merger with Saatchi & Saatchi (BROADCASTING, Sept. 29). Ney said megamergers have demeaned and hurt advertising by intensifying scrutiny of issue of account conflicts and focusing attention of business community on huge sums involved in these mergers. Ney said business public is thinking if agencies are that valuable, clients "must be paying their agencies too much."

# RADIO STATION ACQUISITION SEMINARS



National  
Association  
of Broadcasters

October 24 • San Francisco  
November 7 • St. Louis  
November 21 • New York City

*Featuring Radio Industry Finance Experts On:*

- Small and Large Market Acquisition Techniques
- Selecting the Right Market and Station
- Evaluating Station Properties
- Sources of Financing
- Negotiation of Purchase Agreements
- New Tax Laws on Property Buys/Sales

Pre-registration \$295 (NAB members—\$50 discount)  
On-site registration \$325 (regardless of membership status)

*For special hotel rates and other information,  
call NAB Radio at (202) 429-5420.*

### Broadcasting Publications Inc.

Founder and Editor  
Sol Taishoff (1904-1982)

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

## The Fifth Estate Broadcasting

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

□  
Lawrence B. Taishoff, publisher

### Editorial

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

Todd F. Bowie, production.

Senior Editorial Consultant  
Edwin H. James (Washington)

Editorial Consultant  
Rocco Famighetti (New York)

### Broadcasting ■ Cablecasting

#### Yearbook

David Seyler, manager  
Joseph A. Esser, associate editor  
Lucia E. Cobo, assistant manager  
Thomas D. Monroe.

### Advertising

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

New York  
David Berlyn, senior sales manager  
Ruth Windsor, David Frankel,  
sales managers.

Hollywood  
Tim Thometz, sales manager

### Circulation

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

### Production

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

### Administration

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

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

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

Stephen McClellan, associate editor  
Vincent M. Dittingo, senior editor: radio.  
Geoff Foisie, assistant editor  
Susan Dillon, Scott Barrett, staff writers  
June Butler, Karen Maynard,  
advertising assistants

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

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

### International Advertising Representatives

Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onneslaan 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands. Phone: 31(2968)6226. Telex: 18406 harkel nl. ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525 Telex: 895 2367 answer g ashcraft ■ Japan: Masayuki Harinaru, Yukan Media Inc., 53-3-1 chome, Tsurukawa, Machida City, Tokyo, 194 01 Japan. Phone: (0427) 35-3531.

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

# NOVEMBER GOLD

20 MOTION PICTURES.  
20 FIRST-RUN TELEVISION PREMIERES.



© 1986 THE SAMUEL GOLDWYN COMPANY

WHEN THE GOING GETS TOUGH, THE TOUGH GET GOLDWYN.

10203 Santa Monica Boulevard  
Los Angeles, CA 90067  
(213) 284-9283

*Samuel Goldwyn*  
SAMUEL GOLDWYN TELEVISION

200 West 57th Street  
New York, NY 10019  
(212) 315-3030

A television advertising commentary from Bruce Bloom, president, Bruce J. Bloom Inc., New York

## Sell your company, not just your programs

The popular wisdom in television is that programing is everything, and the only thing.

Viewers don't watch stations, we are told. They watch programs: The key to a station's success is to air the right program at the right time; for a producer or distributor it is to ride along on the momentum of a hot program property.

Certainly a strong program will perform better, and more profitably, than a weak one. But it still doesn't follow that programing—and *only* programing—is every player's competitive edge. Because if it were so, programs would tend to fare equally well from market to market, given the same caliber of competition.

They don't. Any syndicator will tell you that a given program will nearly always win bigger audiences on strong stations than on weak ones. Same program. Different stations.

That's why syndicators compete so vigorously for clearances on the major stations, especially in the big markets, which weigh heavily in the national ratings.

Audiences tend to be more comfortable spending their time with stations they know and trust. Stations they perceive as better able to meet their viewing needs. Call it viewer loyalty. Or call it station reputation.

This comes as no surprise, really. We're all more comfortable buying where we believe we'll get good products, service and value. And we tend to keep shopping there until something better comes along.

In the same vein, a station would rather clear programing from a distributor with a solid reputation than it would from a distributor whose virtues are unknown. And an advertiser would rather invest his budget with a station or barter syndicator he believes will deliver full advertising value.

The buyer wants to believe that the seller will *deliver*—fairly, reliably and with no hassle. Call it confidence.

The intangibles of loyalty, reputation and confidence are very real parts of the success equation.

With more and more program options in an increasingly fragmented marketplace, it becomes more of a toss-up whether someone will watch your program or somebody else's, clear your program or somebody else's or advertise on your program or somebody else's.

Effective advertising and promotion can be an important tie-breaker for you by enhancing how your market perceives you. Yet all too often an ad is developed only as a tool to sell a program, with no attention given to



Bruce Bloom is president and creative director of Bruce J. Bloom Inc., a New York-based advertising and marketing agency with extensive experience in the communications industry. Before founding the company in 1974, Bloom had been in charge of advertising and public relations for the Corinthian station group and WBBM-TV Chicago.

its other most important value: as a long-term investment in the reputation of the organization behind the program.

The message here: Don't just sell the program in your advertising and promotion. Sell the company, too.

The best advertising not only makes the program appear irresistible, but also reflects a positive picture of the company that's selling it. It communicates a sense of authority, of taste and judgment and solidity. It says to the audience: "You can be confident we'll deliver a program that lives up to your expectations." It helps make people comfortable with you.

But positioning your company effectively in this way is no simple matter. It requires a careful understanding of exactly how you want the world to perceive you and how you intend to get there. You need a plan:

- Put your best foot forward. If your company is really better than your advertising, in the long run the advertising might do you more harm than good. The quality of the ads is perceived as a reflection of the quality of the company. If you want to be thought of as big league, it helps to look big league.

And remember that station tune-in ads

reach local advertisers and agencies as well as viewers. Quality program advertising can be your tie-breaker in advertising sales as well as in the rating books.

- Sell the big picture. In your advertising, develop a sense of perspective about the program you're offering by putting it in the context of your company's strengths.

The theme line, "There's always a good movie on Channel 10," may or may not help to sell the advertised movie, but—more important in the long run—it tells your audience you're in the movie business to stay and that you have a *lot* of movies they'll like. It's a reminder to movie buffs that they should check your offerings every day.

"From the station that brought you *A Woman of Substance*" reminds viewers you have a history of mini-series hits.

"America's Leading Television Syndication Network" enhances the perception of your strength, solidity and record of success.

- You don't have to sell programing every time. There never seem to be enough advertising and promotion resources to do the job. There's a great temptation to devote them exclusively to attaining immediate goals—audiences, clearances and advertising sales for specific programs.

But corporate, nonprogram-specific advertising—done well—can also be a valuable part of your total effort. It can raise your market's awareness of you, reinforce your company's identity, and help to create a positive climate for all your marketing.

One caveat: It's easy to indulge in corporate breast-beating here—"Look how wonderful we are"—the kind of advertising no one gives a hoot about except the company that's running it. Effective corporate advertising talks in terms that interest the market. It informs people. Amuses them. Piques their curiosity. But never bores them.


- Do enough of it. Two ads do not make a campaign or much of an impression, either. Enhancing your company's reputation with advertising and promotion is an ongoing, long-term process. You have to stick with it. Big ads give you valuable sales impact, but if you must sacrifice big ads to get *lots* of ads, do so. Studies of learning curves and analyses of effective reach data confirm that multiple impressions—using good, smaller ads—are generally more effective than single impressions with big ads.

Advertising your company as well as your programing will surely not turn your weak program into a strong program. But you can build a climate of acceptance for your company that will help you reach the program's full potential.

Programing counts for a lot. But not for everything.



# THERE'S NEVER BEEN A BETTER TIME FOR THIS FAMILY SERIES.



All across the nation, there's a spirited renewal of traditional American values.

There's no better time for an all-family television series set on the American frontier, where so many of these values were forged.

"Father Murphy" is about courage. And ideals. And loyalty to friends and family.

The same themes that continue to captivate family audiences in the frontier drama "Little House On The Prairie" — a huge success in syndication.

The creator and executive producer of "Father Murphy" is Michael Landon, star and executive producer of "Little House." And it spotlights the proven appeal of another "Little House" star, Merlin Olsen, a favorite with viewers everywhere.

"Father Murphy's" demographics far surpass average weekend afternoon audience profiles. It's the perfect choice for weekend programming.

Contact your Colex rep now. The time is right.



# MURPHY

35 HOURS  
AVAILABLE ON  
AN ADVERTISER-  
SUPPORTED BASIS  
5/7 BARTER  
SPLIT

**Colex**  
A Division of Columbia Pictures Television, Inc.

875 Third Ave., NY, NY 10022 (212) 418-3000  
1220 Sunset Blvd., Suite 101-A  
Los Angeles, CA 90069 (213) 859-1055  
625 N. Michigan Ave., Suite 1200  
Chicago, IL 60611 (312) 943-0707

# Datebook

## This week

**Oct. 5-7—Pennsylvania Association of Broadcasters** 54th annual convention. Speakers include FCC Commissioner Jim Quello and ABC's John Sias. Hershey Lodge, Hershey, Pa.

**Oct. 5-8—Women in Cable** fifth cable management conference. Among sponsors: Turner Broadcasting System, Ritz-Carlton Buckhead, Atlanta. Information: (404) 434-6800.

**Oct. 6—Northern California Broadcasters Association** annual wingding. Crow Canyon country club, San Ramon, Calif. Information: (415) 362-2606.

**Oct. 6-7—Pratt Center for Computer Graphics in Design** seminar. Hyatt on Union Square, San Francisco.

**Oct. 6-9—Electronic Industries Association** 62d annual fall conference. San Francisco. Information: (202) 457-4980.

**Oct. 6-10—"Telecommunications for Modern India,"** first India-U.S. conference on telecommunications, sponsored by nonprofit group, India-U.S. Foundation, New Delhi. Information: Dr. Indu Singh, (202) 783-5030.

**Oct. 7—Conference for journalists, "Chernobyl and After: Does Nuclear Power Have a Future?"** sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 7—Cabletelevision Advertising Bureau** local advertising sales workshop series. Arlington Park Hilton, Arlington Heights (Chicago), Ill. Information: (212) 751-7770.

■ **Oct. 7—National Association of Broadcasters** medium market radio committee meeting. NAB headquarters, Washington.

**Oct. 8—Conference for journalists, "The Oil Glut—Our Energy Future,"** sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 8—New York chapter of National Academy of Television Arts and Sciences** luncheon, featuring Frank J. Biondi Jr. executive VP, Business Sector Inc., Coca-Cola Co. Copacabana, New York.

**Oct. 8—American Women in Radio and Television, Washington chapter,** meeting, "Alternative Programming: Going Up Against the Big Three." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

■ **Oct. 8—Professional Media Network of San Jose** meeting. Ste. Claire Hilton, San Jose, Calif. Information: (408) 993-2622.

**Oct. 8-10—National Religious Broadcasters** Midwestern regional convention, Billy Graham Center, Wheaton College, Wheaton, Ill. Information: (402) 845-6595.

**Oct. 8-12—National Broadcast Association for Community Affairs** 12th annual convention, Sheraton-Washington hotel, Washington. Information: Mal Johnson, Cox Communications, (202) 737-0277.

**Oct. 9—Cabletelevision Advertising Bureau** local advertising sales workshop series. Amfac hotel, West Tower, Dallas. Information: (212) 751-7770.

**Oct. 9—Women in Cable, Southern California chapter,** panel, "Common Channel Positioning in Southern California." Embassy Suites hotel, Los Angeles.

**Oct. 9-10—Society of Broadcast Engineers, Pittsburgh chapter,** 13th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

**Oct. 10—Broadcast Pioneers, Washington area chapter,** reception honoring FCC Commissioner Patricia Diaz Dennis. National Association of Broadcasters, Washington. Information: Joe Ryan, (202) 783-5100.

■ **Oct. 10—Montana Broadcasters Association** annual sales clinic and management seminar. Colonial Inn, Helena, Mont.

**Oct. 10-11—Radio-Television News Directors Association** region seven conference, with *Indiana AP*. Walden Inn, Greencastle, Ind.

■ **Oct. 10-11—"The News of Business and the Business of News,"** topic of 69th annual meeting of *University Press Club of Michigan*. University of Michigan, Ann Arbor, Mich. Information: (313) 764-5304.

■ **Oct. 10-12—Massachusetts Broadcasters Association** fall convention. Harbor View hotel, Martha's Vineyard, Mass.

■ **Oct. 10-12—Alpha Epsilon Rho, National Broadcasting Society,** Great Lakes regional convention. Akron, Ohio. Information: (216) 434-2947.

■ **Oct. 11—University of North Dakota** editors and broadcasters day. University of North Dakota, Grand Forks, N.D.

## Also in October

**Oct. 12-14—Illinois Broadcasters Association** convention. Speaker: FCC's Jim McKinney. Eagle Ridge resort, Galena, Ill.

■ **Oct. 12-14—North Carolina Association of Broadcasters** convention. Speaker: NBC's Bryant Gumbel. Adam's Mark hotel, Charlotte, N.C.

**Oct. 12-14—Iowa Cable Television Association's** fall convention. Airport Hilton, Des Moines.

**Oct. 14—International Radio and Television Society** "Second Tuesday" seminar, "Yesterday, Today and Tomorrow: The TV Critics Take a Look." Viacom Conference Center, New York. Information: (212) 867-6650.

**Oct. 14—Cabletelevision Advertising Bureau** local ad-

vertising sales workshop series. Newton Marriott, Boston. Information: (212) 751-7770.

■ **Oct. 14—Washington Women in Public Relations** monthly luncheon. "The Media View from Capitol Hill as Seen by a Senate Press Secretary." National Lawyer's Club, Washington.

**Oct. 14-16—Society of Broadcast Engineers** national convention. St. Louis A.J. Cervantes Convention Center, St. Louis. Information: Sam Caputa, (314) 727-2160.

**Oct. 14-16—Community Broadcasters Association** first low power television conference (held in conjunction with Society of Broadcast Engineers convention, see above). St. Louis A.J. Cervantes Convention Center, St. Louis. Information: (703) 893-8844.

**Oct. 15—National Academy of Television Arts and Sciences, New York chapter,** luncheon. Speaker: Bob Metz, chief correspondent, Financial News Network. Topic: "Corporate Terrorism: How the Takeover Movement is Trashing America." Copacabana, New York.

■ **Oct. 15—Women in Communications, New York chapter,** meeting. Barbizon hotel, New York.

■ **Oct. 15—New York State Cable Television Association** seminar on drug and alcohol abuse in workplace. Business Council, Albany, N.Y. Information: Stephanie Zarpas, (518) 463-6676.

■ **Oct. 15—National Association of Broadcasters** broadcast marketing task force meeting. NAB, Washington.

**Oct. 15-16—"The Future of Television in Europe,"** conference sponsored by *Club de Bruxelles*. Palais des Congres, Brussels.

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

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

**Oct. 16—Cabletelevision Advertising Bureau** local advertising sales workshop series. Governors Inn-Research Triangle Park, Raleigh, N.C. Information: (212) 751-7770.

**Oct. 16—"Interconnecting with Your Cable Franchise,"** workshop sponsored by *Wayne County (Mich.) Intermediate School District's department of technology*. Education Annex 2 & 3, Wayne, Mich. Information: (313) 467-1300.

**Oct. 16—Vermont Ad Club** meeting. Radisson, Burlington, Vt.

**Oct. 16-17—Broadcast Financial Management Association** board of directors meeting. Westin Crown Center, Kansas City, Mo.

**Oct. 16-17—American Women in Radio and Television** Southeast area conference. Wyndham hotel, Orlando, Fla. Information: (202) 429-5102.

**Oct. 16-20—National Federation of Community Broadcasters** public radio RF transmission training seminar. Sheraton hotel, St. Louis. Information: (202) 797-8911.

**Oct. 17—Radio-Television News Directors Association** region 12 meeting with *Sigma Delta Chi*. Topics: the making of ABC's *20/20*, sexual harassment and news coverage of drug crisis. Remarks by CBS's Charles Osgood. Sheraton Center, New York.

**Oct. 17-21—MIPCOM,** international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France.

**Oct. 17—Ohio Association of Broadcasters** small-market radio exchange. Westbrook country club, Mansfield, Ohio.

■ **Oct. 17—Sixth annual Southern California Cable Association** dinner, honoring Bill Daniels, chairman, Daniels & Associates, Denver. Pickfair Estate, Los Angeles. Information: (213) 684-7024.

**Oct. 17-19—Advanced economics** conference for journalists, co-sponsored by *Foundation for Ameri-*



## radio-tv BINGO

Complete "Ready to Air" Package

\$595 radio \$1250 tv

- OLDEST PROMOTION IN THE INDUSTRY Over 26 years ... 1,000 plus stations.
- GETS DOUBLE RATE CARD RATE ... A complete promotional package providing sponsors the "extras" that command extra dollars.
- TREMENDOUS SPONSOR FOOT TRAFFIC ... Proves the effectiveness of your station with tangible results.
- CONTINUOUS RENEWALS ... Sponsors and listeners demand it.
- INCREASE RATINGS ... A proven leader in all markets.

© Copyright 1982, J.R. Hampton

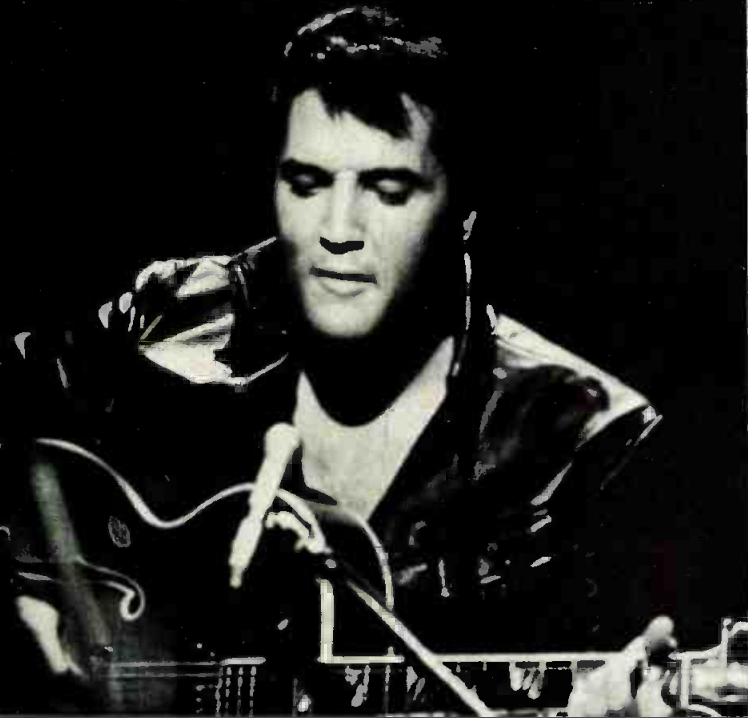
P.O. BOX 2311 • Littleton, CO 80161  
Telephone (303) 795-3288  
"Our Business Is Improving Yours"

WORLD WIDE BINGO, INC.



# The King Everyone Wants

Every Woman Wants One Night With Elvis



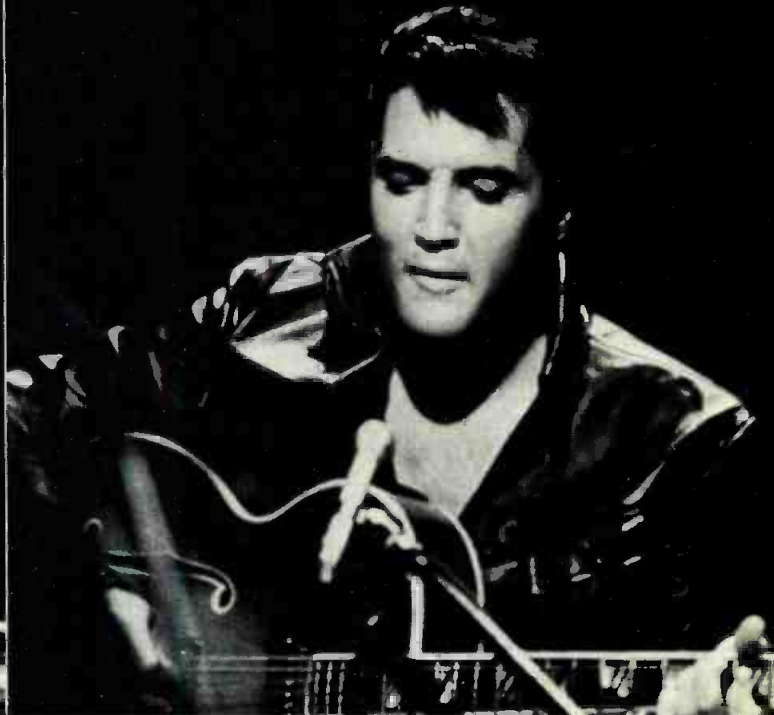
Every Man Wants To Be The King For A Night



Every Teen Is In Love With The Legend Of The King



Kids Just Can't Wait To Meet The King for the First Time



Women, men, teens, kids—they all want Elvis. Why not? There's a reason he's The King. "Elvis Presley-One Night With You" is an hour everyone will want to see. Again. And again. And again. Available for January 1987.



Syndicast Services 360 Madison Avenue  
New York, N.Y. 10017 (212) 557-0055



## Major Meetings

**Oct. 14-16**—*Society of Broadcast Engineers* national convention. St. Louis Convention Center.

**Oct. 22-25**—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Future conference: Oct. 30-Nov. 4, 1987, Los Angeles Convention Center; Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

**Nov. 17-19**—*Television Bureau of Advertising* 32d annual meeting. Century Plaza, Los Angeles. Future meeting: Nov. 11-13, 1987, Atlanta Marriott.

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

**Jan. 7-11, 1987**—*Association of Independent Television Stations* annual convention. Century Plaza, Los Angeles. Future conventions: Jan. 6-10, 1988, Century Plaza, Los Angeles, and Jan. 4-8, 1989, Century Plaza, Los Angeles.

**Jan. 21-25, 1987**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans. Future meeting: Feb. 26-29, 1988, George Brown Convention Center, Houston.

**Feb. 1-4, 1987**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington.

**Feb. 6-7, 1987**—*Society of Motion Picture and Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Feb. 7-10, 1987**—Seventh annual Managing Sales Conference, sponsored by *Radio Advertising Bureau*. Hyatt Regency, Atlanta.

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

**March 25-28, 1987**—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

**March 28-April 1, 1987**—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

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

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

**April 21-27, 1987**—23d annual *MIP-TV, Marches des International Programmes des Television*, international television program market. Palais des Festivals, Cannes, France.

**April 26-29, 1987**—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Future meeting: April 17-20, 1988, Hyatt Regency, New Orleans, and April 9-12, 1989,

Loews Anatole, Dallas.

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

**May 17-20, 1987**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas.

**May 17-20, 1987**—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

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

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

**June 10-13, 1987**—*American Women in Radio and Television* 36th annual convention. Beverly Hilton, Los Angeles.

**June 10-14, 1987**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta: June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

**June 11-17, 1987**—15th *Montreux International Television Symposium and Technical Exhibition*. Montreux, Switzerland.

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

**Sept. 1-4, 1987**—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

**Sept. 9-12, 1987**—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif.

*can Communications. Gates Foundation and Denver Post*. Keystone resort and conference center. Keystone, Colo. Information: (213) 851-7372.

**Oct. 18-19**—*Northern California Women in Film & Television* workshop. "The Corporate Connection: Making It Work for You." Positive Video, San Carlos, Calif. Information: Nancy Stevens, (415) 548-5308.

**Oct. 19-22**—Intelevent '86, fifth annual conference on international telecommunications policy, sponsored by *International Televent*. Hotel Bayerischer, Munich. Sponsors include Finley, Kumble, Wagner, E.F. Hutton; Peat, Marwick, Mitchell & Co., and International Chamber of Commerce. Information: (202) 857-4612.

**Oct. 20-22**—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holiday, Dallas-Fort Worth. Information: Sharon Barela, (918) 664-7991.

**Oct. 20-22**—*Magnavox* mobile training seminar for cable. Holiday Inn North, Richmond, Va. Information: (800) 448-5171, extension 389.

**Oct. 21**—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research, New York Hilton, New York. Information: (212) 867-6650.

**Oct. 21-22**—*New York State Broadcasters Association* 32d annual meeting. Turf Inn, Albany, New York.

**Oct. 21-23**—Annual convention of *Microwave Communications Association*. Theme: "MMDS/ITFS/OFS/DEMS Emerging Microwave Technologies." Ramada Renaissance hotel, Washington. Information: (202) 659-4417.

**Oct. 22**—*Federal Communications Bar Association* luncheon. Speaker: Alfred Sikes, head of National Telecommunications and Information Administration, Washington Marriott, Washington.

**Oct. 22**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Tom Goodgame, president, Group W Television Station Group. Topic: "What Television Is...Or Should Be...Doing for Kids." Copacabana, New York.

**Oct. 22-23**—*Ohio Association of Broadcasters* fall convention. Stouffer Dayton Plaza hotel, Dayton, Ohio.

**Oct. 22-23**—*Kentucky Broadcasters Association* fall convention. Radisson Plaza hotel, Lexington, Ky.

**Oct. 22-24**—*American Women in Radio and Televi-*

*sion* North Central area conference. Hilton on the Circle, Indianapolis. Information: (202) 429-5102.

**Oct. 22-25**—*National Black Media Coalition* annual conference. Speakers include Oprah Winfrey, syndicated talk show host; Barry Mayo, WRKS(FM) New York; Erwin Krasnow, Verner, Liptfert; Vince Cullers, Cullers Advertising, Chicago, and Mal Goode, U.N. correspondent and consultant, New York. Shoreham hotel, Washington. Information: (202) 387-8155.

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

**Oct. 23**—*National Association of Broadcasters* television membership committee meeting. NAB, Washington.

**Oct. 23-25**—*National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia. Information: Sue Bahner, (716) 461-9212.

**Oct. 24**—*Montana Broadcasters Association* sales clinic. Village Red Lion Motor Inn, Missoula, Mont.

**Oct. 24**—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Airport Marriott, San Francisco.

**Oct. 24-25**—*New Hampshire Association of Broadcasters* fall conference. Center of New Hampshire Holiday Inn, Manchester, N.H.

**Oct. 24-25**—*Friends of Old-Time Radio* 11th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 248-2887 or (203) 795-6261.

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York. Information: Dorothy Smith, (914) 476-6606.

## Errata

In Sept. 1 local journalism item on wtvo(TV) Rockford, Ill., station incorrectly reported that University of Illinois president had resigned. **Resigning president was from Northern Illinois University.**

**Oct. 25**—*Museum of Broadcast Communications* "You Can Come Home Again" gala. "homecoming reunion saluting broadcast stars born in Illinois or whose careers were nurtured in Chicago." WBC, Chicago. Information: (312) 565-1950.

**Oct. 25**—*American Women in Radio and Television's* 32d annual Genii awards luncheon, honoring actress Sharon Gless and writer-producer Fay Kanin. Beverly Wilshire, Los Angeles. Information: (818) 509-0819.

**Oct. 25-28**—*Texas Association of Broadcasters* annual convention. Hilton Palacio del Rio, San Antonio, Tex.

**Oct. 26**—*National Association of Broadcasters* "100 plus" committee. O'Hare Hilton Airport hotel, Chicago.

**Oct. 26-27**—"Teleconferencing: Steps to Take, Moves to Make," sponsored by *National University Teleconference Network*. Anaheim Marriott hotel, Anaheim, Calif. Information: Jeff Beaver, (405) 624-5191.

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

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

**Oct. 27-28**—*National Association of Broadcasters* "Hundred Plus Exchange," for small market TV stations. Chicago O'Hare Airport Hilton, Chicago.

**Oct. 27-29**—*National Association of Broadcasters* regional managers meeting. NAB, Washington.

**Oct. 27-Nov. 1**—Journalism Week, annual program sponsored by *University of Missouri-Columbia, School of Journalism*. Various locations at UM and in Columbia. Information: Bob Gassaway, (314) 442-3161, extension 225.

**Oct. 28**—Conference for journalists, "Illiteracy: How Big a Problem? What Can Be Done?" sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Oct. 28**—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research, New York Hilton, New York. Information: (212) 867-6650.

**Oct. 28**—"Telecommunications for Development: Exploring New Strategies," international forum sponsored by *Intelsat, New York University, Economic Develop-*



# WCVB IS HONORED

WCVB-TV Receives  
Gabriel Award as Outstanding  
Television Station in the Nation



In addition the Gabriel Award judges named Channel 5 the first recipient ever of the "Community Awareness Campaign" award for the station's "A World of Difference" anti-prejudice campaign.

It takes hard work--a 105% effort by WCVB's entire staff to have produced the finest community programming and public service campaign in 1985.

We are proud to receive these awards.

Excellence in news and local programming--that's our commitment.

We Give You  
**105%**

WCVB  
BOSTON



ment Foundation and Intergovernmental Bureau for Informatics. Loew's Summit hotel, New York. Information: (202) 944-7805.

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

**Oct. 29**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring Robert E. Mulholland, director, Television Information Office. Topic: "Why TV News Makes News." Copacabana, New York.

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

**Oct. 30**—Dinner sponsored by *Entertainment Industries Council*, honoring Grant Tinker, outgoing chairman of NBC. Sheraton Premiere hotel, Los Angeles. Information: (818) 840-3842.

■ **Oct. 30**—*National Association of Broadcasters* small market radio committee meeting. NAB, Washington.

**Oct. 30-31**—"Success in Radio and Television Sales and Promotion," sponsored by *California Broadcasters Association and Broadcast Promotion and Marketing Executives*. Hyatt Los Angeles Airport.

■ **Oct. 30**—*Advertising Women of New York* luncheon. Waldorf Astoria, New York.

■ **Oct. 30-Nov. 1**—*Alpha Epsilon Rho, National Broadcasting Society*, East Central regional convention. Appalachian State, Boone, N.C.

**Oct. 31**—*Academy of Television Arts and Sciences* forum luncheon. Keynote speaker: First Lady Nancy Reagan, on drug abuse. Los Angeles. Information: (818) 953-7575.

■ **Oct. 31**—*International Radio and Television Society* newsmaker luncheon. Speaker: Richard Wiley of Wiley and Rein, Washington. Waldorf-Astoria, New York.

## November

**Nov. 1**—*Academy of Television Arts and Sciences* all-

day seminar on drug abuse. Sheraton Premiere, Los Angeles. Information: (818) 953-7575.

**Nov. 1**—*Caucus for Producers, Writers and Directors* final general membership meeting of 1986. Chasen's restaurant, Los Angeles.

■ **Nov. 2-6**—*Annual Public Broadcasting Service Program Fair*. Hyatt Regency, Austin, Tex. Information: (703) 739-5000.

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

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

**Nov. 4**—*International Radio and Television Society* seminar, "Dialogue—An Insider's View of the Television Industry," featuring Professor Richard Brown, who teaches courses at New School for Social Research. New York Hilton, New York. Information: (212) 867-6650.

**Nov. 5**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring David D. Connell, VP-executive producer, Children's Television Workshop. Copacabana, New York.

■ **Nov. 5-6**—*National Association of Broadcasters* executive committee meeting. NAB, Washington.

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

■ **Nov. 6-8**—*Alpha Epsilon Rho, National Broadcasting Society*, Midwest regional convention. Chicago. Information: Joan Applebaum, (312) 297-1234.

**Nov. 7**—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Henry VIII Inn Airport, St. Louis. Information: (202) 429-5420.

**Nov. 7**—*Georgia Association of Broadcasters* "Georgian of the Year" banquet. Omni hotel, Atlanta.

■ **Nov. 7**—*Vermont Broadcasters Association* management seminar. Radisson, Burlington, Vt.

**Nov. 7-9**—Conference for journalists on "civil justice/litigious society," sponsored by *Foundation for American Communications* and *Gannett Foundation*. Vista International hotel, Washington. Information: (213) 851-7372.

■ **Nov. 7-9**—*Alpha Epsilon Rho, National Broadcasting Society*, South regional convention. Montevallo, Ala. Information: Stan Mimms, (205) 646-3771.

■ **Nov. 7-9**—*Broadcast Executive Directors Association* fall meeting. Hyatt Orlando, Orlando, Fla.

**Nov. 8**—*Radio-Television News Directors Association* region six workshop on cameras and microphones in the courtroom. Columbia, Mo.

■ **Nov. 8**—*Alpha Epsilon Rho, National Broadcasting Society*, North Central regional convention. University of Wisconsin, Oshkosh, Wis. Information: Dr. Robert Snyder, (414) 424-3132.

**Nov. 9-13**—*Nebraska Videodisk Workshop*, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln, Videodisk Design/Production Group*. UN, Lincoln. Information: (402) 472-3611.

**Nov. 10**—29th annual *International Film & TV Festival of New York*, awards for film, video, slide and audio-visual productions. Town Hall, New York. Information: (914) 238-4481.

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

**Nov. 12**—*American Women in Radio and Television, Washington chapter*, meeting, "Sexism in Broadcasting: Fact or Fallacy." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

**Nov. 12**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

**Nov. 12-13**—Conference for journalists. "The Women's Movement: Is It Still Making Progress?" Sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

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

# 1986

## AAAS-WESTINGHOUSE SCIENCE JOURNALISM AWARDS

For 35 years the AAAS-Westinghouse Science Journalism Awards have recognized outstanding reporting on the sciences and their engineering and technological applications (excluding medicine). Awards honor science reporting in newspapers and general circulation magazines and on radio and television.

Entries are judged on the basis of their initiative, originality, scientific accuracy, clarity of interpretation, and value in promoting a better understanding of science by the public.

Five awards of \$1,000 each are made in the categories of: over 100,000 daily circulation newspapers; under 100,000 circulation newspapers; general circulation magazines; radio; and television.

The 1986 Contest Year is 1 January — 31 October. All entries must be postmarked before midnight, 14 November 1986.

The 1986 Awards will be presented at the National Association of Science Writers' banquet during the Annual Meeting of the American Association for the Advancement of Science in Chicago in February 1987.

The Awards are administered by the American Association for the Advancement of Science under a grant from the Westinghouse Educational Foundation.

For further information and entry forms, contact the AAAS Office of Communications, 1333 H Street, N.W., Washington, D.C. 20005 or call (202) 326-6440.



# Night and Day, She is the One.

St. Louis (CBS) - KMOV  
M-F 10:30 PM  
10 Rating/23 Share\*

Just one reason why  
Carol Burnett and Friends  
Ranks among the

**TOP 14%**\*\*

of all  
**LATE NIGHT**  
Syndicated Programs

Fresno - KMPH (Ind.)  
M-F 9:30 AM  
6 Rating/23 Share\*

Just one reason why  
Carol Burnett and Friends  
Ranks among the

**TOP 16%**\*\*

of all  
**DAY TIME**  
Syndicated Programs

**CAROL BURNETT and FRIENDS**

**The Proven Winner**

For Information: **JOANNE LEIGHTON** Director of Sales  
C.B. Distribution Company 141 El Camino Drive, Beverly Hills, California 90212  
Phone (213) 275-6114

TVQ Ranks Carol Burnett  
America's Favorite Female  
Performer in Syndication  
TVQ Evaluations, Inc. TVQ 1986

\*ARBITRON, JULY 1986

\*\*A. C. NIELSEN CASSANDRA, JULY 1986.

"Night and Day" by Cole Porter ©1932 (Renewed) Warner Bros., Inc. All rights reserved

448-5171, extension 389.

**Nov. 13**—12th annual *Chicago Communications* luncheon, "for the advancement of communications to benefit the Albert P. Weisman Memorial Scholarship Fund at Columbia College." Keynote speech: CBS White House correspondent Lesley Stahl. Westin hotel, Chicago. Information: (312) 663-1600; extension 42.

**Nov. 13**—*Southern California Cable Association* dinner. Speaker: Trygve Myhren, chairman-CEO, American Television & Communications. Pacifica hotel, Los Angeles. Information: (213) 684-7024.

**Nov. 13-14**—14th annual Communications Law program, sponsored by *Practising Law Institute*, non-profit educational organization. New York Penta, New York. Information: (212) 765-5700.

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

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

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

**Nov. 14**—29th *International Film & TV Festival of New York*, awards for TV programs, promos and music video. Sheraton Center, New York. Information: (914) 238-4481.

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

**Nov. 15**—Second annual New England College Radio Conference, sponsored by *noncommercial WHUS(FM) Storrs, Conn., and Intercollegiate Broadcasting System*. Student Union, University of Connecticut, Storrs, Conn. Information: John Murphy or Dean Lapenta, (203) 486-4007.

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

**Nov. 17-21**—*Southern Educational Communications Association* annual conference. Hyatt Regency, Tampa, Fla. Information: (803) 799-5517.

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

**Nov. 20**—*Federal Communications Bar Association* luncheon. Speaker: James Olson, chairman-CEO. AT&T. Washington Marriott, Washington.

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

**Nov. 21**—Radio acquisition seminar, sponsored by *National Association of Broadcasters Radio*. Marriott Marquis, New York. Information: (202) 429-5420.

**Nov. 21**—*Broadcast Pioneers, Washington area chapter*, seventh annual awards dinner. Kenwood country club, Bethesda, Md. Information: Joe Ryan, (202) 783-5100.

**Nov. 21**—Reunion of reporters and photographers who covered Vietnam war, sponsored by *Overseas Press Club of America*. Seventh Regiment Armory, New York. Information: (212) 679-9650.

**Nov. 21-23**—*Foundation for American Communications and Gannett Foundation* conference for journalists on science/environment. Sheraton Miramar, Santa Monica, Calif. Information: (213) 851-7372.

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

## December

**Dec. 1-5**—Video Expo Orlando '86, sponsored by *Knowledge Industry Publications*. Buena Vista Palace hotel, Lake Buena Vista, Fla. Information: (914) 328-9157.

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

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

**Dec. 4-7**—Sixth annual National Video Festival, sponsored by *Sony Corp. of America* and presented by *American Film Institute*. Themes: TV and video sound—regional styles. Los Angeles campus. AFI. Information: (213) 856-7787.

**Dec. 5**—Deadline for entries in 27th annual International Broadcasting Awards, honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, (818) 769-4313.

**Dec. 7-8**—*NBC-TV* midseason promotion executives conference. Contemporary hotel, Orlando, Fla.

**Dec. 8-10**—Eighth annual *National Media Conference*. Theme: "New Directions." Participants include Jeff Greenfield, ABC News; Oprah Winfrey, syndicated talk show host; Bruce Christensen, PBS, and Charles Gingold, Lifetime Cable Network. New York Hilton, New York. Information: (212) 819-9310.

**Dec. 9**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

**Dec. 9-10**—*NBC-TV* local news promotion workshop. Contemporary hotel, Orlando, Fla.

**Dec. 15**—Deadline for entries in second annual International Computer Animation competition, sponsored by *National Computer Graphics Association*. Information: (703) 698-9600.

**Dec. 16**—*Federal Communications Bar Association* luncheon, "The McLaughlin Group: Media Style." Panelists: Paul Harris, *Variety*; Tac Nail, *TV Digest*; Penny Pagano, *Los Angeles Times*, and Don West, *Broadcasting*. Washington Marriott, Washington.

**Dec. 16**—Conference for journalists, "Trade and Protectionism: Prospects and Problems," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**Dec. 17-18**—Conference for journalists, "The Economic Outlook for 1987," sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

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

## January, 1987

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

**Jan. 8-11**—Winter Consumer Electronics Show, sponsored by *Electronic Industries Association/Consumer Electronics Group*. Las Vegas Convention Center, Las Vegas Hilton, Riviera and Sahara hotels. Las Vegas. Information: (202) 457-8700.

**Jan. 13**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom conference center, New York. Information: (212) 867-6650.

**Jan. 13-15**—Georgia Radio-Television Institute, sponsored by *Georgia Association of Broadcasters*. Georgia Center for Continuing Education, University of Georgia, Athens, Ga.

**Jan. 14**—*American Women in Radio and Television, Washington chapter*, meeting. "An Evening with FCC Commissioner Patricia Diaz Dennis." National Association of Broadcasters, Washington. Information: Lisa Tate, (202) 628-3544.

**Jan. 15**—Deadline for entries in Charles E. Scripps Award, for "newspaper or broadcast station which best promotes literacy in its community," sponsored by *Scripps Howard Foundation*. No network may compete. Award is part of Scripps Howard Foundation National Journalism Awards. Information: Scripps Howard Foundation, 1100 Central Trust Tower, Cincinnati, 45202.

**Jan. 15**—*Federal Communications Bar Association* luncheon. Speaker: Congressman John Dingell, chairman, House Energy and Commerce Committee. Washington Marriott, Washington.

**Jan. 20**—Presentation of eighth annual network ACE Awards, sponsored by *National Academy of Cable Programming*. Ceremony to be aired live by WTBS-TV Atlanta. Los Angeles. Information: (213) 278-3940.

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

**Jan. 27-29**—*South Carolina Broadcasters Association* winter convention. Radisson hotel, Columbia, S.C.

**Jan. 31-Feb. 4**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Information: (201) 428-5400.

## February, 1987

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

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

**Feb. 3-4**—*Arizona Cable Television Association* annual meeting. Phoenix Hilton, Phoenix. Information: (602) 257-9338.

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

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

**Feb. 15-17**—*Louisiana Association of Broadcasters* annual convention. Westin Canal Place hotel, New Orleans.

**Feb. 16-20**—"The Olympic Movement and the Mass Media," international congress sponsored by *University of Calgary*. Calgary, Alberta.

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

**Feb. 19**—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Patricia Diaz Dennis. Washington Marriott, Washington.

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

**Feb. 19-21**—Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

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

**Feb. 23-25**—*Kentucky Broadcasters Association* trip to Washington for annual state presidents and executive directors meeting. J.W. Marriott, Washington.

## The Specialist in RADIO STATION AUCTIONS is Michael Fox Auctioneers, inc.

1. The auction method realizes maximum market value.
2. We have successfully auctioned radio stations.
3. We are a company that is not afraid of revolutionizing the sale of broadcast facilities.

## Michael Fox Auctioneers, The Specialists. inc.

3835 Naylor's Lane  
Baltimore, Maryland 21208  
(301) 653-4000  
1-800-722-3334

Contact Robert Sapansky,  
Radio Marketing Co-ordinator.



# TEN PIN ALLEY



American bowlers represent an attractive market. They offer a broad spectrum of consumer characteristics in terms of who they are, where they live, and how much they earn. They are younger, more affluent and better educated than the national average.

- RICHEST BOWLING GAME SHOW EVER
- HOSTED BY RON ELY
- STRONG 18-49 DEMOGRAPHICS
- 59 MILLION CASUAL BOWLERS
- 8 MILLION LEAGUE BOWLERS
- CHANCE TO WIN \$100,000 IN CASH
- EXCITING. FAST-PACED ACTION
- HEAD TO HEAD COMPETITION
- PICK UP SPARES FOR BIG DOLLARS
- HOME VIEWER PARTICIPATION
- 13 WEEK PACKAGE
- ONE HOUR, ONCE A WEEK
- AVAILABLE ON A BARTER BASIS
  - 7 MINUTES LOCAL
  - 5 MINUTES INNOVATIVE PRODUCTIONS
- STARTING JANUARY 1987

## Bowler Profile

Profile	Bowlers	U.S. Population
Median Adult Age	33.3 years	39.9 years
18 to 34	40%	32%
18 to 49	59%	51%
Median Household Income	\$25,556	\$20,885
Household Income \$25,000+	52%	41%
Highest Educational Level Attained		
Graduated/Attended College	49%	32%
High School Graduate	44%	34%
Employment		
Professional/Managerial	30%	22%
Craftsman/Foreman	27%	13%
Married	71%	72%
Own Home	76%	65%
Children Under 18	49%	42%
Mean Household Size	3.5 persons	2.7 persons

Sources: Market Facts, Inc., 1985

U.S. Department of Commerce, Bureau of the Census, 1985



Syndicated by

**INNOVATIVE PRODUCTIONS, INC.**

For demo tape or additional information call

**(412) 856-1360**

# WHAT THE 6 O'CLOCK NEWS TEAM WATCHES AT 5:59.

VIDEO  
R.D.  
AP-9TH NEWSMATCH

HERE IS THE LATEST NEWS FROM THE ASSOCIATED PRESS:

WHILE PHILIPPINE PRESIDENT CORAZON AQUINO HAS DUMPED TOMAS FERRO...  
FURTHER RUNNING MATE TODAY DECLARED HIMSELF "ACTING PRESIDENT"  
A TERRORIST IN MANILA. ARTURO TOLENTINO CLAIMS HIS ACTING PRESIDENT  
DENOUNCED THE AQUINO GOVERNMENT AS ILLEGAL. 30...  
NOW FEBRUARY'S ELECTIONS ARE THE COURT...

THE POLLS ARE NOW CLOSED  
UNUSUAL DOUBLE ELECTION  
BE COUNTED UNTIL  
PRIME MINISTER  
POWER.

...IN SECRETARY  
...RICA LATER THIS WEEK IN  
...BLACK LEADERS AND THE  
...REFUSING TO MEET WITH HOME, AND IN A  
...DESMOND TUTU SAID HE PLANS TO STAY HOME

...TERROR GROUP DEMANDING AN END TO AMERICAN AND FRENCH  
...SOUTH AFRICA IS CLAIMING RESPONSIBILITY FOR TWO BOMBINGS  
...MORNING IN PARIS. THE BOMBS WENT OFF OUTSIDE THE OFFICES OF TWO  
...COMPANIES WHICH DO BUSINESS IN SOUTH AFRICA. NO ONE WAS HURT.

IN THIS COUNTRY, THE LIBERTY WEEKEND CELEBRATIONS CONTINUED LAST  
NIGHT WITH A GALA CONCERT AT NEW YORK'S CENTRAL PARK. THE ROSTER OF  
STARS INCLUDED PLACIDO DOMINGO, MARILYN HORNE AND THE NEW YORK  
PHILHARMONIC. TONIGHT, LIBERTY WEEKEND CONCLUDES WITH A GRAND FINALE AT  
GIANTS STADIUM IN NEW JERSEY.

POPE JOHN PAUL IS CONDEMNING THE NICARAGUAN GOVERNMENT FOR  
RESTRICTING THE LIBERTY OF A ROMAN CATHOLIC BISHOP. PRESIDENT DANIEL  
ORTEGA ORDERED THE BISHOP TO LEAVE THE COUNTRY, ACCUSING HIM OF  
SUPPORTING THE ANTI-GOVERNMENT "CONTRA" REBELS. JOHN PAUL SAYS THE  
REPLUSTON EVOKES THE DARK DAYS OF REPRESSION AGAINST THE CHURCH.

**AP TV WIRE**

Sixty seconds before air-time, the best news team in town is glued to APTV for the last word on everything. APTV Circuit One delivers detailed coverage of late-breaking news and sports from America and the world. At an astounding 1200 in-depth words per minute. APTV Circuit Two covers your region and state at the same high speed. And in the same depth. Eighty-three foreign news bureaus. 2,800 contributing editors worldwide. Over a million stories a year. If you think you can afford to be without APTV, watch the other guys tonight at 6. See what you missed. Call Jim Williams at 1-800-821-4747.

**AP Associated Press Broadcast Services Without A Doubt.**

# Broadcasting Oct 6

Vol. 111 No. 14

TOP OF THE WEEK

## TOP MARKETS REPORT

### Local advertising fuels TV station growth

**Only in Boston did national time sales outstrip local, according to survey by BFMA; New York retains number-one revenue rank**

The 1985 financial results for television stations in nine of the top 10 markets show that local advertising led the way in helping some markets register strong gains in the post-Olympic year. (The Dallas market was not included because one station has yet to participate in the BFMA program.) Still, the business continues to be an uneven one, with Philadelphia the fastest growing market, posting a 12% increase in "net time sales," while Houston dropped 8%. The latter's results bode poorly for 1986 since the big plunge in oil prices did not begin until the very end of 1985.

Market-wide revenue results were compiled by the accounting firm of Arthur Young & Co. on behalf of the Broadcast Financial Management Association (BFMA) and include virtually every major station in each market. The market rankings by revenue do not correspond exactly to their ranking by television households. In operating revenue New York was first, at \$644.7 million; Los Angeles, \$629.7 million; Chicago, \$354.5 million; San Francisco, \$306.3 million; Boston, \$261.8 million; Philadelphia, \$258.9 million; Houston, \$219.5 million; Washington, \$191.5 million, and Detroit, \$181.8 million.

New York, in fact, widened its lead over Los Angeles from just \$1.1 million in revenue in 1984, to \$15 million last year. Some had expected Los Angeles to surpass New York in television revenue. Los Angeles did become the highest ranking market in network compensation, more than doubling from the year before to \$18.4 million.

Local sales increased faster than national/regional sales in all but one city, Boston. Six of the cities posted double-digit increases in local time sales, led by Chicago, at 16.9%, and followed by Detroit, 15.6%; Philadelphia, 14%; Washington, 13.7%; New York, 12.6%, and San Francisco, 10.1%. The weight between local and national/regional sales ranged from New York, where local comprised 75% of "gross time sales," to Boston, where national was 65.4% of the total.

The revenue survey shows that in almost every city, revenue from barter and trade-out

transactions (where advertising time is exchanged for goods and services rather than money) increased faster than overall revenue. However, the barter and trade-out totals are still a small percentage of overall revenue.

BFMA is in the process of extending the revenue surveys to markets 11-25. The organization's compilation of 1985 network revenue, which posted a decline of 3%, was reported in BROADCASTING's July 14 issue.

BFM's breakdown of the nine markets:

#### New York

WCBS-TV ■ WNEW-TV ■ WPIX ■ WOR-TV ■ WABC-TV ■ WNBC-TV

Network compensation	\$16,633,589
Gross local time sales	\$557,258,308
Gross national/regional time sales	\$185,446,090
Less ad agency commissions	\$116,829,428
Net time sales	\$625,874,970
Other operating revenue	\$2,209,355
Total operating revenue	\$644,717,914
Total barter and tradeouts	\$14,051,800

#### Los Angeles

KCBS-TV ■ KTTV ■ KMEX-TV ■ KCOP ■ KTLA ■ KHJ-TV ■ KNBC ■ KABC-TV

Network compensation	\$18,373,995
Gross local time sales	\$453,018,634
Gross national/regional time sales	\$281,358,113
Less ad agency commissions	\$127,464,244
Net time sales	\$606,912,503
Other operating revenue	\$4,448,268
Total operating revenue	\$629,734,766
Total barter and tradeouts	\$16,524,735

#### Chicago

WBBM-TV ■ WFLD-TV ■ WGN-TV ■ WLS-TV ■ WMAQ-TV

Network compensation	\$7,622,556
Gross local time sales	\$232,854,254
Gross national/regional time sales	\$173,569,300
Less ad agency commissions	\$62,532,737
Net time sales	\$343,890,817
Other operating revenue	\$3,002,469
Total operating revenue	\$354,515,842
Total barter and tradeouts	\$8,019,533

#### Philadelphia

WCAU-TV ■ KYW-TV ■ WPVI-TV ■ WTAF-TV ■ WPHL-TV

Network compensation	\$7,910,983
----------------------	-------------

Gross local time sales	\$116,180,663
Gross national/regional time sales	\$183,069,697
Less ad agency commissions	\$49,873,812
Net time sales	\$249,376,548
Other operating revenue	\$1,574,200
Total operating revenue	\$258,861,731
Total barter and tradeouts	\$6,411,804

#### San Francisco

KFTV ■ KPIX ■ KTVU ■ KOFY ■ KBHK-TV ■ KRON-TV ■ KGO-TV

Network compensation	\$7,459,622
Gross local time sales	\$172,388,458
Gross national/regional time sales	\$174,397,354
Less ad agency commissions	\$50,783,140
Net time sales	\$296,002,672
Other operating revenue	\$2,856,769
Total operating revenue	\$306,319,063
Total barter and tradeouts	\$8,437,912

#### Boston

WSBK-TV ■ WCVB-TV ■ WBZ-TV ■ WQT ■ WNEV-TV ■ WLVI-TV ■ WXNE-TV

Network compensation	\$6,069,500
Gross local time sales	\$102,783,400
Gross national/regional time sales	\$194,066,300
Less ad agency commissions	\$43,286,800
Net time sales	\$253,562,900
Other operating revenue	\$2,211,600
Total operating revenue	\$261,844,000
Total barter and tradeouts	\$7,057,500

#### Detroit

WJBK-TV ■ WKBD-TV ■ WXON ■ WDIV ■ WXYZ-TV

Network compensation	\$6,572,600
Gross local time sales	\$108,330,125
Gross national/regional time sales	\$92,182,804
Less ad agency commissions	\$28,867,914
Net time sales	\$171,645,015
Other operating revenue	\$3,535,005
Total operating revenue	\$181,752,620
Total barter and tradeouts	\$4,206,619

#### Washington

WTTG ■ WDCA-TV ■ WDVM-TV ■ WJLA-TV ■ WRC-TV

Network compensation	\$3,966,360
Gross local time sales	\$103,267,880
Gross national/regional time sales	\$117,975,009
Less ad agency commissions	\$34,430,130
Net time sales	\$186,812,759
Other operating revenue	\$704,923
Total operating revenue	\$191,484,042
Total barter and tradeouts	\$3,289,893

## Houston

KRIV-TV ■ KTRK-TV ■ KHOU-TV ■ KTXH ■ KHTV ■ KPRC-TV

Network compensation	\$5,375,205
Gross local time sales	\$96,550,760
Gross national/regional time sales	\$155,879,369
Less ad agency commissions	\$40,596,919

Net time sales	\$211,833,210
Other operating revenue	\$2,296,529
Total operating revenue	\$219,504,944
Total barter and tradeouts	\$5,085,601

## FCC lambasted by Telcomsubcom over minority stand

### Congressmen critical of commission's decision to end preferences

The FCC was taken to task last week by members of the House Telecommunications Subcommittee who chastized Chairman Mark Fowler and Commissioners James Quello, Mimi Dawson, Dennis Patrick and Patricia Dennis for retreating from the agency's long-standing policy awarding minority and female preferences. The lawmakers' are angry because the FCC, in a supplemental brief filed in the U.S. Court of Appeals in Washington, concluded that the preference routinely given minorities and women in comparative hearings for radio and television stations exceeds the agency's statutory and constitutional authority (BROADCASTING, Sept. 22). The legislators attacked the FCC's brief. However, only Quello seemed to distance himself from it.

The FCC officials took their verbal beating at a subcommittee hearing originally called to discuss advertisers' alleged discrimination against minority-owned broadcast stations. Chaired by Representative Cardiss Collins (D-Ill.), the hearing's focus shifted when the FCC issued its brief in the *Steele* case (BROADCASTING, Sept. 29). Joining the hearing, although not members of the subcommittee, were Representatives Matthew Martinez (D-Calif.) and Esteban Torres (D-Calif.) of the Congressional Hispanic Caucus. "This brief is the *Dred Scott* decision of communications law," Torres said.

Outraged at the FCC for, as one member put it, "turning its back" on minorities and women, the legislators (primarily Democrats) grilled the commissioners for more than three hours. Fowler took most of the heat although Dennis, the FCC's newest commissioner, was also a target. Representative Al Swift (D-Wash.) was stunned by the FCC's new position. "I didn't think anything you [the FCC] would do could surprise me," he said. But this time, Swift added, "you astonish me."

Representative Mickey Leland (D-Tex.), a subcommittee member and chairman of the Congressional Black Caucus, announced that he and Collins were introducing legislation that day to codify the agency's minority ownership policy. (When Leland first learned of the FCC's action he vowed to fight it [BROADCASTING, Sept. 22].) Leland accused the FCC of using "fractured logic" in arriving at its decision. And he predicted the agency's quest to reverse its policy would "force a return to the gloomy days when broadcast ownership was a closed shop."

The commission's motives for filing the

brief were at issue. Fowler denied the FCC was throwing out the preferences. Instead, he argued, that the agency is only seeking to have the *Steele* case remanded so it can establish a factual record to back its policy of minority preferences.

(The *Steele* case involved a commission decision to award a construction permit for an FM station to a woman largely because of her sex. The D.C. Circuit overturned the decision and said the FCC exceeded its authority in granting the preference. But the U.S. Appeals Court is now rehearing the case and asked the FCC whether granting a women's preference was within the commission's statutory authority and whether that preference policy is constitutional.)

Fowler pointed out that the FCC grants preferences on the "assumption" that minority ownership would lead to program diversity. A factual record on the issue was never developed, he said. However, due to "recent Supreme Court precedent," Fowler said, "the commission is concerned that it may not continue to rely solely upon minority or female ownership and increased program diversity, absent a factual showing that such a correlation does, in fact, exist." Based on that, the chairman said, the FCC asked the court to remand the case so that it can examine these "interrelated questions of law and policy." And furthermore, he noted, the commission is undertaking a proceeding to collect the evidence.

The chairman insisted that the FCC had made no final judgment on the matter of preferences. Nevertheless, he admitted he was troubled by their use and questioned

their effectiveness. After years of preference grants, minorities still only own 2% of all broadcast properties, Fowler said. As a general matter, the chairman told the subcommittee, he thinks preferences are unconstitutional.

"My concern is that our race and gender-based policies work more to prevent us from attaining that goal than to assist us," Fowler testified. "Should the commission have the opportunity to address the policy issue on remand, I would want to see evidence that there is more benefit than harm from these policies. Without such evidence, I would prefer to look to other means through which we can bring more minorities and women into the broadcast industry."

The FCC chairman suggested there might be other ways to foster minority ownership. For example, he referred to a proposal he presented the previous day at another subcommittee hearing (see story, page 61). Fowler advocated auctioning off certain non-broadcast frequencies and assigning the proceeds for "soft loans" to "those who wish to become involved in telecommunications and who qualify under a means-based, color-neutral test." He said that if \$250 million were earmarked for that purpose, "I am confident that more minorities would be able in just years to enter telecommunications ownership." But, as one witness, responding to Fowler's proposal, later said, "\$250 million isn't enough to buy a television station in Los Angeles."

Subcommittee members hammered away at the other commissioners trying to determine where each stood on the contents of the



Swift



Leland



Collins



Fowler



Quello



Dawson



Patrick



Dennis

brief. The commissioners emphasized that they did not sign the brief, signing only the public notice which accompanied it. But subcommittee members thought that was a lame attempt to disassociate themselves from the brief.

Quello said he did not agree with the brief's conclusions and only signed the notice because the FCC was asking for a remand. Furthermore, Quello said he believed in using preferences.

Dawson said she supported "99%" of the brief. "I believe the rationale we used was valid and I believe in asking for a remand." Later on, she addressed preferences as policy in general: "I think they are suspect, I am not sure they're constitutional, I am not sure they work."

Patrick thought the brief was "generally a correct statement." And when asked what he thinks about preferences as policy, he said he did not support them.

Dennis seemed to experience a rougher ride when it was her turn to reveal her views. "Do you support the contents of the brief?" asked Representative John Bryant (D-Tex.). "I cannot give you a direct yes or no," she answered. Bryant pressed on: "Did you raise any opposition to the brief?" But Dennis said she was not at liberty to discuss adjudicatory matters.

Later Congressman Leland asked Dennis if she supports preferences. "I do support and believe in aggressive affirmative action," but as to how that relates to the commission, Dennis said, she would have to explore further. "I do not make decisions in a

vacuum," she told Leland. "We have asked for the case back because we want to have a rulemaking to determine if there is any nexus between minority ownership and diversity of viewpoint," she said.

Then Leland asked Dennis if she were not a minority. "I am a Mexican-American," she replied. "And you're obviously a woman," Leland remarked. "So for all practical purposes you're a twofor," Leland said referring to an expression used to describe the act of filling EEO quotas by hiring a woman who is also a minority. But Dennis ignored that comment. As a minority woman, Leland continued, "what do you believe is the solution to overcome the historical deprivation and denial of opportunities for minorities and women?"

"If I could answer that we would not be here today," she said. "That is the problem we are exploring; that is one of the reasons I voted for a remand, only to make a decision in a specific factual context," Dennis said. "But you are a human being with certain opinions," Leland replied. "As a human being," he said, "what is your opinion?" But the FCC commissioner said her opinions as a human being "are not what I visit upon the American people. What I visit upon the American people is an analytically sound decision." That, said the congressman, "is a lot of esoteric intellectual watchamacallit."

The FCC's distress sale policy was also addressed. That policy encourages minority ownership by letting licensees in danger of losing their license sell a station to minorities at no more than three-quarters of fair

market value. That policy is also being reviewed by the courts (BROADCASTING, Sept. 29) and the FCC has been asked to comment on its constitutionality. Fowler was asked to state his position on that also. Fowler said he thought the policy overall "has been defective," but on balance he concluded he could support it "because of the good it's done."

The subcommittee was dissatisfied with the commissioners' answers. Representative Billy Tauzin (D-La.) felt the FCC was on a course to "condemn the preferences." Representative Edward Markey (D-Mass.) described the agency's action as "yet another cloudburst in the storm of suspicion and distrust which seems to hover over this commission." And Swift attacked the FCC for going into the court and "taking a dive. If you don't like the policies then have the guts to change them yourselves." Swift warned that Congress might have to do something to "make sure you [the FCC] behave." □

## Comsat merging with Contel

**Stock deal, valued at \$2.4 billion, will put phone company executives in charge of satellite company**

It will still be known as Communications Satellite Corp. or, more simply, Comsat, but it will be much larger and, presumably, a more capable force in the telecommunications industry and will be operated under new management.

The changes in the 23-year-old pioneer in commercial satellite communications are to be wrought by a merger with Contel Corp., \$2.6-billion-a-year, Atlanta-based telephone and telecommunications company.

The merger was announced last week but is still subject to the approval of the shareholders of both companies, the FCC and the public utility commissions of the 30 states in which Contel operates telephone systems. The parties expect to finalize the deal within nine months.

The companies are a "good fit," said Contel's Ken Bomar, director of corporate communications. "Both companies are in the telecommunications business in one way or another," he said. "Both have mature regulated businesses and are trying to grow their nonregulated businesses. We have stronger marketing skills than they do, and they have a stronger technology base than we do."

Comsat spokesman Robert Hunter said the merger will give Comsat the "critical mass" it needs to be a "key player in the nonregulated telecommunications marketplace sooner than it could have been otherwise." Echoing Bomar's statement, Hunter said synergy exists between Comsat's technical expertise and presence in the international marketplace and Contel's marketing skills and presence in the domestic market.

The merger will be effected by a tax-free stock swap. Contel shareholders will receive slightly less than one share of Comsat stock (ninety-four hundredths of a share, to be ex-

## Advertisers attitudes

Minority broadcasters' fight against alleged discrimination by advertisers was given a full airing during a House Telecommunications Subcommittee hearing that dealt mostly with another subject. The hearing, chaired by Representative Cardiss Collins (D-Ill.), was primarily devoted to the FCC's policy on granting minority and female preferences (see above), but several minority broadcasters recounted the problems they've encountered in trying to obtain advertising.

Collins is the author of legislation (H.R. 5373) that would deny tax deductions for advertisers found guilty of discrimination. The measure would also allow parties discriminated against to bring a civil suit. Representatives of the advertising community were on hand to defend their industry. "Despite our ratings performance, we are not the number-one billing station in New Orleans," said James J. Hutchinson, executive vice president and general partner for Inter Urban Broadcasting (WYLD-AM-FM). He said his station finds itself excluded from many national advertising buys.

The reason for that, he said, is that the buys are "specifically identified as 'no black,' 'no urban,' 'no ethnic.'" For example, he said that the station has had a running battle with Shoney's restaurant chain that operates Bob's Big-Boy. "In that instance, Shoney's and their advertising agency, Ogilvy and Mather, advised us that they were not advertising on our station because black people do not eat at their restaurants."

Daniel Jaffe, senior vice president for the Association of National Advertisers, testified that ANA and its members are willing to discuss the concerns expressed by minority broadcasters. ANA opposes Collins's legislation and feels the issue can be solved by the marketplace. Minority broadcasters, said Gloria Lanza-Bajo, vice president for media industry relations, American Association of Advertising Agencies, are in a marketplace situation where agencies look at "price-value relationships." If a station delivers, she added, "it gets the buy." She argued against any government intervention. "We must leave you with the reminder that, when we buy media, we are color blind. We are really seeking to reach our target audience in the most efficient way possible as we uphold our fiduciary responsibility to the advertiser."

act) for each share of Contel stock. Since Comsat's 76 million shares are trading for around \$32 each, the value of the swap is around \$2.4 billion. Under the merger agreement, the dividend on Comsat stock will be increased from \$1.20 to \$2, the amount of Contel's annual dividend.

Although Contel shares will be traded for Comsat shares and Comsat will be the "surviving" company, to say that Contel is acquiring Comsat may be closer to the truth. The new management will be dominated by Contel's current management. Contel's Chairman Charles Wohlstetter and President and Chief Executive Officer John Lemasters



Wohlstetter



Lemasters

will hold the same jobs with Comsat after the merger.

What's more, the board of directors of Comsat following the merger will be dominated by current Contel directors. According to Comsat's Hunter, the new 15-member board will comprise 10 directors from Contel, two from Comsat (Irving Goldstein, Comsat's current chairman and chief executive officer, and one other) and three from the White House. (By law, three of Comsat's directors are appointed by the President.)

Comsat's current top management, however, is not being left out in the cold. In addition to being vice chairman, Goldstein will head one of the new Comsat's three operating units. And Marcel Joseph, Comsat's current president and chief operating officer, will head another.

Comsat was created in 1963 with a mandate from the Communications Satellite Act of 1962 to implement a global satellite communications system.

In partnership with 11 other countries, Comsat formed the International Telecommunications Satellite Organization and, through it, eventually achieved its statutory goal. Intelsat now counts 112 member nations. The Intelsat multisatellite system now serves about 170 countries.

As the U.S. partner in Intelsat, Comsat owns 25% of the system and is the exclusive agent for leasing satellite time on the system in the U.S. Comsat's Intelsat business is its biggest.

Comsat is also a member of the International Maritime Satellite Organization and owns 29% of Inmarsat's maritime satellite systems. Comsat's Intelsat and Inmarsat businesses are regulated by the FCC. In unregulated activity, Comsat provides domestic satellite services, principally private satellite networks; develops telecommunications technology, and manufactures satellite-related equipment.

In annual revenue, Contel is five times larger than Comsat (\$2.6 billion to \$459 million in the most recent fiscal years). Most of Contel's revenues (72%) and operating profits come from the local telephone companies it owns in 30 states. The rest is contributed by a variety of unregulated telecommunications businesses.

For the most part, the Contel and Comsat businesses are complementary, but they overlap in domestic satellite communications. Comsat operates Comstar II and Comstar IV, both C-band satellites, while Contel's American Satellite Co. operates ASC I, a hybrid satellite possessing both C-band and Ku-band capacity.

According to Hunter, following the merger, Comsat will have three operating units. The first, which will be headed by Goldstein, will include Intelsat and Inmarsat and all unregulated businesses serving the federal government. The second, which will be headed by Joseph as president and chief operating officer, will include all remaining unregulated businesses. The third, which will be headed by Contel's Donald Weber as president and chief operating officer, will include Contel's regulated telephone business.

Comsat's decision to fold its operations in with Contel's is viewed as a national evolution. Revenue from its lucrative Intelsat business was being threatened by so-called separate international satellite systems and

by fiber optic systems. Most of its efforts to establish new sources of revenues in the unregulated marketplace over the past decade have gone sour.

In 1979, for instance, Comsat proposed to build and operate a satellite system powerful enough to beam multiple channels of pay television service to homes equipped with two-foot or three-foot dishes.

Comsat surmounted the regulatory hurdles, but, despite several major changes in the business plan, was unable to overcome the project's inherent economic flaws. Its system offered too few channels at too great a cost. After failing to find a partner to share the risks and costs, Comsat decided to fold the project, writing off \$25 million in 1984 and another \$120 million a year later.

Another notable flop was its partnership with IBM and Aetna Insurance in Satellite Business Systems. SBS's costly satellite system was designed to provide high-speed data communications for corporate America. But the market didn't materialize as quickly as planners thought it would, and Comsat, unwilling to advance the company any more money, dropped out of the partnership and took a \$100-million loss after taxes.

Despite all the changes resulting from the merger, Hunter said Comsat will continue to meet its statutory obligation and conduct all its current businesses. "Everything that Comsat was before, it will remain after," he said. □

## Turner making a play for football

### He wants to set up cooperative with cable operators to buy rights package of NFL games

Turner Broadcasting wants to help bring the National Football League to cable next season. And, for its trouble, it says, it wants only the prestige and promotional value of distributing the games over Turner Broadcasting System's superstation, WTBS(TV) Atlanta.

Turner proposed last week the establishment of a cooperative of cable operators who would ante up tens of millions of dollars to secure a package of NFL games (most likely, at least one game a week) for the 1987-88 season. The cooperative would be controlled by a board comprising the chief executive officers of the 10 largest participating cable operators. And, under the proposal, Turner would handle the actual bidding, advertising sales, promotion, production and cable marketing. Significantly, it says, it would provide such services at cost.

Only those WTBS affiliates participating in the cooperative would be able to carry the NFL games. The games would be transmitted on separate satellite transponders. Participating cable affiliates would be allowed to pick up the games and "overlay" them on the WTBS signal.

"The cable industry cooperative participants will be responsible for the entire cost of the NFL package," said Terry McGuirk, vice president, special projects, Turner

Broadcasting Systems, in a letter to cable operators laying out the plans. "Strategically, cable will own the event exclusively, with no middleman involved. All national advertising revenues will flow directly to the cable partners and the actual cost of the event will be pure investment in lift for cable penetration."

In trying to convince cable operators to join the cooperative, Turner will be knocking heads with ESPN and, possibly, HBO, which have also been trying to bring a little bit of the NFL to cable. Under ESPN's plan, it would charge cable affiliates an additional monthly fee—reportedly 42 cents per subscriber—and use the extra funds to make a bid on a package of games. HBO is also interested in bidding for some NFL games, but it concedes it doesn't have the wherewithal to bid for more than a few games a season.

"Why TBS and not ESPN and HBO?" McGuirk asks in his letter. "If you are going to invest this kind of money in sports programming, shouldn't you own it? The TBS plan gives cable operators total control of the programming; you will have ownership and not license fees."

ESPN has been trying to sell its plan to cable operators for several months, and at this point it claims to enjoy the support of many of them. Bill Daniels, chairman of Daniels & Associates, one of the leading proponents of putting the NFL on cable, said Daniels is committed to back ESPN if it can

secure the rights.

In an interview with BROADCASTING last week, McGuirk was undaunted by ESPN's support. He believes that nothing is etched in stone and that TBS has as good a chance of winning the support of a critical mass of cable operators as ESPN does.

McGuirk also recognizes that the cable industry can only afford to make one NFL bid, that ESPN and the cooperative can't make competing bids. Asked if he thought the two networks could split a package of games, McGuirk said, "It's never been suggested by either party."

What TBS and ESPN are shooting for is the *Monday Night Football* package, which appears on ABC, or something like it. The three broadcast networks are in the final year of a five-year, \$2.1-billion contract with the NFL that grants them the rights to broadcast all the games.

The cable industry believes it may be able to outbid ABC for the *MNF* package be-

cause it's turned into a money loser for the network. For its 1986-87 *MNF* package, which includes some games on nights other than Monday nights, ABC is paying \$175 million and is expected to lose \$40 million. McGuirk said cable's one-game-a-week package could cost in the neighborhood of \$150 million.

The cable cooperative will be able to recover some of the cost of the rights and TBS's services through the sale of advertising, McGuirk said, but not much. The NFL has to be underwritten by the cable industry as a "loss leader," he said. What they lose on the games, he said, they will make up in revenues from increased basic cable penetration.

Daniels concurs. "We won't make any money, but we will increase our penetration," he said. If penetration rises from 52% to 60% in a system, the system will reap not only "prestige, but a large amount of additional revenues." □

## Senate scrubs scrambling bill

The cable TV industry successfully thwarted efforts by home satellite interests to gain passage of legislation that, according to its proponents, would make the TVRO (home earth station) marketplace for scrambled programming more competitive. Late last week the Senate voted 54-44 not to consider the proposed measure which would have been attached as an amendment to the catch-all spending bill called the "continuing resolution." The National Cable Television Association launched a major initiative against the satellite legislation and appeared to have mustered enough support to block it two weeks ago (BROADCASTING, Sept. 29).

Despite cable's victory, there was a last-ditch effort late last Friday to add another TVRO-related amendment to the resolution that would have required the Justice Department to complete its antitrust investigation of cable's scrambling activities and the home satellite marketplace by Dec. 31, 1986. But that effort was blocked and only resulted in the inclusion of language in the conference report on the resolution that urges Justice to complete its investigation expeditiously. With Congress slated to adjourn no later than Friday, Oct. 10, the chances for passage of any home satellite legislation appear virtually impossible.

After more than an hour of debate, the senators rejected the original TVRO amendment on the grounds that it was not "germane" to the continuing resolution under consideration. The amendment, offered by Senator Al Gore (D-Tenn.), would have forced cable programmers to make scrambled services available to backyard dish owners through third-party distributors—either cable operators (outside their franchise areas) or other qualified companies—on a nondiscriminatory basis.

"We welcome the Senate's action today and hope it will take the politics out of the scrambling process," said NCTA President James Mooney. "Our industry has always recognized the need to serve backyard dish owners, and we will see that this need is met," Mooney said.

Prior to the Senate vote, Gore revised his amendment several times, hoping to improve its chances for approval. He dropped a provision that would have required the FCC to set a technical standard for signal decoders and added language that would have directed the commission to begin an inquiry on how a standard might be set. Opponents argued that setting a mandatory standard would result in a de facto moratorium on scrambling.

Gore, joined by co-sponsors Bumpers and Wendell Ford (D-Ky.), as well as Senators Mitch McConnell (R-Ky.) and Larry Pressler (R-S.D.), argued that the amendment would remedy problems in the TVRO marketplace. Gore charged that competition was being "stifled" and that cable had a monopolistic hold on the TVRO marketplace. He charged that cable operators were coercing cable programmers to scramble their signals. He cited the Christian Broadcasting Network as an example of a programmer pressured to encrypt its signal, although CBN in a letter to Gore has denied that charge (BROADCASTING, Sept. 29). The senator also criticized cable programmers HBO and Showtime/The Movie Channel for their practice of sharing revenue from TVRO subscriptions with local cable operators, but failed to note that HBO and Showtime/TMC discontinued that practice two weeks ago.

## NBC News goes to Europe

**Network will license its news programming to English-language satellite delivery company**

NBC news programs will be seen for the first time in West European hotels beginning next Jan. 1, making it the only commercial U.S. network, after Ted Turner's Cable News Network, to gain a beachhead on the continent.

The network said it had agreed to license all its news shows, an average of 20 hours a week including *NBC Nightly News with Tom Brokaw, Today, Meet the Press, NBC News At Sunrise, 1986*, six hours of documentaries each year and other special reports, to a start-up satellite delivery service called Anglovision. The all-English-language Anglovision will have the financial backing of NBC, American Express and the Independent Newspapers of Ireland.

Negotiations are also now under way with NBC to increase the weekly schedule to 32-34 hours with additional entertainment and sports programming, and the enterprise has plans to explore other sources of U.S. and U.K. programming.

According to Anglovision head Andrew Mulligan, in Washington, the advertiser-supported program service will be provided free of charge to Western Europe's estimated 340,000-500,000 hotel rooms. Mulligan's "conservative" first-year goal is to reach 14,000 rooms, with a target of 25,000 rooms by the end of the third year of operation. Between 8,000 and 9,000 have already been signed up in hotels in France, West Germany, Belgium, Holland, Luxembourg, Switzerland, Italy and Spain.

A part-time transponder has been leased for Anglovision on France's Telecom 1B, a Ku-band telecommunications satellite with international TV transmissions covering Western Europe. The company will provide to hotels free of charge the 1.2 meter satellite dishes needed to receive the service.

Mulligan, who said Anglovision would not be a "network... but like a televised version of *International Herald-Tribune*," called the effort a "cautious, toe-in-the-water approach." It is budgeted to spend \$2 million in its first year, much of it for satellite time. The service is not expected to break even the first year, he added, although it will not have the "luxury" of accepting long-term losses. According to the 50-year-old Irish journalist and former Common Market official, there could quickly be substantial profits for the enterprise if advertisers take advantage of its potential audience, which he characterized as a "homogeneous international set... an unshamedly upscale market." At least two U.S.-based advertisers are "on board," he added, although none has yet made any formal agreements.

Cable marketing on the continent, a sensitive topic because of the competitive implications for Europe's broadcasters, is still

only of secondary interest for Anglovision, Mulligan noted. "Our initial thrust is not at cable systems, but we may get involved with them in due course. We will consider cable systems where appropriate...it is a policy matter for NBC," he explained. NBC spokesmen declined to comment on the deal except to confirm the licensing agreement, which covers transmission to hotels and to French cable systems. One representative said that considerations of carriage on Europe's growing cable industry were "premature" and that reports of efforts in that direction were "overblown."

Mulligan began working with NBC News officials in January 1985, after he approached Turner Broadcasting, CBS and ABC with the marketing package but was turned away. Of his main competitor in the field, CNN, he argued that despite the 24-hour service's three-year marketing head start in Europe (it now reaches 10,000 hotel rooms in 10 countries and has broadcast affiliates in France, Holland, Austria, Finland and Sweden), Anglovision would gain ground because it will be offered free of charge while CNN is not, and would also be distinguished by NBC's "authoritative" news product. One other potential network competitor, CBS, has faced delays in its efforts to deliver an English-language *Evening News with Dan Rather* to France's terrestrial pay service, Canal Plus. □

## Syndicators to meet on Shopping Network station buys

**Embassy files petition to deny sale of Baltimore station to HSN, questioning whether merchandising format is in public interest**

Executives representing 40 to 50 television syndication companies will meet this week in both New York and California to plan what may become a legal assault on the Home Shopping Network's acquisition of nine television stations. Already one syndicator, Embassy Communications, has petitioned the FCC to deny HSN's purchase of WKJL(TV) Baltimore. In its petition, Embassy questioned whether "the public interest is served by allocating scarce television broadcasting resources to a licensee who will use them predominantly (if not exclusively) to make direct sales of merchandise."

The FCC has approved three other license transfers to HSN, but Embassy said it has procedural "standing" to raise the question: "As a result of Silver King's [the legal entity through which HSN is buying the stations] proposed acquisition of WKJL-TV Family Media [the current licensee] has already sought to repudiate three agreements with Embassy...The loss of these agreements alone will cost Embassy more than \$3 million in lost revenues." The Embassy petition cited several commission orders and proceedings to argue that a tele-shopping is not an "ap-

propriate use of broadcast resources."

BROADCASTING has learned that the Association of Program Distributors, an industry group, has looked into retaining Washington legal counsel and that Worldvision Enterprises has retained counsel in Cleveland where HSN is planning another station purchase.

The money involved is well into the tens of millions of dollars and possibly much more. The dispute has arisen because HSN is not buying any of the programming currently being aired by the nine stations. All nine purchase contracts signed by the Tampa, Fla.-based Home Shopping Network are for the station license and equipment only. The programming would be kept by the previous licensee, which would have to continue paying for it or try to persuade syndicators to tear up or revise agreements. Another problem arises because the selling entity in some cases does not own other stations on which to make good on barter programming acquired from syndicators.

Said one major syndicator about the stations being sold: "In the case of barter, we in good faith have made a deal based on their word to us that they will run the spot in a certain time period. Some managers have misrepresented their position, and we may have to protect ourselves." Said the president of one of those stations: "We want to maintain working relationships with the syndicators, but the central question is still undetermined: What are we going to do about it?"

Lowell Paxson, president of HSN, told BROADCASTING that the company might regard petitions to block the transfer of station licenses as "...interference with contract" to which it would respond. HSN is expected this week to file at the FCC a response to the Embassy petition to deny.

HSN is in the midst of selling an offering for several hundred million dollars worth of stock and debt to finance its station acquisi-

tions. Additionally, it is arranging affiliation agreements with independent stations to carry HSN programming.

Such affiliation agreements—one has already been reached with WMOD(TV) Melbourne (Orlando-Daytona), Fla.—could multiply the kind of contract breaches that syndicators are already worried about. That station, by the beginning of next year, will be carrying 18 hours a day of HSN's programming. While it will continue to run regular independent programming from 4 to 10 p.m., there are barter shows in other time periods whose terms the station will ask syndicators to renegotiate.

Paxson said the company has received over 160 inquiries from TV stations about carrying the home shopping service either full or part time. It is believed many affiliation agreements have already been reached but are awaiting announcement until the company's securities offering is no longer in registration.

The syndicators have several options. One is to try, through negotiation, to insure that the stations' fulfill their obligations. Secondly, some syndicators might be willing to renegotiate terms, which they have done in other instances with stations experiencing financial difficulties, or, with new owners, after a station changes hands with its programming. If the syndicators resort to legal action they can choose as their forum the FCC and try to block the transfer of licenses to HSN, claiming that both seller and buyer had signed a contract that violated an existing contract. Or they could make the issue one of civil law, at the local court in the station's city of license.

HSN for its part would likely contend that the FCC has no basis for denying the transfer since it has already three other transfers to HSN. Also the commission has, it would be said, made a point of not becoming involved in private contractual matters between parties. □

## Nielsen numbers for syndicated shows

**KTLA checkerboard doing well; '9 to 5' tops list of new first-run shows; 'Winfrey,' 'Squares' also showing strength**

Early ratings for this season's syndicated programs show King World's *The Oprah Winfrey Show* and Orion Television Syndication's *Hollywood Squares* off to a fast start.

According to Nielsen MarkeTrak ratings (a nonweighted average of overnight ratings in the 12 metered markets), *Oprah* has averaged a 6.4/27 since its premiere, Sept. 8, through Wednesday, Oct. 1. In Nielsen's SON ratings (syndicated and occasional network), which only includes shows containing barter, *The Oprah Winfrey Show* had a 5.1 for the week ending Sept. 28. The new version of *Hollywood Squares*, with John Davidson hosting, had a 6.5/16 in all of the 12 overnight markets since its premiere Sept. 15 through Wednesday, Oct. 1. In the

Nielsen SON rankings the show had a 5.2 for the week ending Sept. 28.

Early season ratings are considered to be evidence of how well a show is "sampled." By the time the November sweeps are over, and ratings come in from diaries in nonmetered markets, the relative success of syndicated shows is known.

In all but two of the overnight markets (Houston and Denver), *Winfrey* is first in its time period, which for the most part is in the morning. In New York, on WABC-TV, the show has trended upwards, with a comfortable lead over game shows and a sitcom on the other network-owned stations.

In head-to-head competition with *Donahue* in Los Angeles from 3 to 4 p.m., the show averaged an 8.3/25 in its first three weeks. *Donahue*, on KNBC(TV), had a 6.4/19. In its first three weeks in Los Angeles, *Oprah* has trended down. In Denver, where the two shows run head-to-head from 9-10 a.m., *Donahue* (5.9/30) has outscored



*Winfrey* (4.3/22), although *Winfrey's* ratings have risen from week one.

In New York, *Hollywood Squares* replaced *Entertainment Tonight* on WABC-TV in access (7:30-8 p.m.) and is up against *Wheel of Fortune*, although it may be cutting into that show's dominance of the time period. *Hollywood Squares* had a 10.8/18 in the first two weeks after its premiere in New York compared to a 14.1/24 for *Wheel*. On WOR-TV from Sept. 15 to 26, *Entertainment Tonight* averaged a 6.4/11 to place fourth behind the three affiliates and just ahead of *A Current Affair* on WNYW-TV New York.

In Los Angeles during its first two weeks, *Hollywood Squares* placed last in the market from 7:30 to 8 p.m. on KHJ-TV.

Among the first big group of first-run weekly sitcoms, the premiere of *9 to 5* from 20th Century Fox leads the pack with a 6.1/13 since its premiere on Sept. 13, according to MarkeTrak information. *Mama's Family* follows with a 5.5/11. (*Mama's Family* has aired only once in most overnight markets.)

*Throb* from Worldvision ranks third among first-run sitcoms with a 5.3/11 since its premiere on Sept. 15. *What a Country*

from Viacom has a 5/10 since its premiere Sept. 22. *Gidget* from Colex has a 4.3/10 since its premiere Sept. 22. And *One Big Family*, which premiered Sept. 22, has scored a 4/8.

The progenitor of the first-run sitcom phenomenon, *Small Wonder* from the New Program Group, still leads in ratings. Since Sept. 6, the show is averaging a 6/13 in the 12 overnight markets. *It's a Living*, from Lorimar-Telepictures, also returning from last year, is averaging a 4.8/8 since Sept. 6. *What's Happening Now!*, from Columbia, is averaging a 4.1/9 since Sept. 13.

Nationally Nielsen's SON numbers for the week ending Sept. 28 show *It's a Living* with a 5.6, *Gidget* a 5.4 (with more than one telecast), *Mama's Family* a 5.4, *Throb* a 5.2, *One Big Family* a 3.9 and *What a Country* a 2.9. Among the returning first-run sitcoms, *Small Wonder* had a 5.7 during the week, and *What's Happening Now!* had a 4.4 (with multiple telecasts).

KTLA(TV) Los Angeles's sitcom checkerboard continues to perform strongly in its second week. Since its debut Sept. 22 through Oct. 1 (not counting Friday, Sept. 26, when a California Angels game was car-

ried), the checkerboard ranks second from 7:30-8 in the market with 10.4/16. *Eye on L.A.* on KABC-TV is first during the time period with a 10.5/17.

Among the premieres of one-hour off-network shows, *Magnum, P.I.*, from MCA-TV, has been strong in some markets. In Los Angeles, on KTLA, the show is running third in both Nielsen and Arbitron ratings behind affiliate newcasts. In Nielsen, from its Sept. 15 debut through Oct. 1, *Magnum P.I.* is averaging 7.7/14 in Nielsen and a 7.4/14 in Arbitron.

In Washington, the show is first in the 4 to 5 p.m. fringe period on ABC-affiliate WJLA-TV with a 7/21 through Sept. 26. In New York, *Magnum, P.I.* ran fifth from 6 to 7 p.m. during its first two weeks.

King World's *Nightlife with David Brenner* averaged a 2.9/9 since its Sept. 8 debut through Oct. 1. For the week ending Sept. 28, *Nightlife* had a 2.1 in Nielsen SON numbers.

Early data on the court show premieres had *Superior Court* averaging a 3/8 from its Sept. 15 premiere through Oct. 1, and *The Judge* doing a 2.8/12 in the overnight markets. □

## Cable dereg equation: basic rate rise equals pay price cut

### Showtime/TMC plans overhaul of rates it charges operators to encourage MSO's to cut retail pay cost to subscribers

Most observers of the cable industry associate Jan. 1, 1987, with the permanent deregulation of basic monthly cable prices, which, it is presumed, will be raised by several dollars. In fact, that day will also signify some equally impressive movement, in the other direction, of pay cable rates. Many MSO's are talking about simultaneously lowering their pay prices to prevent having to increase the monthly bill to subscribers.

Without a commensurate reduction in pay rates, goes the reasoning, the higher cost of cable would lead some subscribers to look for something to cut, and that something would either be their subscription or, more likely, the pay subscription. Lowering the price of pay television might, in the long run, work in the best interests of the cable industry. "Pay has always been an incentive for people to take cable at all," said John Sie, senior vice president for the largest MSO, Tele-Communications Inc.

In the short run, however, lowering pay prices promises to reduce much of the gain in profit coming from higher basic prices.

Enter Showtime/The Movie Channel. Already this year the number-two pay service surprised the industry by signing a succession of Hollywood studios to give it exclusive rights for pay exhibition of their films. Now BROADCASTING has learned that within the next two months, the Viacom subsidiary will announce a complete overhaul of the rates charged to cable operators. The new rates will be specifically designed to encourage MSO's to lower their retail pay prices.

Although specific numbers had not yet been approved last week by Showtime/TMC management, the new strategy will have three parts. First, the pay service will lower the rates it charges to operators who have a low retail price and raise the rates it charges to operators who charge subscribers above a certain amount. This is in direct contrast to its current rate card—and that of HBO/Cinemax—which is skewed to give a higher profit margin to the operator who charges a higher monthly price to the subscriber.

Second, Showtime/TMC will establish rates for retail prices previously thought too low to be considered—currently seven dollars is the lowest monthly subscriber price for which there is a corresponding operator charge.

Last, cable operators will now likely be given full credit for any "multipay" price reductions. For instance, if Showtime is normally priced at \$10 for a single unit, but \$16 together with another service—for an average price of \$8—Showtime would credit the operator for the full 20% price reduction, rather than just 12½%, which is a limit currently imposed.

Showtime's pricing initiative is both a strategic maneuver to compete against HBO/Cinemax and a response to the impending deregulated-basic-rate world. Said Jack Heim, the company's executive vice president, sales and affiliate marketing: "If we don't do something to get [the] industry to lower retail rates, then come January we will have some severe problems." With current Showtime/MSO contracts protected from rate changes for at least six months, the new rates will become effective by the middle of next year.

The industry's previous reluctance to low-

er pay prices stems from elemental facts of the business. One, already mentioned, is that the pay rate card, for the most part, has encouraged higher prices.

Second is the cable operators' belief that the demand for pay television is not "price sensitive" enough. Even a monthly reduction of several dollars—from \$12 to \$9, for instance—would not bring in enough new subscribers to keep revenue from dropping, said several MSO executives. Nimrod Kovacs, vice president of marketing, programming and communications, for United Cable Television, said he thought that a 30% reduction in the monthly price would lead to about a 15% increase in subscribers, whereas a 20% subscriber increase would be needed to keep pay revenue even.

A similar assessment came from Dale Parker, vice president of marketing and programming for Heritage Communications, who said that if Heritage reduced its price from \$11.95 to \$9.95, "In general we expect to recover about two-thirds of that in additional subscribers."

At least one pay service, The Disney Channel, has proved that new subscribers can be found at the right price. Roughly one year ago it reworked its rate card to reduce the penalty of lower retail pricing—similar to what Showtime will announce. Also part of its package was to give MSO's discounts based on their level of market penetration. The overall effect of the move was that Disney monthly prices are currently 10% to 15% less than they were before the plan, said Mark Handler, vice president, sales and affiliate marketing.

He added that there are other factors contributing to the service's success. The Disney Channel grew the most of any pay ser-

vice in 1985. Those other factors include improvements in its "positioning," in multipay packages offered to subscribers.

It is in multipay cable where most of the current and future price reduction seems to be taking place. Said Doug Wenger, senior vice president of marketing, Storer Cable Communications. "We are reducing rates for two and three pay units, but at this point we are reluctant to reduce it for singles."

Agreed United Cable's Kovacs. "Our business is in increasing multipay and the incentive to add on... What we found is that regardless of the size of the system, age, geographical location, or any other variable, the pay-to-homes-passed universe is about the same. In any given city 30% likes movies and signs up for a pay service. Assuming that is correct, the best incentive is to get them to buy more."

Parker said Heritage would focus on upgrading both single-pay and basic subscribers: "Pay pricing over \$10 is not good. We think \$9.95 is a price point that we can keep foundation services at for several years... We have already made that correction at about 80% of our systems, and will make that a 95% correction in 1987." Similarly Parker said that whereas a typical Heritage multiple-pay subscriber had a total monthly bill of \$31.95, that is now being changed so that it will be just under a \$30 "plateau." The bottom line is that even with the impending basic rate increases, single-pay subscribers at Heritage systems will be seeing no increase in their monthly bill, and multiple-pay subs may even be getting a reduction.

Any focus on strengthening multipay would please Showtime/TMC—three-quarters of the homes taking either of its two services also take at least one other pay service. The pay programmer is also concerned that it not be perceived as trying to engage in a head-on struggle with HBO. Said Heim, "We are trying to push dual pay by getting subscribers to add Showtime or The Movie Channel to HBO."

HBO, whose officials declined a request to talk about pricing—recently announced its own price restructuring which has a different focus. Essentially, the HBO plan, announced three months ago, defines an average subscriber level for each MSO, and commits each operator to pay that revenue for the next two years. However, HBO would charge only one dollar per each additional subscriber, whether gained from the existing subscriber base or through construction or acquisition. The plan has so far received mixed reviews, with operators, not surprisingly liking the incremental one dollar rate and disliking the idea of guaranteeing payments for a service that has in recent years been subject to subscriber declines. The dollar rate HBO offers on incremental subscribers would be eliminated after two years, at which time the regular, higher rate would apply.

HBO's plan might have the effect of lowering rates to MSO's that increase their subscribers—a hypothetical example would be a cable operator who has been paying HBO \$42,500 (10,000 pay subs at \$4.25 each). If the operator were to add 500 subs, the total payment to HBO would rise to \$43,000, or

\$4.09 each.

However the encouragement given operators to lower their prices at the retail level is indirect. Instead of lowering retail prices the operators have the option of using their bigger profit to increase marketing expenditures, or simply to pocket the difference.

Jerry Maglio, executive vice president of marketing, Daniels & Associates, said that HBO's new plan did not change its rate card structure, "which was crafted back in the 1970's to keep multipay from happening. I suspect it [the dollar incentive plan] is a direct attempt to win market share."

## TV networks preparing for Iceland

### News media scramble to fix logistics for upcoming U.S.-USSR summit

Broadcast networks along with media organizations generally were operating last week under a Red Alert status—assuming they have such a status. In less than two weeks, they were attempting to prepare for coverage of a summit—even if only a two-day meeting more accurately described as a pre-summit summit—between President Reagan and Soviet leader Mikhail Gorbachev, to be held on Saturday and Sunday (Oct. 11-12). Not only is the deadline tight, the location, Reykjavik, Iceland, a city of 89,000 in a country of 242,000, is one of the world's more out-of-the-way locations, one not blessed with sufficient accommodations and work space for the media of the world that are now planning to descend on it.

With the pressure on, the networks' operations mounted last week. ABC's Jeff Gralnick, vice president and executive producer of special broadcasts, appeared to be taking things in stride. "This is not brain surgery," he said. "It's not something we haven't faced before." However, another network person confided: "It's still going to be a nightmare." NBC's senior executive producer for such events, Paul Greenberg, was also expressing some trepidation: "It's like jumping off a high dive and you don't know if there's any water in the pool."

A White House advance team flew into Reykjavik on Wednesday to search out accommodations and working areas for President Reagan and White House staffers. A press advance team flew in two days later to do the same for the broadcast and print press who threaten to overwhelm the island's resources. As of Friday morning, less than three days after the meeting was announced, the names of 280 representatives of U.S. and some foreign news media appeared on a sign-up sheet the White House had set out for those who planned to cover the Reykjavik meeting. That does not, of course, include the journalists from the Soviet Union and the rest of the world who will make the trip. And there are said to be only four hotels now operating in Reykjavik, where the season has ended.

Which probably explains why CNN, which is sending 30 staffers, is paying \$6,000 to rent a house that, CNN's Charles

The precise impact of either the Showtime/TMC or HBO/Cinemax plan on their respective revenue is hard to judge, depending in part on the extent of price reductions the operators offer to subscribers. In HBO's case it also depends on how many MSO's take it up on the offer. Still the key to either's future is its success in arresting further declines in subscribers.

Cable operators are looking to 1987 to tell them whether the planned price changes will bring the price/value relationship between basic and pay television, and the rest of the entertainment marketplace, back into line. □

Hoff said, can accommodate "six or seven people who are friendly," for five days. CBS is considering leasing an ocean-going ferry, reportedly at a cost of \$450,000, for 10 days, and sharing it with another organization.

The White House was not able on Friday to disclose precise scheduling plans. But spokesman Larry Speakes said the presidential party may leave as early as Thursday. That would allow time for staff talks on Friday before the Reagan-Gorbachev meeting begins the following day. The White House staff will be greeted by American correspondents. For within a day or two of the announcement of the Reykjavik meeting, ABC, CBS, NBC and CNN flew in teams from New York, Washington and Europe to make arrangements for housing and telephones and to begin filing stories on an island country that Americans will learn a great deal about this week.

Each of the networks is shipping in transportable Ku-band earth stations to transmit stories back to the U.S., either directly or by way of London. All four were planning to begin anchoring their newscasts out of Reykjavik before week's end, and some morning and weekend shows and specials will also originate from there. NBC's Greenberg said the network was bringing in crews and engineers from New York and London and satellite ground stations from Europe. ABC's Gralnick said that the "bulk" of the coverage would be "manageable" in regularly scheduled news programs. Beyond that, he said, "the event will dictate." Dan Rather is expected to begin anchoring *The CBS Evening News* from Reykjavik on Thursday. A CBS spokeswoman said he may also anchor a special report on Saturday, at 11:30-12 a.m. NYT, as well as co-anchor the evening news that night with Bob Schieffer, who will remain in New York.

Amid all the pressure and expense of preparing for the Reykjavik meeting, the White House said the U.S. has proposed to the USSR that both sides impose a news blackout on the talks, like one the two sides attempted to enforce at the Geneva summit in November. But White House correspondents who will make the trip did not seem concerned. The blackout did not hold very well in Geneva. As CBS News's Bill Plante put it: "We'll just question the usual suspects." □

# The ITC "Component System" Listeners Will Love It!



Provide impressive on-air sound for even the most discriminating listener at an unbelievable price/performance relationship.

## The Best of Both Worlds

The ITC "Component System" combines the quality of digital source material with *all* the operational flexibilities of an all-cart format. Simply record from a compact disc onto a ScotchCart®II broadcast cartridge using a 99B master recorder with ELSA, then play back on a DELTA reproducer!

## Separately, These ITC Components are Impressive, Together They're Awesome!

Cartridge, tape and machines have been designed by a single manufacturer to compliment each other like never before and produce uncompromising audio quality.

1. 99B Master Recorder—Loaded with features
2. ELSA—A patented automatic cartridge preparation system
3. DELTA Reproducer—Outstanding audio performance in a reliable, mid-priced cartridge machine

4. ScotchCart®II Broadcast Cartridge—Capable of frequency response equalling professional reel-to-reel performance

Allow ITC's "Component System" to provide your facility with the operational flexibilities of an all-cart format while you offer your listeners impressive on-air sound they are sure to love.

When newer technology emerges, it will come from International Tapetronics Corporation/3M, "The Leader in Reliability and Service."

Call today to discuss financial options and the unbelievable price/performance benefits of the ITC "Component System." In the U.S., call toll-free **800-447-0414**, or collect from Alaska or Illinois **309-828-1381**. In Canada, call Maruno Electronics, Ltd. **416-255-9108**. In most countries outside the U.S. and Canada, information on ITC equipment can be obtained through local distributors.

**International Tapetronics Corporation/3M**

2425 South Main Street  
P.O. Box 241  
Bloomington, Illinois 61702-0241

# 3M

# It's Not Too Late

To save taxes. If you're thinking about selling your broadcasting or cable company in the near future, there are powerful incentives to accelerate the process and close the sale before the end of 1986. Beginning on January 1, 1987 under the current tax proposals:

- **Your personal capital gains tax payment will jump by at least 40%;**
- **A buyer of your company's stock will be unable to step up asset values economically. Therefore his taxes will increase and the price he's willing to pay may go down; and**
- **You may be taxed prohibitively if you split your company and sell each piece to the best buyer, forcing you to sell your company as a whole to one buyer and limiting the number of potential buyers and therefore the sale price.**

As a uniquely experienced financial advisor to broadcasting and cable companies, First Boston works with its clients to develop and execute financial plans swiftly, confidentially, and efficiently.

First Boston has the unparalleled expertise of its team of professionals specializing in mergers, acquisitions, divestitures and capital raising for media companies. The group draws upon the resources of First Boston's 140-person Merger and Acquisition Group, with M&A professionals in New York, Atlanta, Boston, Chicago, Houston, Los Angeles, San Francisco, London and Tokyo.

**Leadership in  
Mergers, Acquisitions and Divestitures**



**First Boston**  
*Investment Bankers*

# Leadership in Media Transactions

Many of the nation's leading media companies have relied on First Boston for financial advisory and execution services that reflect our creative approaches to reaching client goals.

Affiliated Publications, Inc.  
American Broadcasting Companies, Inc.  
American Television and Communications Corporation  
BHC, Inc., a subsidiary of  
Chris-Craft Industries, Inc.  
Capital Cities/ABC, Inc.  
Chronicle Publishing Company  
Communications Satellite Corporation  
Cox Enterprises, Inc.  
Cox Communications, Inc.  
Des Moines Register and Tribune Company  
E. W. Scripps Company  
ESPN  
Esquire Magazine Group, Inc.  
General Cinema Corporation  
Gulf + Western Inc.  
Harcourt Brace Jovanovich, Inc.  
Independent Publications, Inc.  
Jack Kent Cooke, Inc.  
John P. Scripps Company  
John S. Knight Estate  
John Wiley & Sons, Inc.

Katz Communications Inc.  
King Broadcasting Company  
King World Productions, Inc.  
Lee Enterprises, Incorporated  
Mark Goodson  
The News Corporation Limited  
The New York Times Company  
The New Yorker Magazine, Inc.  
Opryland Entertainment  
Pearson PLC  
Rollins Communications, Inc.  
SFN Companies, Inc.  
Scripps Howard Broadcasting Company  
Storer Communications Inc.  
Taft Broadcasting Company  
Tele-Communications, Inc.  
Time Incorporated  
Tri-Star Pictures, Inc.  
Turner Broadcasting System, Inc.  
Viacom International Inc.  
The Walt Disney Company  
Westinghouse Broadcasting  
World Book Finance, Inc.

In the past eighteen months, First Boston has advised on more than 275 mergers, acquisitions, divestitures and leveraged buyouts worth more than \$75 billion and on media transactions worth more than \$11 billion.

The December 31 tax deadline lends a critical urgency to your decisions. For a complete, confidential review of how the immediate tax and financial environment will affect you and your company, please call Chuck Ward or Fred Smith at (212) 909-2000.

## Leadership in Mergers, Acquisitions and Divestitures



**First Boston**  
*Investment Bankers*

## Viacom LBO progresses

**Management group files with SEC; divestiture of stations may be necessary because financing involves loan that must be repaid within 12 months**

The \$2.9-billion leveraged buyout (LBO) of Viacom International moved one step forward last week when the management group proposing the LBO filed with the Securities and Exchange Commission. There was little new information in the filing, except for some more explicit statements about a possible sale of assets, most likely from Viacom's broadcast group.

The 13-D SEC filing said the LBO, code named "Apollo," formally got under way on Sept. 3. It also revealed that while broadcast group president, Paul Hughes, was not among the initial seven executives behind the LBO, his name was added subsequent to the Sept. 16 announcement. One observer reasoned that it was felt Hughes deserved a place, especially if the broadcast group were sold out from under him.

The divestiture of stations might become necessary because part of the financing is a \$615-million "bridge loan," repayment of which is due within 12 months. The filing said: "The investor group is currently considering whether to sell broadcasting station assets of the company. There can be no assurance that such sales will occur, but if they do, it is likely they will occur within one year after consummation of the merger."

The filing also indicated the new ownership structure will have \$100 million in "common equity," at least \$21 million of which will be purchased by the management investors. An additional 16.5% will be purchased, at a discount, by the three investment banks involved. Of the \$2.88 billion to be raised, \$1.78 billion is currently planned for the acquisition of stock; \$930 million would be for the refinancing of existing debt: \$58 million available for working capital, and at least \$108 million in legal and banking fees, and other "transaction related expenses."

At least one potentially negative sign for the LBO surfaced last week when the owner of 10% of Viacom's stock, General Amusement Corp., said it was requesting government approval to increase its stake to up to 25%. Whether this is part of a strategy to force the management group to raise its \$40.50 per share bid for the company, or whether it is the beginning of a General Amusement counteroffer for the company, is unclear. On the day the news broke, Viacom's stock rose  $\frac{5}{8}$  to \$41 on moderate volume. □

## Bottom Line

**St. Louis toodle-oo.** Battle for control of Pulitzer Publishing Co. ended last week with company announcing purchase of stock from certain shareholders who had sought to break up controlling ownership trust. St. Louis-based publisher and group owner said it had bought, for \$185 million, 43%. Included were holdings of Peter Quesada, who, with certain relatives, had previously sold options for 20.6% of company to Alfred Taubman, Bloomfield Hills, Mich.-based investor who subsequently made \$625-million offer for entire company (BROADCASTING, March 3). Taubman's bid was rejected, and he later became involved in legal dispute with company, claiming it had led Quesada to abrogate option agreement. Two weeks ago, Taubman said he would sell options back to Quesada for \$16 million, \$6 million profit, and all litigation between parties will reportedly be dropped. Pulitzer said stock repurchase would be financed through bank borrowings. □

**Widespread limited.** Offering for master limited partnership, said to be one of first of its kind, to acquire cable properties exclusively was filed with Securities and Exchange Commission. Jones Intercable Investors, L.P., said it would offer 3.5 million class A partnership units at anticipated price of between \$18.50 and \$21.50 per share, and would file to have units listed on American Stock Exchange. Offering is being made through Donaldson, Lufkin & Jenrette, Prudential-Bache Securities, and Dean Witter Reynolds. Thirty-nine million dollars from offering's net proceeds would be used to acquire Alexandria, Va., cable system from Tribune Co., with remainder of proceeds to acquire as yet unidentified properties. Jones, Englewood, Colo.-based MSO, would manage partnership. □

**Good, bad and unusual.** Time Inc. said third-quarter earnings would contain several unusual items, including \$350-million pre-tax gain from sale of 2.4 million shares in former subsidiary, Temple-Inland, and from sale of 20%, through initial public offering, of MSO, American Television & Communications. On negative side, company said it would set up \$50-million reserve to cover costs of moving magazine subscription operations from Chicago to Richmond, Va., and Tampa, Fla. □

**Vid bid.** Management of Unitel Video said it has accepted \$12.50 share offer for New York-based video production, post-production and duplication company. Offer was made by New York-based investors, Michael Landes and Alfred Schwartz, who co-own The ALMI Group, L.P., involved in theatrical film and television programming, video cassette rental, video games, oil exploration and real estate. They disclosed 6.4% ownership on March 31 and have subsequently increased it to 15% ("Bottom Line," April 14). Landes and Schwartz initially made offer of \$10 per share, which was refused by Unitel management. Newly proposed offer is subject to definitive agreement and approval of shareholders. Unitel president, Herb Bass, and executive vice president, Alex Geisler, themselves own 28% of shares, which had been trading at seven dollars earlier in year. □

**In with the good.** General Instrument said it completed \$220-million acquisition of M/A-Com Inc.'s Cable/Home Communications division. Sale includes operations producing coaxial cable, VideoCipher encryption and descrambling equipment, receive-only earth stations equipment and TV set-top converters. Commenting on purchase, GI chairman, Frank Hickey, said it "will have an enormous impact on next year's earnings unless legislation (regulating scrambling) holds us back." Hickey was reported as saying that company might spin off all or part of semiconductor operations in separate public offering within six months to year. □

**Convertible conversation.** Westinghouse said it is calling for redemption of 8 $\frac{1}{2}$ % notes due Sept. 1, 1995. Company said date of redemption, through Chase Manhattan Bank, is Oct. 31 at price of \$101.5. □ Robert Halmi Inc. said it had sold to institutional investors \$15 million of debt which is convertible at price yet to be determined. Proceeds of notes, due 1998, are to be used to pay down bank debt and for general purposes. □ Westwood One said it has filed with Securities and Exchange Commission for \$100-million offering of convertible subordinated debentures due 2011. Culver City, Calif.-based radio syndicator said it would use proceeds for "acquisitions complementary to the company's existing business and for general corporate purposes." □

# CAREER MAKERS



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

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

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



*13th Annual  
National Black  
Media Coalition  
Conference*

*Conquering  
Attitudes, Pressures  
and Politics*

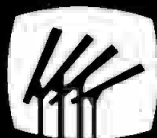
*October 22-25  
Shoreham Hotel  
Washington, DC*



#### Find out:

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

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



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

## NBC on a roll; wins first week of fall season

**It takes first place in prime time; its news wins second week in row**

NBC took the first week of the new prime time season (ended Sept. 28) handily, winning with an average 18.6 rating and a 30 share, against ABC's 15.1/25 and CBS's 14.9/24. A year ago, the numbers ran with NBC on top, but ABC and CBS reversed their finishing order: NBC, 19.3/30, CBS, 17.4/27 and ABC 14.2/22. NBC finished this year's first week with every show pulling at least a 23 share. And the network won the evening news race for the second week in a row, the first time it had done so in five years. NBC News was out front with a 10.9/22, while CBS posted a 10.5/21 and ABC a 10.4/21. Last year the news numbers were: CBS, 13.0/24; NBC, 11.2/21, and ABC 11.0/21.

HUT's (homes using television) were down by about four million viewers (from 89 million to 85 million), according to Gerald Jaffe of NBC research. As a percentage figure, HUT's were 61.2% compared to last year's 63.2%.

CBS's David Poltrack said the network's poor numbers in premiere week were probably atypical, due to the lackluster performance of two special programs—the made-for-TV movie *Courage*, with Sophia Loren, and the conclusion of the mini-series *George Washington: The Forging of a Nation*. *Courage* finished 47th with a 12.5/20. *Washington* placed 58th, pulling a 9.8/15.

NBC's Brandon Tartikoff said he was pleased with the performance of *Our House* (Sunday at 7 p.m.), noting that it has boosted the network's share in the time period from a 16 to a 24. He said if that continues, it could prevent CBS from dominating the

night as it has in the past. "There doesn't seem to be any immediate disaster area," said Tartikoff of the NBC schedule. "There doesn't seem to be any spot where we need to go to the bullpen."

NBC took four of the week's top five shows, leaving CBS's two-hour premiere of *Dallas* with fourth place (26.5/44). (The show's first hour at 9-10 p.m. beat out NBC's *Miami Vice*, which got a 17.4/28, and *Crime Story* in the second hour.) Of the top 10, NBC took six, while CBS and ABC took two apiece. All was not perfect at NBC, however. *Crime Story* was that network's bottom-ranked show, coming in 43d with a 13.3/23. The bottom 22 programs were split between ABC and CBS, with ABC taking 13 and CBS the remaining nine.

NBC won Monday, Thursday and Saturday. ABC took Tuesday and Wednesday, and CBS took Friday and Sunday. □

49.	Hero in the Family	ABC	12.0/20
50.	*Downtown	CBS	11.9/23
51.	*Sidekicks	ABC	11.8/21
52.	*Webster	ABC	11.7/22
53.	*Simon & Simon	CBS	11.3/18
54.	*Spenser: For Hire	ABC	10.8/20
55.	*Twilight Zone	CBS	10.6/20
56.	*The Colbys	ABC	10.2/16
57.	Life with Lucy	ABC	10.1/20
58.	George Washington II. part 2	CBS	9.8/15
59.	*Sledge Hammer	ABC	9.6/16
60.	The Wizard	CBS	9.3/15
61.	Ellen Burstyn Show	ABC	8.9/16
62.	Starman	ABC	8.7/15
63.	*Mr. Belvedere	ABC	8.3/13
64.	Heart of the City	ABC	6.2/11
65.	*Our World	ABC	6.0/9

\*indicates premiere episode

## Breslin angered by delaying of his TV program

**New York columnist takes home town station to task for move;**

Jimmy Breslin, host of a new ABC-TV late night talk show and columnist for the *New York Daily News*, is angry that WABC-TV, the network's owned station in New York, is delaying the broadcast of his twice-weekly program (*Jimmy Breslin's People*). So angry that in his column two Sundays ago (Sept. 28), he suggested that the station's vice president and general manager, William Fyffe, "dive in front of a bus." He also said that once his 13-week commitment to the show is up (at the end of December) he won't renew. "I do not intend to be publicly embarrassed in my own city any longer than that," he said. "Obviously, it is impossible for this fellow Fyffe to be embarrassed over anything. He has on the most shameful local news show this city perhaps has ever seen, and Fyffe does not do the honorable thing. I would say that the moment recommends that he do so; step out of his studio and dive in front of a bus."

Asked for a reaction to the column, Fyffe said, "I have a lot of reaction to it, none of which I'm going to say." Fyffe said he would continue to air the Breslin program on a delayed basis, along with ABC's other new late night talk program featuring Dick Cavett. The network was late in putting together the Breslin/Cavett late night package, which is fed to affiliates Tuesday-Friday for the midnight-1 a.m. time period. Many ABC affiliates are delaying broadcasts of the programs because they committed beforehand to new syndicated programs on the market, including *Nightlife with David Brenner*. WABC-TV delays Breslin/Cavett by a half-hour, after *Nightlife*. The network had no comment on the Breslin column. □

Rank □ Show □ Network □ Rating/Share

1.	*Cosby Show	NBC	33.5/63
2.	*Family Ties	NBC	32.1/60
3.	*Cheers	NBC	30.0/48
4.	*Dallas	CBS	26.5/44
5.	*Golden Girls	NBC	25.6/45
6.	Stranded	NBC	24.9/38
7.	*Moonlighting	ABC	24.9/38
8.	*Murder, She Wrote	CBS	24.8/38
9.	Raiders of the Lost Ark	ABC	22.7/37
10.	Johnny Carson Spectel	NBC	22.1/36
11.	Football, Chicago-Green Bay	ABC	22.0/36
12.	*Who's the Boss	ABC	21.8/36
13.	*Amen	NBC	20.3/36
14.	*Matlock	NBC	20.1/32
15.	*Dynasty	ABC	20.1/31
16.	60 Minutes	CBS	19.8/34
17.	Head of the Class	ABC	19.2/30
18.	Sledge Hammer (Tues.)	ABC	18.6/29
19.	*Kate & Allie	CBS	17.8/28
20.	*Hunter	NBC	17.5/33
21.	Gimme a Break	NBC	17.5/27
22.	Perfect Strangers	ABC	17.4/29
23.	*Miami Vice	NBC	17.4/28
24.	*Together We Stand	CBS	17.1/26
25.	Doing Life	NBC	16.8/27
26.	*Highway to Heaven	NBC	16.7/27
27.	Scarecrow & Mrs. King	CBS	16.6/30
28.	The Colbys (Wed.)	ABC	16.6/28
29.	*St. Elsewhere	NBC	16.7/27
30.	*Facts of Life	NBC	15.6/30
31.	*ALF	NBC	15.6/24
32.	*Amazing Stories	NBC	15.6/23
33.	Under the Influence	CBS	15.4/24
34.	*MacGyver	ABC	15.4/24
35.	*Valerie	NBC	15.4/23
36.	Jack & Mike	ABC	15.3/28
37.	Football, NFL game (Sun.)	NBC	15.2/29
38.	Knots Landing	CBS	14.8/23
39.	Easy Street	NBC	14.6/23
40.	Intimate Encounters	NBC	14.2/23
41.	Our House	NBC	14.1/24
42.	*A Team	NBC	13.6/24
43.	Crime Story	NBC	13.3/23
44.	*20/20	ABC	13.2/22
45.	*Kay O'Brien, Surgeon	CBS	13.1/22
46.	Firefighter	CBS	12.6/20
47.	Courage	CBS	12.5/20
48.	*Mike Hammer	CBS	12.1/21



**They like 'Ike.'** A reception for the Public Broadcasting Service special, *Ike* (scheduled to air on Oct. 15), was held at the National Portrait Gallery in Washington. Among those attending (l-r): Gallery director Dr. Allen Fern; Stanley Pace, chairman, General Dynamics, the series's underwriter; E.G. Marshall, who stars as President Eisenhower, and Jay Iselin, president of the producing station, noncommercial WNET(TV) New York.



# Mann goes shopping

## Former NRBA president is head of American Catalog Shopper's Network, cable service offering 'upscale' merchandise

Add another shopping network to TV's hottest ticket. On March 1, 1987, a new satellite-fed televised home shopping network, American Catalog Shopper's Network, will be introduced to "serve rather than compete with the nation's mail order catalogue industry," according to Bernard Mann, chairman and chief executive officer of High Point, N.C.-based Mann Media, who heads the new venture. As a purveyor of "upscale and quality" merchandise, ACSN hopes to become a new contender in the recent boom of home shopping services. There is "an enormous market out there. There are 12,000

catalogue companies in America and 300 companies that do over \$10 million a year in catalogue sales," Mann said.

The former president of the National Radio Broadcasters Association who now sits on the National Association of Broadcasters radio board since the merger of the associations, said that what makes ACSN different from other companies is that ACSN is "not buying merchandise. We're not warehousing it. We're not in the merchandising business. We're using the people who do know how to send out merchandise, who know how to buy, who know what people want. . . . They're the ones who will prepare [each] order," Mann said.

ACSN, Mann added, will offer "upscale merchandise and high quality" products from companies that "already have that

name for quality." Mann said that ACSN will be the "direct antithesis" of those home shopping services that have an almost "evangelistic attitude" about them, including "testimonials" from people who've ordered.

According to Mann, who is funding the network, ACSN will include three kinds of programming, initially airing live, 16 hours a day, seven days a week. He projects that, depending on response, ACSN will air 24 hours a day in 1988. One program will be a half-hour show programed by the catalogue company, in which the catalogue buys a half hour of ACSN time. The second type of program, called *Lifestyle*, will be an hour in which "fairly similar types of items" will be shown from different catalogue companies. During a *Lifestyle* hour on food, for example, Mann said, a variety of cooking imple-

## Stay Tuned

**PBS** will air KCEI-TV Los Angeles's production of *Hungary: Pushing the Limits* on the eve of the 30th anniversary of the 1956 uprising (Oct. 23). The one-hour documentary will use Dezsó Biczó, a veteran of the student uprising, as a focal point and record his reminiscences as he visits Hungary for the first time since he fled to America in 1956. The program will air Oct. 22 at 10 p.m. Producers are Jeffrey Kaye with Peter Stone. Executive producer is Blaine Baggett.

□

On a much lighter note, **Cinemax** will debut a four-part series, *Martin Mull Presents the History of White People in America*, on Oct. 24. Last year, Cinemax presented a two-part program under the same title. This year's satirical look will take Mull back to Hawkins Falls, Ohio, to again look at the "abnormally average Harrison family." Mull co-produced and co-wrote the show with Allen Rucker. Harry Shearer directed.

□

**Showtime** will premiere *Blood Ties*, a first-prize winner for television production at the Venice Film Festival, in December. The film deals with a second-generation Italian-American who becomes trapped in a battle between the Sicilian Mafia and the Italian judicial system. Brad Davis is the protagonist. Vincent Spano plays the Mafia don. Giacomo Battiato directed. Alessandro Fracassi produced. RAI plans to release *Blood Ties* theatrically in Europe during the fall, and then later to broadcast the movie on Italian television.

□

**Arts & Entertainment Network** will premiere its co-production of Mozart's comic opera, *Così fan tutte*, Dec. 11. This version was co-produced with the BBC and directed by Jonathan Miller. *Così* will star Ashley Putnam, Jean Rigby, Thomas Hampson and Anthony Rolfe Johnson. In honor of the "Beeb's" 50th anniversary in November, A&E will cablecast the North American premieres of several BBC productions. Among the debuts set are: *Bluebell*, an eight-part series about Margaret Kelly, an Irish orphan who became the "Queen of the Folies Bergere" (Nov. 3); *An American Evening*, Simon Rattle conducting the London Sinfonietta performing at London's Royal Albert Hall (Nov. 6); *Yes, Prime Minister*, the newest version of the British comedy series *Yes, Minister* (Nov. 16), and the *The Browning Version*, Terence Rattigan's story about a professor of English who discovers his wife's affair with another teacher.

□

ABC's **Peter Jennings** will moderate *Ask the Media* in Milwaukee for WISN-TV (ch. 12), a 90-minute special featuring leading Milwaukee journalists. The program will be taped at Marquette University on Oct. 16 and will air Oct. 17 at 7:30 p.m. CT. Jennings will anchor *World News Tonight* from WISN-TV on Oct. 15.

Comedian Garry Shandling will be the guest host of **NBC's** *The Tonight Show*, Monday-Wednesday, Oct. 27-29, his ninth stint in that role.

### A professional's guide to the intermedia week (Oct. 6-12)

**Network television—ABC:** *ABC Sports* (American League Championship Series), Tuesday, 8 p.m.-conclusion; Wednesday, 8 p.m.-conclusion. *Disney Sunday Movie*, *Tiger Town* (stars Roy Scheider), Sunday, 7-8 p.m.

**CBS:** *My Sister Sam* (premiere), Monday, 8:30-9 p.m. *The Last Frontier*, (conclusion), Tuesday, 9-11 p.m. *The Equalizer* (season premiere), Wednesday, 10-11 p.m. *Circle of Violence: A Family Drama* (drama about parental abuse of their parents), Sunday, 9-11 p.m.

**NBC:** *Colors* (about a southern interracial couple whose child-custody battle ends up in the Supreme Court), Monday, 9-11 p.m.

**PBS:** *Discover: The World of Science* (magazine-style science series, premiere), Wednesday, 8-9 p.m. *Owl TV* (second season premiere of science program for children), Saturday, 6-7 p.m.

**Radio—American Public Radio (APR):** *South Africa: A National Collegiate Symposium* (live, two hours), check local listings.

**CBS:** *Newsmark* "Tax Reform: True or False" (Panel discussion hosted by correspondent Doug Poling will discuss the tax reform bill and its consequences), Friday, 2:30-3 p.m.

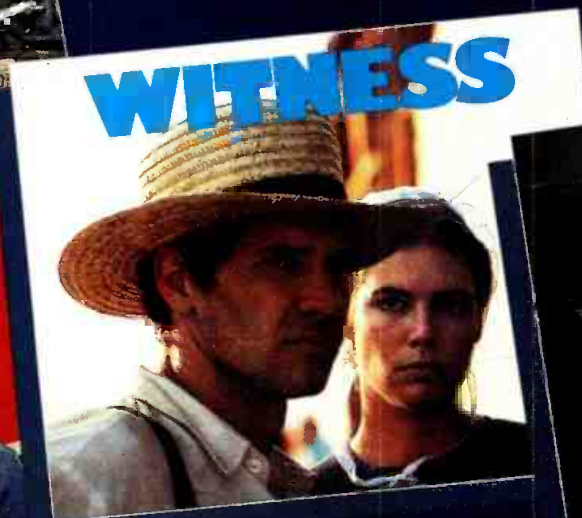
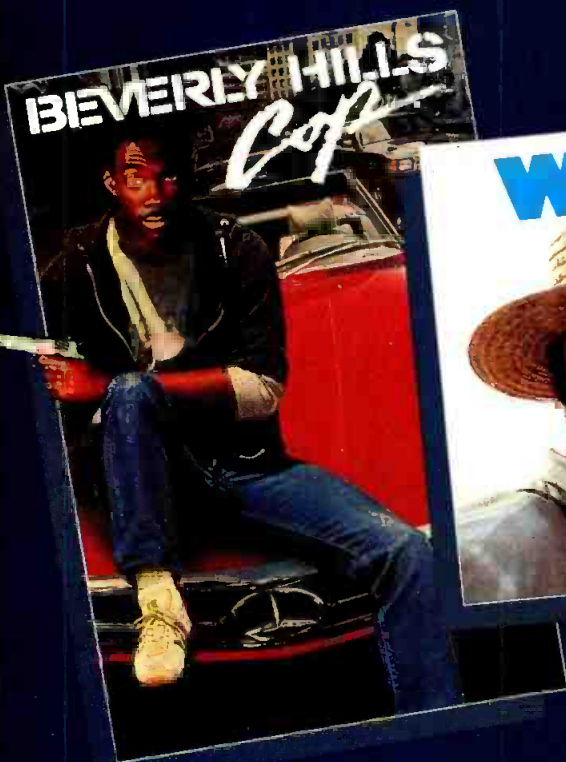
**NBC:** *The New Bottom Line* (90-second reports on tax reform implications, anchored by correspondent David Rush), Oct. 6-10 and Oct. 13-17.

**Cable—Bravo:** *M* (cable premiere of Fritz Lang's 1931 film. Peter Lorre debuted in this film as the main character, a psychopathic child murderer.)

**Showtime:** *Shelley Duvall's Tall Tales & Legends* "The Legend of Sleepy Hollow" (adaptation of Washington Irving story), Monday, 8 p.m. *Love With a Perfect Stranger* (premiere of Showtime's *Harlequin Romance Movies*), Sunday, 8 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) *The Metropolitan Opera: The Television and Radio Legacy*, an exhibition of screenings covering over 55 years of the Met on radio and television. Exhibit covers more than 50 complete operas, beginning with the Met's first radio broadcast (1931) of *Hansel und Gretel* and the first complete opera to be telecast from the Met (1948) *Otello*. Through Nov. 22. Also at MOB: *The 1952 Subway Series: New York Yankees vs. Brooklyn Dodgers*, complete television coverage of games six and seven of the 1952 World Series. These final two series games were discovered as part of the NBC kinescope collection, and will be screened at MOB on alternate days. Through Oct. 11 at 12:15 p.m. and Tuesday evenings at 5 p.m.

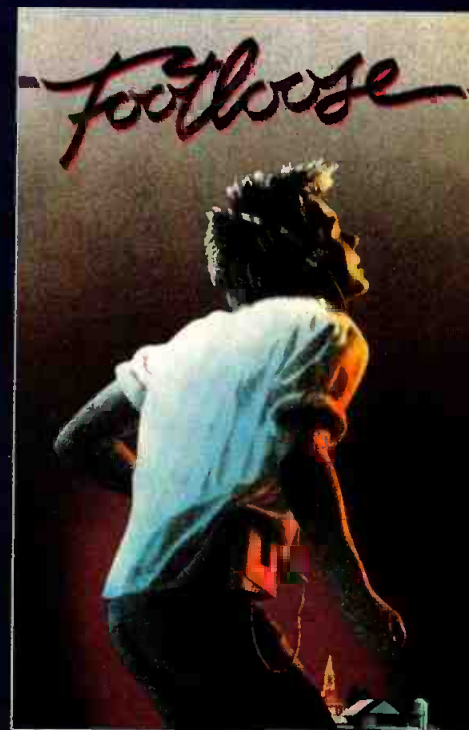
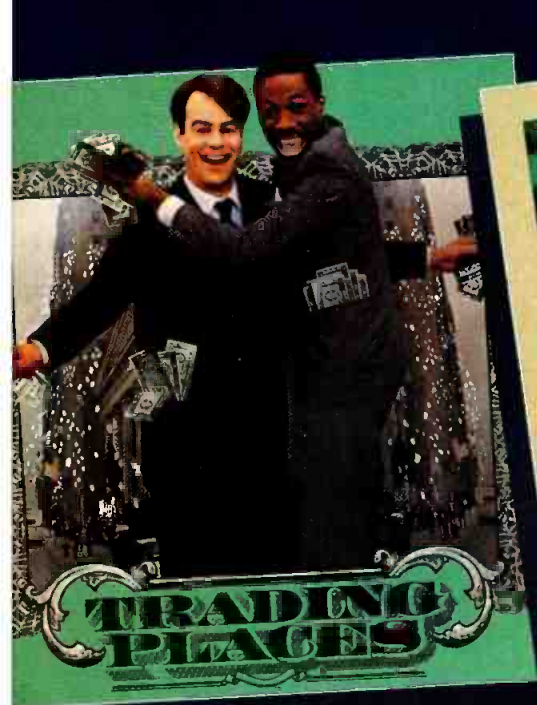
# Thanks a



## PARAMOUNT'S 26 BOX OFFICE BLOCKBUSTERS

Our thanks to all the stations that have bought TV's first billion dollar feature package. PORTFOLIO XII has already been sold in over 90 markets including 45 of the top 50

# Billion!



## PORTFOLIO XII

—AND 12 ARE FIRST RUN!

And no wonder. It's loaded with super hits and solid winners, some never seen before on the networks. They're all the kind that score big on the small screen.



DOMESTIC TELEVISION  
AND VIDEO PROGRAMMING

# Stock Index

Symbol/Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Wed Oct 1	Wed Sep 24				000,000	000,000
<b>BROADCASTING</b>							
N (CCB) Capital Cities/ABC	250	1/2 254	4	3/8	- 1.71	25	4,029
N (CBS) CBS	123	7/8 123				23	2,904
O (CLCH) Clear Channel	12	1/4 12	3/4		- 3.92	17	35
O (INFTA) Infinity Broadcasting	12					63	125
O (JCOR) Jacor Commun.	6	5/8 6	7/8		- 3.63		37
O (LINB) LIN	48	5/8 48	7/8		- 1/4	0.51	37
O (MALR) Malrite	12	1/4 11	1/2		3/4	6.52	14
O (MALRA) Malrite 'A'	10	5/8 10	3/4		- 1/8	- 1.16	15
A (PR) Price Commun.	10		1/2		- 1/2	- 4.76	98
O (SCRIP) Scripps Howard	80	3/4 82	1/2		- 1 3/4	- 2.12	29
O (SUNN) SunGroup Inc.	2	7/8 2	7/8				4
N (TFB) Taft	114	1/2 115			- 1/2	- 0.43	93
O (TVXG) TVX Broadcast	8	3/8 9			- 5/8	- 6.94	34
O (UTVI) United Television	33	1/2 34	1/2		- 2.89	31	366

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							
N (BLC) A.H. Belo	52	5/8 52			- 5/8	- 1.18	26
A (AAR) Adams Russell	19	7/8 19	7/8				16
A (AFP) Affiliated Pubs	60	57	7/8		2 1/8	3.67	31
O (ASTV) Amer. Comm. & TV	1/32	3/32			- 1/16	- 66.66	2
N (AFL) American Family	27	27	7/8		- 7/8	- 3.13	18
O (ACCMA) Assoc. Commun.	23	1/2 25	1/2		- 2	- 7.84	224
O (BMAC) Bus. Men's Assur.	27	1/4 26	7/8		3/8	1.39	16
N (CCN) Chris-Craft	69	1/8 69	3/4		- 5/8	- 0.89	30
N (DNB) Dun & Bradstreet	100	1/2 106	3/4		- 6 1/4	- 5.85	24
O (DUCO) Durham Corp.	42	1/2 42	1/2				11
N (GCI) Gannett Co.	69	7/8 70	5/8		- 3/4	- 1.06	21
N (GY) GenCorp	76	3/4 78			- 1 1/4	- 1.60	18
N (GCN) General Cinema	43	3/4 42	3/8		1 3/8	3.24	18
O (GCOM) Gray Commun.	177						30
N (JP) Jefferson-Pilot	32	7/8 33	3/4		- 7/8	- 2.59	11
N (BJ) John Blair	14	1/8 13	3/4		3/8	2.72	
O (JSON) Josephson Intl.	11	1/2 11	1/2				54
N (KRI) Knight-Ridder	47	1/4 46	3/4		1/2	1.06	21
N (LEE) Lee Enterprises	23	7/8 23			7/8	3.80	19
N (LC) Liberty	37	3/4 38			- 1/4	- 0.65	15
N (MHP) McGraw-Hill	54	1/4 55	1/8		- 7/8	- 1.58	18
A (MEGA) Media General	84	7/8 84	3/4		1/8	.14	18
N (MDP) Meredith Corp.	67	1/2 68			- 1/2	- 0.73	13
O (MMEDC) Multimedia	41						-372
A (NYTA) New York Times	70	3/4 71			- 1/4	- 0.35	24
O (PARC) Park Commun.	29	29	1/4		- 1/4	- 0.85	27
N (ROC) Rollins Commun.	40	7/8 40	3/4		1/8	.30	45
T (SKHQ) Selkirk	24						52
O (STAUF) Stauffer Commun.	140						23
A (TO) Tech Ops Inc.	29						5
N (TMC) Times Mirror	58	1/4 59	7/8		- 1 5/8	- 2.71	17
O (TMC1) TM Communications	2	1/8 2	3/8		- 1/4	- 10.52	212
O (TPCC) TPC Commun.	1/4		3/8		- 1/8	- 33.33	2
N (TRB) Tribune	60				- 1	- 1.63	19
A (TBS) Turner Bcstg.	16	7/8 15	3/4		1 1/8	7.14	38
A (WPOB) Washington Post	142	1/2 141			1 1/2	1.06	18

<b>PROGRAMING</b>							
O (ALLT) All American TV	5	1/2 6	1/4		- 3/4	- 12.00	6
O (AMNT) American Nat. Ent	111/16	1	5/8		1/16	3.84	8
O (BRRS) Barris Indus.	14	1/8 14	3/8		- 1/4	- 1.73	23
O (BFTV) Birdfinder Corp.	3/4		13/16		- 1/16	- 7.69	-3
O (CMCO) C.O.M.B.	26	26	1/2		- 1/2	- 1.88	44
N (KO) Coca-Cola	34	1/8 35			- 7/8	- 2.50	18
O (CLST) Color Systems	18	1/2 17	3/4		3/4	4.22	12
N (DIS) Disney	41	40	1/4		3/4	1.86	28
N (DJ) Dow Jones & Co.	33	33	7/8		- 7/8	- 2.58	23
O (FNNI) Financial News	13	5/8 12	5/8		1	7.92	227
O (FSTA) Four Star	4						4
A (FE) Fries Entertain.	6	1/8 7			- 7/8	- 12.50	11
N (GW) Gulf & Western	63	7/8 61	7/8		2	3.23	18
O (HRSI) Hal Roach	12	1/4 11	7/8		3/8	3.15	68
A (HHH) Heritage Entertain.	8	1/4 7	3/4		1/2	6.45	9
A (HSN) Home Shopping Net.	38	3/4 41			- 2 1/4	- 5.48	88
O (KWP) King-World	14	1/8 14	7/8		- 3/4	- 5.04	26
O (LAUR) Laurel Entertainment	4	3/4 5	1/8		- 3/8	- 7.31	18
A (LT) Lorimar-Telepictures	18	1/4 18	5/8		- 3/8	- 2.01	18
N (MCA) MCA	39	7/8 41	3/8		- 1 1/2	- 3.62	18
N (MGM) MGM/UA Commun.	10	5/8 10	7/8		- 1/4	- 2.29	542
A (NWP) New World Pictures	14	14	3/4		- 3/4	- 5.08	26
N (OPC) Orion Pictures	12	7/8 13			- 1/8	- 0.96	122
O (MOVE) Peregrine Entertain.	12	1/2 12	1/2				23

Symbol/Comp.	Closing		Net Change	Percent Change	P/E Ratio	Market Capitalization (000,000)	
	Wed Oct 1	Wed Sep 24				000,000	000,000
<b>PROGRAMING</b>							
N (PLA) Playboy Ent.	8	1/8 7	3/8		3/4	10.16	76
O (QVCN) QVC Network	17	16	1/2		1/2	3.03	111
O (RVCC) Reeves Commun.	8	3/4 9	3/8		- 5/8	- 6.66	109
O (RPICA) Republic Pictures 'A'	11	1/8 11	3/8		- 1/4	- 2.19	79
O (RPICB) Republic Pic. 'B'	10	3/4 10	3/4				76
A (RHI) Robert Halmi	3	5/8 3	1/2		1/8	3.57	32
O (SMNI) Sat. Music Net.	8	1/2 8	7/8		- 3/8	- 4.22	57
N (WCI) Warner Commun.	21	3/4 22	3/4		- 1	- 4.39	14
O (WWTW) Western World TV	2	1/8 2	1/8				13
O (WONE) Westwood One	27	3/4 29	1/2		- 1 3/4	- 5.93	43

<b>SERVICE</b>							
O (BSIM) Burnup & Sims	5	4	5/8		3/8	8.10	-9
O (CVSI) Compact Video	5	1/2 5	7/8		- 3/8	- 6.38	55
N (CQ) Comsat	32	35	1/4		- 3 1/4	- 9.21	579
O (OMCM) Doyle Dane B.	19	17	7/8		1 1/8	6.29	17
N (FCB) Foote Cone & B.	48	48	1/4		- 1/4	- 0.51	11
O (GREY) Grey Advertising	88	90			- 2	- 2.22	12
N (IPG) Interpublic Group	26	7/8 26	3/8		1/2	1.89	15
N (JWT) JWT Group	30	1/2 30	1/2				13
A (MOV) Movielab	6	7/8 7			- 1/8	- 1.78	11
O (OGIL) Ogilvy Group	27	1/2 25	1/2		- 2	- 7.84	13
O (SACHY) Saatchi & Saatchi	26	1/8 26	7/8		- 3/4	- 2.79	12
O (TLMTB) Telemation	10	1/2 10	1/4		1/4	2.43	10
A (TPO) TEMPO Enterprises	13	3/8 13			3/8	2.88	34
A (UNV) Unitel Video	11	3/4 11	5/8		1/8	1.07	25

<b>CABLE</b>							
A (ATN) Acton Corp.	1	3/4 1	3/4				-1
A (CVC) Cablevision Sys. 'A'	19	1/2 19	7/8		- 3/8	- 1.88	-6
O (CRDF) Cardiff Commun.	1	3/4 1	7/16		5/16	21.73	4
N (CNT) Centel Corp.	56	3/4 58			- 1 1/4	- 2.15	12
O (CCCOA) Century Commun.	14	1/2 14	1/4		1/4	1.75	290
O (CMCSA) Comcast	25	3/4 25	1/4		1/2	1.98	34
N (HCI) Heritage Commun.	21	1/8 22			- 7/8	- 3.97	78
O (JOIN) Jones Intercable	11	1/4 11	3/4		- 1/2	- 4.25	27
T (MHPQ) Maclean Hunter 'X'	18	1/2 18	1/2				25
O (RCCA) Rogers Cab. Amer.	11	1/4 11			1/4	2.27	57
T (RCINZ) Rogers Cable Sys.	15	1/4 14	1/2		3/4	5.17	357
O (TCAT) TCA Cable TV	16	1/2 16	1/4		1/4	1.53	28
O (TCOMA) Tele-Commun.	23	1/8 24			- 7/8	- 3.64	177
N (TL) Time Inc.	72	7/8 72	3/4		1/8	17	22
O (UACIA) United Art. Commun.	15	5/8 16	3/8		- 3/4	- 4.58	74
N (UCT) United Cable TV	26	1/2 25	7/8		5/8	2.41	66
N (VIA) Viacom	40	7/8 41			- 1/8	- 0.30	39
N (WU) Western Union	5	3/8 5	1/8		1/4	4.87	131

<b>ELECTRONICS/MANUFACTURING</b>							
N (MMM) 3M	101	1/2 103	3/8		- 1 7/8	- 1.81	16
N (ALD) Allied-Signal	40	3/8 40	7/8		- 1/2	- 1.22	-9
O (AMTV) AM Cable TV	1	3/8 1	3/8				-1
N (ANX) Anixter Brothers	9	1/4 9	3/8		- 1/8	- 1.33	16
N (ARV) Arvin Industries	26						11
O (CCBL) C-Cor Electronics	6	1/2 6	5/8		- 1/8	- 1.88	-4
O (CATV) Cable TV Indus.	2	3/8 2	1/8		1/4	11.76	-11
A (CEC) Cetec	5	3/4 5	7/8		- 1/8	- 2.12	-9
A (CHY) Chyron	4	1/2 4	5/8		- 1/8	- 2.70	21
A (CXG) CMX Corp.	1	1/8 1	1/8				5
A (COH) Cohu	6	1/4 6	1/8		1/8	2.04	12
N (CAX) Conrac	14	1/4 14	3/4		- 1/2	- 3.38	12
O (EKI) Eastman Kodak	54	1/2 54	1/4		1/4	.46	46
O (ECIN) Elec Mis & Comm.	2	1/2 2	1/4		1/4	11.11	10
N (GRL) Gen. Instrument	19	7/8 19	1/2		3/8	1.92	643
N (GE) General Electric	72	3/4 73	1/2		- 3/4	- 1.02	14
O (GETE) Geotel Inc.	2						8
N (HRS) Harris Corp.	28	7/8 29	3/8		- 1/2	- 1.70	19
N (MAI) M/A Com. Inc.	13	3/4 15	1/8		- 1 3/8	- 9.09	598
O (MCDY) Microdyne	3	5/8 4			- 3/8	- 9.37	32
N (MOT) Motorola	38	1/4 38	7/8		- 5/8	- 1.60	45
N (NPH) N.A. Philips	38	3/4 38	3/4				16
N (OAK) Oak Industries	1	1/8 1	1/4		- 1/8	- 10.00	38
A (PPI) Pico Products	2						7
N (SFA) Sci-Atlanta	9	8	7/8		1/8	1.40	15
N (SNE) Sony Corp.	19	1/4 21			- 1 3/4	- 8.33	11
N (TEK) Tektronix	61	1/8 60	3/8		3/4	1.24	20
N (VAR) Varian Assoc.	24	1/4 25	1/2		- 1 1/4	- 4.90	34
N (WX) Westinghouse	53	5/8 54	3/8		- 3/4	- 1.37	14
N (ZE) Zenith	20		1/2		- 1/2	- 2.43	462
Standard & Poor's 400	258.51	261.35			- 2.84		1.08

</

## Syndication Marketplace

**Larry Harmon Pictures Corp.** will take two new shows to NATPE this year. *Bozo's Place* is a half-hour strip similar to the original *Bozo*, but with more of an educational angle. Jerry Digney, vice president of marketing at Larry Harmon Pictures, said the show will be aimed at pre-schoolers. *Bozo's Place* will maintain an entertainment focus. Larry Harmon, the original Bozo, appears in the pilot, but is not likely to appear in the series. Larry Harmon Pictures Corp. will also have *Bedtime Bozo* ready for fall 1987. *Bedtime Bozo* will consist of 52 one-hour reformatted episodes from the old *Bozo* show produced at WHDH-TV Boston (now WCVB-TV) beginning in 1959, when Frank Av-ruch was Bozo. Digney said the weekly one-hour series will be



aimed at 30- to 40-year-olds who watched the show in their youth. The show is hoped to play late night on weekends. Digney said the company hopes to have a syndicator for the two series, or to have formed its own in-house company, by early November. The company also will produce *Bozostuffs* for a Saturday-morning network schedule for fall 1987. *Bozostuffs* will feature 10 new little Bozo characters. There will be an accompanying *Bozostuffs* toy line. The company will continue to sell *Bozo* and *Laurel and Hardy* cartoons, now converted to stereo.

Based on early ratings success, **Bel-Air Program Sales** has added KTVI-TV St. Louis to its *All-New Dating Game* lineup to bring its station clearance total to 149. The ABC affiliate will use the program at 3 p.m. leading out of *General Hospital* beginning Oct. 6. In addition, WRC-TV Washington has moved *Dating Game* from noon to 4 p.m., effective Oct. 20. Brian Firestone of Bel-Air attributed the changes to the show's strong early fringe performance on WMAQ-TV Chicago, KDFW-TV Dallas and KMGH-TV Denver.

Dick Block, former executive vice president, Metromedia Television, and now a television consultant, has resurfaced as an executive producer of a new half-hour weekly syndicated series, *The Auto Connection*, scheduled for fall 1987. Hosts John Retsek and Len Frank will review new cars, in a way similar to the syndicated movie review programs now on the air. Block, with co-executive producers Erni DiMassa and Bill Walker, plans to produce 24 episodes. **Fries Distribution** will go into the field immediately with a pilot. Sales are on a barter basis, with the distributor retaining two-and-a-half to four minutes per episode.

**All American Television** is selling *The Chicago Charity Christmas Parade* on a barter basis for a Nov. 30-Dec. 21 window. Stations will be able to broadcast the Nov. 30 parade live if they choose. It will be hosted by Oprah Winfrey and Robert Urich, and produced by WLS-TV Chicago. Sales of the two-hour event give stations 16 minutes of advertising time, and eight minutes to All American. Last year all of the ABC-owned stations carried the parade.

**Silverbach-Lazarus** has signed Arte Johnson and Nancy Sinatra to join *Jackpot Bingo* as co-hosts. *Jackpot Bingo* originated at KSCI-TV Los Angeles, but the show is now on hiatus from that station. The show is produced by RAF Productions and is sold for a "minimal" cash fee. *Jackpot Bingo* was recently cleared on WRBT-TV Baton Rouge. The show has been running on WPXI-TV Pittsburgh since February and KTVK-TV Phoenix since June. Coupons will be added to the cards distributed to home viewers that allow them to play the game. Over 50 million cards have been distributed since the show began on the air in Pittsburgh.

**Colex Enterprises** has cleared *The Canterville Ghosts*, a two-hour barter movie, on 155 stations covering 90% of the country.

Stations that will carry the movie in its Oct. 1-31 window include WOR-TV New York, KTLA-TV Los Angeles, WFLD-TV Chicago, KTVU-TV San Francisco, as well as six Taft stations, WTAF-TV Philadelphia, WDCA-TV Washington, KTXA-TV Dallas, KTXH-TV Houston, WCIX-TV Miami and WBRC-TV Birmingham, Ala. Stations get 12 minutes and Colex gets 11½ minutes. *The Canterville Ghost*, starring Sir John Gielgud, was produced by Pound Ridge Productions and Inter/Hemisphere Productions in association with HTV Limited and Columbia Pictures Television.

**Worldvision Enterprises** is selling a package of 10 first-run animated movies, "Hanna-Barbara's Superstars 10" for fall 1987. Among the titles in the package are "Judy Jetson and the Rock Pirates," "The Jetsons Meet the Flintstones" and "The Good, the Bad and Huckleberry Hound." Marketing plans for the package have not been formulated but it appears that sales will be on a cash basis.

**TEN** is offering its first movie package, "Sizzle," consisting of 12 theatrical titles, including "The Texas Chainsaw Massacre," "Wise Blood" and "Smithereens," for airing immediately. Terms of sale on the package are negotiable.

**Multimedia Entertainment** reports that it has cleared *New Stars of '86* in 145 markets covering 85% of the country. Hosted by Doc Severinson and Leslie Uggams, the show will showcase young comedians and musical acts. Whitney Houston will be featured in a special video performance. Also appearing will be such acts as The Judds, Run-D.M.C. and Whodini. The program was recorded at The Nashville Network's studios. Sales of the two-hour special are on a barter basis with 11 minutes for stations and 10 minutes for Multimedia. Among clearances are WNBC-TV New York, KHJ-TV Los Angeles, WGBS-TV Philadelphia, WCVB-TV Boston, WXYZ-TV Detroit and WUSA-TV Washington. Multimedia also reports that it has cleared *The Horrible Secret*, a "Young People's Special" about child molestation, in 148 markets covering over 90% of the country. Sales are on a barter basis with three-and-a-half minutes for stations and two-and-a-half minutes for Multimedia. Among clearances are WNBC-TV New York, KNBC-TV Los Angeles, WMAQ-TV Chicago, WPVI-TV Philadelphia and KGO-TV San Francisco.

**Muller Media** reports clearing a package of four animated children's holiday specials in 102 markets covering 82% of the country. The specials are "Which Witch is Which" for Halloween; "The Turkey Caper," for Thanksgiving; "The Christmas Tree Train" for Christmas, and "A Chucklewood Easter" for Easter. Stations clearing the package include WNBC-TV New York, KCBS-TV Los Angeles and KTVU-TV San Francisco.

**Lionheart Television**, a wholly owned subsidiary of BBC Enterprises, reports the nuclear-themed mini-series, *Edge of Darkness*, has cleared 11 more markets, raising the five-month sales total to 26 affiliate and independent stations covering 43% of the country. Stations recently added include WNYC-TV New York; KTRZ-TV Seattle; KGTV San Diego; WOFL Orlando, Fla.; KMSB-TV Nogales, Ariz. (Tucson); WGBS-TV Philadelphia; WGB0-TV Joliet, Ill. (Chicago); WWS Jackson-ville, Fla.; WSYM Lansing, Mich., and WTAT-TV Charleston, S.C. The three-part, six-hour mini-series, starring Joe Don Baker, Bob Peck and Joanne Whalley, involves a fictional conspiracy between government and industry to cover up a terrorist attack on a plutonium-generating nuclear fuel reprocessing facility. Lionheart, which co-produced the series with the BBC, is offering *Edge of Darkness* for airing on stations through early 1987. With *Edge* selling on a cash-only basis, the distributor is seeking 75% market penetration before the NATPE convention, Jan. 21-25.

**Sherry Grant Enterprises** has added game show hostess Vanna White as a celebrity interviewer for its *Quality of Life* short-form programs. Production has been completed on 260 new segments. Offering a blend of entertainers, health and life-style experts, authors, sports figures and consultants for inserts into newscasts, *Quality* had cleared 78 markets last week covering 46% percent of the country. About 85% of the stations are network affiliates. White, hostess of *Wheel of Fortune*, joins such celebrity interviewers as producer Stephen J. Cannell, actress Ann Jillian and boxer Ray Mancini. The program, which has been in production for three years, is sold on a cash basis.

ments would be demonstrated and offered. The third program will show the catalogues themselves for purchase through a toll-free 800 number. A host and hostess will introduce the programing.

Orders for merchandise will be fulfilled through an 800 number being handled by American Airlines, which Mann said has the capability to handle 57,000 calls an hour. The 800 number that will be flashed on the TV screen will be answered by ACSN operators using the ACSN name, under contract American Airlines, Mann said, adding that four times a day, all calls that come in for orders will be transmitted via computer by American to a catalogue company for its distribution. Every product shown on the network will be guaranteed "for the life of the merchandise." And if the manufacturer fails to provide a full refund for the merchandise, ACSN will, Mann added.

ACSN, Mann said, has been offered "a wonderful deal"—less than \$50,000 a month—for transponder space on RCA's Satcom IV, whose footprint ranges from Alaska to Brazil, east to the Caribbean and west to Hawaii. ACSN will be uplinked from new studios being built in Greensboro, N.C. Additionally, ACSN is negotiating with Tulsa, Okla.-based United Video, which would be the exclusive distributor of ACSN programing. Mann said also that ACSN plans to pay "what seems to be the standard now" of 5%-6% of the sales to cable operators carrying the network.

Mann said that there are "about seven or eight" companies with catalogues that are "on the verge of signing contracts" with ACSN. While he would not disclose their names, Mann said that among the companies that have shown interest in the new venture are: J.C. Penney Co.; Spiegel; Encyclopaedia Britannica; The Country Store; Lillian Vernon; Bloomingdale's By Mail, and American Airlines. ACSN will announce its first group of catalogue sponsors at the Direct Marketing Association Conference in Las Vegas, Oct. 26-29.

Other ACSN executives are: C. Vincent Shortt, vice chairman and president; Maxwell H. Sroge, vice chairman of catalogue development; Dennis Daily, senior vice president of audience development; David Spivey, chief financial officer, and Howard Sigmond, senior vice president of public relations. □

## Motown sound comes to TV

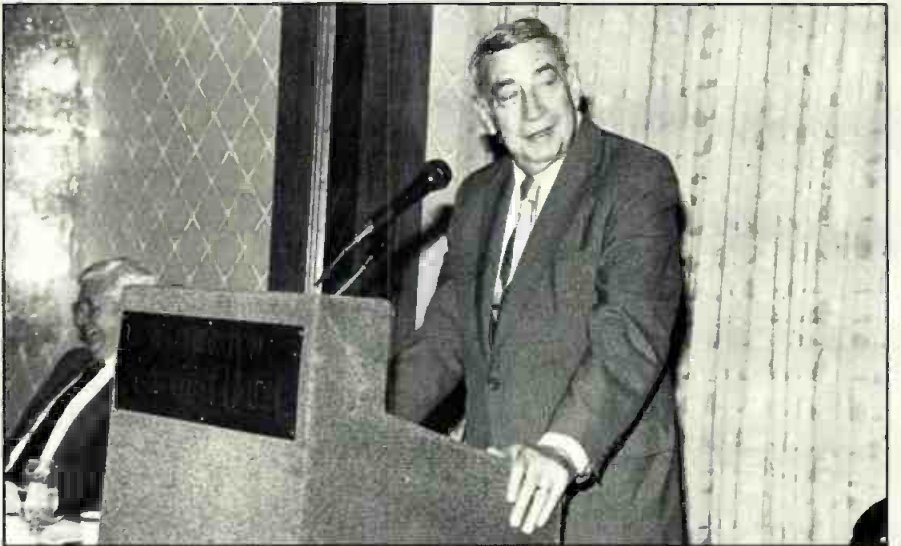
**Company known best for music trying to make name for itself in television production**

Motown, the company that brought the music of recording artists such as Smokey Robinson and the Miracles, The Supremes and Stevie Wonder, into American homes, is now trying hard to become a force in television production.

The company currently has two programs on the air, ABC's new Saturday night half-



'Frontier' foray. CBS Entertainment celebrated what it called "American television's first mini-series to film Down Under," CBS's *The Last Frontier*, with a cocktail reception welcoming the show's producer, Hal McElroy, and actor Jack Thompson at New York's 21. On hand were (l-r): *Frontier* star Jason Robards, Loretta Swit (who stars in the network's upcoming *Dreams of Gold*) and CBS Television Network President Tony Malara. Also present were Australia's Consul General John Taylor, actors E.G. Marshall and Geraldine Fitzgerald and several hundred others. *The Last Frontier* will air Sunday, Oct. 5, at 9-11 p.m. and Tuesday, Oct. 7, 9-11 p.m.



**This is Howard Cosell.** Howard Cosell, a lawyer better known as an ABC sportscaster, was the Federal Communications Bar Association's speaker last week at its first luncheon meeting of the 1986-1987 season. Cosell demonstrated the style for which he is known. Richard E. Wiley, the new president of FCBA who introduced him, was "not a tough act to follow." And Alfred Sikes, head of the National Telecommunications and Information Administration, who Cosell learned would replace the former chairman of CBS Inc., Thomas Wyman, as a luncheon speaker this month, is "a roaring nonentity." Then he proceeded to fire off barbs at familiar targets, like professional boxing, the National Football League and the networks. Dropped into the melange was what might be news. Cosell, who was a fixture on Monday Night Football for 14 years until 1983 and who has not been seen on ABC television for a year, or about the time his last book, "I Never Played the Game," came out, said of his career in television: "I was able to do it my way, and got away with it." Then he added, "I'll be back on television, and I'll be doing it my way and on my terms—and show the public how sports entwines with law, sociology and economics." However, he did not say whether he was talking hopes or plans, nor would he answer questions later. An ABC Sports spokesman said he knew of no talks between ABC and Cosell regarding a television spot he would fill.

hour show, *Sidekicks*, about a child karate expert and his guardian, a big-city police detective. and the syndicated *Nightlife with David Brenner*, which is distributed by King World. Prior to 1983, Motown produced a couple of made-for-television movies in association with other production companies. It also produced the theatrical film, "Lady Sings the Blues," a 1972 release about singer Billie Holiday.

But in 1983 it scored big in television with the *Motown 25th Anniversary Special*, which appeared on NBC. That was the year the company formed a subsidiary, Motown Productions, in an effort to become a major player in television and film production. Suzanne de Passe was named president of the company and continues in the post. According to Michael Weisbarth, executive vice president, television, Motown Productions, the success of the NBC special "became a catalyst for the company to concentrate in TV." In the fall of that year, he said, de Passe hired Weisbarth to run the television division and develop product for it. His background includes stints with two companies formerly run by Normal Lear, Tandem/TAT and Embassy Communications.

The company now has a number of projects in the works for television and cable. In development is a one-hour dramatic series, *Gold Coast*, about the music business, for CBS. The company also has two made-fors in development, one each with CBS and NBC. One is entitled *Divided Soul*, about the life of soul singer Marvin Gaye, for NBC. The other is *Surviving*, based on the true story of a Chicago woman who survived being shot in the head. Also for CBS, the company is developing a series for CBS called *Crash Pad*, which Weisbarth describes as a "Happy Days of the sixties."

On cable, Motown has projects going with both Showtime and HBO. Showtime has committed to a six-part series that Motown will produce on the history of soul music. The company is also producing a murder mystery for HBO that will star Anthony Perkins. "We have become very active in television development," said Weisbarth. □

## Malrite getting 'In Touch' with new syndicated talk show

**Talk show, scheduled for fall '87, will feature psychologist David Viscott; Dick Clark is executive producer**

Malrite Communications and the Dick Clark Co. will enter the rapidly growing one-hour television talk-show market for fall 1987 with *In Touch*, starring psychologist Dr. David Viscott. Viscott hosts a two-hour talk show featuring viewer call-ins on the ABC Radio Network. Clark will be executive producer.

While *In Touch* is billed as a talk show featuring a live audience and special guests, it will straddle the fence with another bur-



## Le Parc offers you a great luxury suite even when your budget affords a good hotel room.

**A**t Le Parc Hotel we believe in business. And good value is good business. All 154 luxury suites at Le Parc come equipped with multi-lined telephone systems. Each suite provides for a comfortable conversation/entertainment center

separate from the sleeping area. And, if your in-suite facilities still aren't sufficient for your company, our conference rooms and multi-lingual staff are there to run things your way.

**W**e also believe in relaxation. That's where the rooftop tennis court comes in, and the swimming pool, the spa, the gym, the private restaurant/bar and the in-suite gourmet food service.



**G**ood business also dictates a good location. Ours is excellent: a quiet residential street at Melrose and La Cienega, immediately adjacent to Beverly Hills. The recording, movie and design industries are our neighbors and downtown is only 20 minutes away.

**L**e Parc is a member of L'Ermitage Hotels. Our flagship Beverly Hills hotel, L'Ermitage, is the only all-suite Five Star, Five Diamond hotel in America. All five L'Ermitage hotels are intimate, luxury, all-suite hotels and share the L'Ermitage standards of quality and service.

**C**ontact your travel agent or call us directly. You'll find out how comfortable good business can really be.



LERMITAGE HOTELS, 800-424-4443



MONDRIAN  
LE PARC

LERMITAGE

BEL ÂGE  
LE DUFY

**A Collection of Originals.<sup>SM</sup>**

Outside the USA and Canada Telex 495516 LEGG

**'Late Night' dubbing.** On Thursday Sept. 25, *Late Night with David Letterman* served up a repeat show—with a twist: The entire program was dubbed with different voices for cast and guests alike. NBC said it was the first time a program produced in English was dubbed for rebroadcast on a network. No advance announcement was made and a number of viewers—250 in New York alone—called in, for the most part expressing confusion as to what was going on. It's understandable. The voice of the program's band leader, Paul Schaefer, which is nasal and somewhat whiny, was dubbed by a professional who has frequently dubbed the voice of Jean Paul Belmondo in foreign films. Letterman's voice was dubbed by David Fernandez, who did the voice-overs for the *Speed Racer* cartoon series from Japan. Guest star Raquel Welch's voice was dubbed by Corrine Orr, who has done the dubbing for a number of imported "Kung Fu" movies. A spokesman said the dubbing project took 60 hours, plus mixing.

geoning program form, reality-based half-hours featuring re-enactments of psychiatric therapy sessions.

"This is more than a talk show," said Bill

Jenkins, executive vice president of Malrite's Television division, adding that unlike *Donahue* or *The Oprah Winfrey Show*, *In Touch* will not use Viscott as a host who

relies on guest experts. Rather, said Jenkins, the show will feature encounters between Viscott and his audience. *In Touch* will not use live call-ins due to its production schedule. Jenkins said Malrite has been developing the show for six to seven months.

A pilot of the show will be produced in November in Los Angeles, where Viscott currently hosts his radio show Wednesday through Friday.

Viscott is the author of a number of books, as well as the "In Touch" line of American Greetings cards.

Malrite's broadcast holdings include three independent stations and one Fox Broadcasting affiliate. Jenkins said the show is not aimed specifically at independents, and will run easily on affiliates as well.

*In Touch* will represent a move into syndication that Malrite has been considering for some time, according to Jenkins. Distribution plans are not complete. □

## New offerings from New Century

Distributor makes its initial entry into first-run syndication

New Century Telecommunications, the year-old film distributor, plans to break into first-run syndication in the fall of 1987 with two half-hour strips—*Photoplay*, modeled on the magazine of the same name, and a yet-unnamed "comedy-game show"—and a weekly one-hour talk-variety show featuring Suzanne Sommers.

*Photoplay*, which looks at the personal lives of Hollywood personalities, is currently airing on KCBS-TV Los Angeles in prime access. A typical segment included Gary Crosby, Lorna Luft (Judy Garland's daughter) and Nancy Sinatra all talking about their famous parents. Between Sept. 15 and Sept. 30, the show averaged 7.5/12.

New Century will begin selling 105 episodes of *Photoplay* to stations in November on a cash-plus-barter basis.

The show is produced by KTVU(TV) San Francisco in association with Photoplay Magazine Television Enterprises Inc. Jack Haley, Jr. is executive producer of the series and Alan Landsburg is executive consultant.

Cox Communications owns KTVU and The Landsburg Co. as well as a distribution arm, Television Program Enterprises. But TPE passed on the distribution of *Photoplay* because its distribution plans for the coming NATPE conference were already made. TPE has three new shows in development for the fall of 1987, but will take only one to market.

New Century Telecommunications is a division of New Century Entertainment, formerly New Century Productions, which was formed in 1981. It merged with SLM Inc., a limited partnership that financed theatrical movies, in 1984.

Sales of the various new properties are the domain of New Century Telecommunications President Bobby Morin, who joined the company in March 1985. Morin was formerly executive vice president in charge of worldwide distribution at 20th Century Fox. □

## You've seen a stag run, but have you ever seen a stag have fun?



Insurance companies aren't funny, right? Wrong.

Insurance companies do very serious advertising on TV or in magazines right? Wrong.

Insurance companies stick to the rules. Right?

Not The Hartford Insurance Group.

Working with McCaffrey & McCall, they broke all the rules with comedy. On the radio. Aiming their radio spots to sell small business insurance they increased gross written premiums by 58% and wrote 13.8% more in small business policies.

For car and homeowners insurance, radio reached 68% of the target audience and generated a very significant sales increase.

Earning 16 premium dollars for each dollar invested in advertising just doesn't seem possible, but if you ask the stag, he'll tell you.

## "I SAW IT ON THE RADIO."

To find out how radio can produce sales results for you, contact:  
Radio Advertising Bureau, 304 Park Avenue South, New York, NY 10010



# RIDING GAIN

# O N R A D I O

## Keep it going

The National Association of Broadcasters is calling for continuation of the FCC's Advisory Committee on Radio Broadcasting. The committee's charter expires Dec. 31 and the NAB, in letters to the committee's chairman, Louis Stephens, and FCC Chairman Mark Fowler, urged that its charter be renewed for at least two years. The National Telecommunications and Information Administration made the same recommendation.

## Museum notes

The Museum of Broadcasting in New York is \$250,000 richer, thanks to a contribution from Ralph Guild, chairman and chief executive officer of Interep.

Announcement of the grant was made by Dr. Robert M. Batscha, president of the Museum of Broadcasting. Batscha said part of the many would be used to catalogue 1,400 radio programs. An advisory board has been formed to help the museum plan its radio collection. It consists of Arlene Francis, actress and radio personality; John Gambling, WOR(AM) New York personality; Bruce Morrow, WCBS(FM) New York personality; Ed McLaughlin, former president of ABC Radio Networks; Warner Rush, president, Major Market Radio, and Guild.

## History lesson

Orange Productions, Narbeth, Pa., has introduced *Reflections on the Black Experience*, a daily, one-minute feature focusing on black history. The program is targeted to black/urban radio stations. The program is written and narrated by broadcaster and historian Mark Hyman.

## Come together

Broadcast Music Inc. has made a cooperative agreement with the Composers and Authors Society of Hong Kong Ltd., expanding the sources of music available to licensees of both organizations. CASH is the 39th society with which BMI has cooperative agreements.

## 'Monitor' marketing

The Christian Science Monitor Syndicate Inc., newly formed subsidiary of Boston-based *Christian Science Monitor*, will provide marketing and distribution services for Monitor's radio and TV programming and will own and operate independent WOTV(TV) Boston (pending FCC approval of purchase) and three shortwave radio stations. The new for-profit corporation will be headed by David Morse.



**Paid up.** National Public Radio paid off the final \$228,002.38 outstanding on a \$7-million loan received in August 1983 from the Corporation for Public Broadcasting. Last Tuesday (Sept. 30) at CPB headquarters, NPR President Doug Bennet (l) handed the check to CPB President Martin Rubenstein, who then leaned over and dropped it on the ground, saying: "I just want to see one thing—does it bounce?" NPR member stations paid off the loan through dues assessments, while NPR paid interest totaling \$1.3 million and part of the principal.

## New 35 kW FM Power From A Proven Winner



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

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

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

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

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

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



Continental Electronics

a DIVISION OF VARIAN



## Appeals court to FCC on fairness doctrine: If you don't like it, don't enforce it

**Court gives signs of ducking constitutional question; presiding judge tells FCC it has power to repeal doctrine on public interest grounds**

The FCC has had easier days before the U.S. Court of Appeals in Washington than it had on Tuesday (Sept. 30). Its general counsel, Jack Smith, in attempting to defend the commission's position on the fairness doctrine, conceded that the commission is continuing to enforce the doctrine—despite doubts as to its constitutionality and public interest benefits—because of fear of Congress. "We're between the rock and the hard place," Smith said, with the Constitution "the rock" and Congress "the hard place." To the presiding judge, the commission was hardly "a profile in courage."

Smith made his unusual confession in the oral argument that a three-judge panel was holding on appeals from two commission actions—its report on its inquiry into the fairness doctrine and its holding that Meredith Corp.'s WTVH(TV) Syracuse, N. Y., vio-

lated the fairness doctrine in carrying a series of ads endorsing construction of a nuclear power plant. Broadcast industry groups have seized on both as vehicles for seeking a judicial holding that the doctrine is unconstitutional. But the presiding judge, Laurence Silberman, indicated the odds were against such a ruling.

Silberman, who peppered the lawyers on both sides with questions throughout the two-and-a-half hours of argument, noted that courts avoid reaching constitutional questions whenever possible. And, he said in a colloquy with Smith, "If you [the commission] decide on public interest grounds [to repeal the fairness doctrine] the constitutional issue doesn't come to us." Indeed, he indicated, in a question he put to most of the lawyers who appeared, that the commission has such grounds. In view of the commission's conclusion in its fairness inquiry, in August 1985, that the doctrine does not serve the public interest, he asked, isn't it, *per se*, arbitrary and capricious for the commission to enforce it? The commission held that the doctrine infringes on "fundamental constitutional principles."

What's more, the commission would have a more difficult time now than it did last year to invoke uncertainty as to its authority to repeal the doctrine. The question of whether the doctrine is a statutory requirement has long been debated. But two weeks ago, another panel of the court held that it is not a matter of law—that it is simply a matter of commission policy (BROADCASTING Sept. 22). And although public interest groups have said they will appeal, Silberman said that decision "resolves" the issue for the District of Columbia circuit.

All of which suggested to some lawyers on both sides of the issue that the court may send back to the commission at least the case in which the Radio-Television News Directors Association and other broadcast interests have challenged the commission's order in the fairness inquiry. They argued that the commission was arbitrary and capricious in not repealing the doctrine after finding, as it did, that the doctrine chills speech on controversial issues of public importance. The groups also sought a ruling on the constitutional question.

Henry Geller, the former FCC general counsel, who is one of the public-interest attorneys opposing broadcaster efforts to obtain repeal of the doctrine, considers the case far from ripe for a decision on the constitutional question. He said the commission "left the record incomplete," a reference to a proposal he made in the FCC's fairness inquiry for an alternative to the manner in which the commission enforces the doctrine,

one that he said would avoid the First Amendment problems the commission sees in its approach. Geller suggested that the commission review fairness matters not on a case-by-case basis but at license renewal time. The commission did not address the proposal in its order.

And although Geller and other public-interest lawyers have argued that the court should dismiss the RTNDA appeal on the ground the commission's order is not a final one, he would welcome a remand with instructions to the commission to consider the matter further in a rulemaking so that it could take up his idea. (Not that he has any illusions about the outcome. But he would be in a position to appeal rejection of the proposal.) However, Timothy Dyk, counsel for RTNDA, CBS and other broadcast interests in the case, said the Geller idea was an old one that the commission had rejected in 1974.

The commission, in its fairness order, deferred to Congress on the question of what action should be taken regarding the doctrine. And Congress has made it clear that it expects the commission to continue to enforce the doctrine. "Congress has tied our hands," Smith told the court, in one of the confessions that led Silberman to express doubt about the commission providing a "profile in courage." How, Silberman wondered, can FCC commissioners, sworn to uphold the Constitution, enforce a doctrine they feel is unconstitutional? "You want us to do it [repeal the doctrine]," said Silberman, "because we have life tenure." Smith even said that if the case were returned without instructions, the commission would continue to enforce the doctrine—"and we'd be back here in six or seven months," apparently fighting another appeal.

But later, during the portion of the argument devoted to the *Meredith* case, Silberman asked if the commission would follow instructions from the court, and Smith said, "Of course, if the court reversed we wouldn't enforce the fairness doctrine." The context suggested Smith felt that the court's reversal of the commission's decision in *Meredith* in light of the commission's findings in its report on the fairness inquiry would bar the commission from enforcing the doctrine—even without a rulemaking designed for that purpose. However, in that event, the focus would probably shift back to the fairness report, as public interest groups sought to overturn it in court. Still, Dyk said broadcasters would be "delighted" if the commission followed a court order holding that enforcement of the doctrine was arbitrary and capricious.

The question of whether Congress would

**SAGE BROADCASTING CORPORATION**  
Has Acquired 8 Radio Stations:

- WUJK (AM) WBIZ (FM) Eau Claire, Wisconsin
- WTAX (AM) WDBR (FM) Springfield, Ill.
- KMNS (AM) KSEZ (FM) Sioux City, Iowa
- WXYQ (AM) WSPT (FM) Stevens Point, Wisconsin

For Approximately \$9,400,000 From Sentry Broadcasting, Inc.  
The undersigned was proud to represent both parties in this transaction.

**BARRY SHERMAN & ASSOCIATES, INC.**  
1828 I. St., N.W. Suite 300  
Wash., D.C. 20036  
(202) 429-0658  
Midwest  
H. Walter Westman  
(313) 881-5432

command the FCC on the fairness doctrine issue in the new fiscal year, as it did in 1986, was not clear last week. The congressional directive to the commission adopted last year expired on Sept. 30. But the Senate was scheduled to act late in the week on a continuing resolution that includes a directive to the commission to refrain from eliminating the doctrine, as well as an order to reopen the inquiry. The resolution was expected to pass the Senate without change, but broadcasters and the commission were hoping to persuade a conference committee that will reconcile Senate and House versions of the resolution to eliminate the directives to the FCC.

If Smith acknowledged in the *RTNDA* case the commission's unwillingness to confront Congress on the fairness issue, he confessed to a lack of precision on the part of the agency in its order in *Meredith*. The commission, while denying Meredith's petition for reconsideration, held that WTVH had indeed met its fairness obligations in the matter—a finding based on a supplemental brief that Meredith filed after the commission issued its original order. As a result, the commission now maintains that Meredith is not aggrieved, and therefore has no basis for appeal. Public-interest groups seeking to protect the fairness doctrine have made the same argument. But Floyd Abrams, counsel for Meredith, said the commission's order constitutes "a blot" on Meredith's record. Smith conceded the commission's final order caused "a certain amount of confusion."

Dyk and Abrams, in urging the court to hold that the doctrine violates the First Amendment, were arguing in the face of the Supreme Court's 1969 decision in *Red Lion* that reached a contrary conclusion. But they could take heart from the recent appeals court decision concluding that the doctrine is not statutorily required: without presuming to overrule the high court's *Red Lion* decision, the majority opinion questioned its reliance on the spectrum scarcity argument. Dyk and Abrams suggested a variety of reasons the appeals court could use in finding the doctrine unconstitutional.

They cited the changes in telecommunications technology and the sharp increase in broadcasting outlets since 1969. Both noted that the Supreme Court itself, in a case involving the League of Women Voters, in 1984, had invited the commission or Congress to send a "signal" that technological developments had advanced to the point where "some revision" of broadcast regulation "may be required" (BROADCASTING, July 9, 1984). Abrams said the commission's fairness report is "a burning arrow" signaling "the enormity of change in technology since *Red Lion*." The Supreme Court had also said it would be forced to reconsider its decision in that case if it were found that the doctrine has a chilling effect on speech. And Abrams and Dyk said the commission inquiry has produced evidence it has had such an effect. "So the doctrine can no longer stand," Dyk said.

Andrew Schwartzman, of the Media Access Project, one of the public-interest groups participating in behalf of the fairness doctrine, challenged the argument that it inhibits speech. Indeed, he said the facts in the Meredith case indicate otherwise. He noted

**SICC relief.** The FCC Review Board last week approved a settlement agreement clearing the way for Spanish International Communications Corp. to sell its way out of broadcasting (BROADCASTING, June 30). Under the settlement, the FCC Mass Media Bureau had agreed to drop its opposition to SICC's renewals on the condition that SICC sell out to independent parties. SICC has proposed to sell its five TV's and five low-power television stations to Hallmark Cards and First Chicago Venture Capital for \$301.5 million (BROADCASTING, July 28). The board's action clears the way for the FCC to approve the sale. In its order last week, the board said it couldn't find any "compelling administrative values of ample gravity to offset, or begin to offset, the public interest benefits inherent to the proffered settlement."

The review board also dismissed opposition by a group of organizations including the Mexican American Bar Association of Los Angeles County on the grounds that the petition was filed too late.

that WTVH agreed to sell more advertisements on the side of the nuclear power plant construction after the Syracuse Peace Council filed its fairness complaint. And Schwartzman argued that broadcasting is "different" from other media for First Amendment purposes. When Silberman asked if broadcasters give up First Amendment rights when they "volunteer" to become public "fiduciaries" as licensees, Schwartzman said, "They agree to meet the First Amendment rights of the American public."

It was not evident that such sentiments struck a responsive chord among the members of the panel. Rather, the judges seemed

to be looking for arguments on the other side, perhaps even to strike down the doctrine on constitutional grounds. Judge Steven Williams, one of the new Reagan appointees to the appeals court in Washington, noted that Dyk had offered as a reason for outlawing the doctrine the increase in the number of broadcast voices. Yet, Williams said, in the *Miami Herald* case, in 1974 (BROADCASTING, July 1, 1974), the Supreme Court declared unconstitutional a state law imposing fairness-type obligations on newspapers "despite [the] high concentration" of newspaper ownership involved. "So," he said, "maybe the degree of concentration is irrelevant." □

## CBS declares its independence

### Company answers FCC saying that no transfer of control took place when board appointed Tisch CEO

"Recent events at CBS reflect no change of control but, to the contrary, demonstrate decisive action by a strong independent board, acting on behalf of all shareholders, to maintain the independence and integrity of CBS." That's what CBS, responding to a request by the FCC Mass Media Bureau (BROADCASTING, Sept. 22), argued in a filing at the FCC last week.

Centrally at issue is whether Laurence Tisch's becoming interim chief executive officer of CBS in the wake of Thomas Wyman's ouster, and Tisch's acquisition of 24.9% of CBS's common stock through the Loews Corp., of which he is chairman, indicated that control over the company has changed hands without FCC approval. Unauthorized transfers are illegal. Fairness in Media, whose own attempt to take over the network failed, requested the ruling (BROADCASTING, Sept. 15).

CBS said it continued to be an independent corporation operated by an independent board of directors acting on behalf of its shareholders, and that no new entity had assumed the power to direct the corporation's affairs. CBS argued that Tisch had neither exercised nor sought to "exercise domination" over the affairs of the corporation. CBS said Tisch—one vote on a 13-member board—lacked the ability to determine the composition of the board or dictate the actions of its other members and that he was asked by the board to become acting CEO. In addition, CBS contended that the decision not to pursue merger discussions with Coca-

Cola had been by consensus of the board, not by Tisch alone. "Neither Mr. Tisch nor Loews has acquired the power to determine the composition of the board or to dictate to or overrule the board regarding the affairs and policies of the corporation," CBS said. "As acting chief executive officer, Mr. Tisch remains under the supervision of the board and may be removed by the board at any time."

With its filing, CBS included an excerpt from the minutes of the Sept. 10 CBS board meeting at which Tisch assumed the CEO position and CBS founder William Paley, who owns 8.1% of CBS common stock, stepped in as acting chairman.

The excerpt itself is an abbreviated account that does not explain some events and appears to leave others out of context. There also is a gap in the excerpt. A CBS spokeswoman said the part excised consisted of advice from counsel.

According to the account, Wyman said he had received an "overture" from Coca-Cola that could lead to discussions under which Coke would purchase CBS. His Coke contact had indicated that if CBS were to provide some confidential information, Coke would be in a position to decide within 10 days if it were interested in pursuing discussions. Wyman recommended that the information be provided and that a committee, excluding himself, Tisch and Paley, be appointed to consider any offer. Tisch and Paley both reportedly said their holdings were not for sale and they did not think the corporation should be offered for sale at that time. (Tisch and Paley together, with 33% of CBS's common stock (or 31.3% of total voting stock, including 1,285,000 preferred

shares), have virtual veto power over such discussions since New York corporate law requires that two-thirds of a corporation's voting shareholders approve a merger.) Wyman then "withdrew" from the meeting. (The minutes don't say whether Wyman was asked to leave.) Paley and Tisch, the account said, then discussed Wyman's shortcomings. "These included a record of unsuccessful acquisitions, inattention to the talent and creative aspects of the business, particularly in the flagship news division, inability to control overhead costs, failure to anticipate declines in operating earnings and other factors," the minutes said.

Also, according to the minutes, Paley proposed that Wyman be permitted to resign and that Tisch be elected acting chairman of an executive committee, that the executive committee consist of Paley, Tisch and several outside directors, that Paley be elected acting chairman of the company and that the executive committee act as CEO. At the request of the other directors, Paley and Tisch withdrew. The remaining directors, according to the minutes, then unanimously agreed that it would not be in the best interests of the shareholders to solicit proposals for the purchase of the corporation at that time. "On the assumption that Mr. Wyman would, under the circumstances, resign as a director and officer of the corporation, the directors present then considered such matters as the financial and other arrangements for Mr. Wyman's separation," the account said. "After further discussion, the directors present then agreed it would be better for the corporation to have an acting chief executive officer, rather than a committee, running CBS during this transition period, which is expected to be of short duration, no more than a few months. It was further agreed that, by reason of time available, managerial experience

and other qualifications, Mr. Tisch should be asked if he would be willing to serve as acting chief executive officer during this period." Tisch returned to the room, was advised of the board's thinking, and agreed to assume the CEO position, "if that be the decision of the other directors," the minutes said. "He also stated his concurrence with the other conclusions of the outside directors and reiterated the statements made previously that Loews Corp. was not seeking to control the corporation."

Also according to the minutes, all of the CBS directors except Wyman and Tisch had attended a "lengthy informal meeting" the night before the official board meeting at which many of the reasons Paley was recommending that Wyman resign were discussed.

The CBS package included an affidavit from Newton Minow, CBS board member and former FCC chairman, who said he was of the view that there had been no transfer of control. "The board itself retains, as in the past, the authority to manage CBS's affairs and operations, including the appointment and removal of officers, acting on behalf of the corporation's shareholders," Minow said. Minow also said the remaining board members, without Paley and Tisch, decided to appoint Tisch as acting CEO instead of assigning that role to a committee. "Prior to reaching tentative agreement on this proposal, those directors had not, to the best of my knowledge, discussed the proposal with Mr. Tisch or with any representative of Mr. Tisch," Minow said.

In a cover letter, Paley said that while he and Tisch had held similar views on Wyman's "continued tenure with the company," he and Tisch had "no agreement or understanding with respect to the voting of our stockholdings or the positions we will take on future issues to come before the board." □

## Broadcasters seek resolution of trade dispute with Canada

**Buffalo, N.Y., broadcaster takes case of border broadcasters to hearing on Canadian trade issue**

For 10 years, U.S. border broadcasters have been seeking ways to persuade if not force Canada to ease up on or repeal the tax law designed to keep advertising dollars on the northern side of the border. Last week, Leslie G. Arries Jr., president of WIVB-TV Buffalo, N.Y., took advantage of a forum provided by the House Subcommittee on Economic Stabilization to make the border broadcasters' case again.

The subcommittee is conducting a series of hearings in connection with U.S.-Canadian negotiations on a free-trade agreement. And Arries was assured of a friendly welcome, since the subcommittee chairman is Representative John J. LaFalce (D-N.Y.), whose district includes Buffalo. He said he had already spoken to Peter Murphy, the chief U.S. negotiator on the issue, about the problems that Arries and others who testified at the hearing had presented.

The broadcasters' concern, a Canadian tax law known as Bill C-58 that was adopted in 1976, denies a tax break to advertisers who buy time on U.S. stations whose signal is received in Canada. The dollar amount is not great compared to U.S. trade with its most important trading partner, Canada—that trade amounted to \$116 billion last year. But Arries said the 60 stations along the border feel the loss—an estimated \$20-\$25 million annually. The stations in the Buffalo market alone lost between \$75 million and \$100 million in the 10 years the law has been in effect, he said.

"The negotiations for a free trade agreement now in progress present a definitive opportunity for resolution of the border broadcast dispute that must not slip away," he said. "If the negotiations are to be successful, they cannot ignore Bill C-58, but must establish a process for its elimination."

The border broadcasters' lobbying produced "mirror" legislation two years ago that denies a tax break to Americans who advertise on Canadian stations that have American audiences. But Arries said the effect on Canadian stations is limited largely to those over the border from Detroit. He also noted that the legislation was intended only as a first shot, that President Reagan, in sending the bill to Congress in 1984, recognized that the measure "by itself may not cause the Canadians to resolve the dispute."

It hasn't, Arries said. Neither have efforts to reach a compromise. Canada has defended the tax bill as one designed to help promote development of a Canadian program production industry. So, Arries said, the border broadcasters have offered to contribute a percentage of advertising revenues to a Canadian program production fund and to pro-rate tax deductibility for Canadian ad-

## Washington Watch

**Privacy update.** Senate passed "Electronic Communications Privacy Act" last week. Fate of legislation was uncertain due to efforts by Senator Jesse Helms (R-N.C.) to attach dial-a-porn amendment outlawing sexually explicit telephone messages, but bill's supporters attached measure to omnibus drug legislation in Senate. Under bill, unauthorized interception of network satellite feeds (specifically news and sports backhauls) would be prohibited. Senate version reduces criminal penalty for private home viewers. □

**MMDS grants.** Using lotteries, FCC has granted multichannel multipoint distribution service applications of Belwen Inc. and Video/Multipoint, Anderson, Ind.; Fortuna Systems Corp. and Wireless Services Inc., Anderson, S.C.; Phoebe Virginia Stiles and Broadcast Data Corp., Billings, Mont.; National Wireless Video and Whitcom Investment Co., Bangor, Me.; Lawrence N. Brandt and Capital Cities Entertainment Systems, Burlington, Vt.; Kansas City Southern Industries and Mettler Communications Inc., Clarksville-Hopkinsville, Tenn.-Ky.; Paul Communications and Champion Industries Inc., El Centro, Calif.; Microwave Video Services and MWTV Inc., Globe, Ariz.; Hubbard Broadcasting Inc. and Multichannel Media Inc., Joplin, Mo.; Multichannel Distribution of America and Kannew Broadcast Technologies, La Crosse, Wis.; Lawrence N. Brandt and National Wireless Video, Ocala, Fla.; Kansas City Southern Industries Inc. and National Television Co., Panama City, Fla.; Home/Systems Joint Venture and Wireless Services Inc., Parkersburg-Marietta, W.Va.-Ohio; Microwave Video Services Inc. and Champion Industries Inc., Prescott, Ariz.; Visionaire Inc. and Kannew Broadcast Technologies, Pueblo, Colo.; HDH Telecommunications Inc. and Microband Corp. of America, Rochester, Minn.; Ted and Nancy Phillips Co. and New Mexico Media Ltd., Santa Fe, N.M.; Kansas City Southern Industries Inc. and National Television Co., Tuscaloosa, Ala.; Kannew Broadcast Technologies and Wichita Business Music Co., Tyler, Tex.; National Wireless Video and Mickelson Media Inc., Wichita Falls, Tex., and Microwave Video Services Inc. and B.F. Investments Inc., Yuma, Ariz.

vertising expenditures on U.S. border stations based on the percentage of the U.S. audience. "But all to no avail," Arries said. "The Canadian government has simply refused to negotiate."

Arries maintains that C-58 does not accomplish its stated cultural purpose. He quoted a Canadian study that concluded that the bill has generated "windfall profits" for Canadian stations but that those profits are not spent on Canadian programming. Canadian broadcasters, Arries said, know that Canadians want to watch American programs. He said Canada's "cultural lobbyists" are seeking to reduce the amount of Canadian content required from 60% to 50%, to permit a 10% increase in foreign (American) programming. What's more, he noted that "the most vocal cultural lobbyists" are private Canadian broadcasters who "have made millions of dollars through the Bill C-58 subsidy." He quoted a Canadian government report that recommended retention of C-58 but acknowledged that it is no more than "simple commercial protection of industries that happen to be in the 'culture' business."

Compounding the border broadcasters' bitterness over the issue is the sharp drop that has occurred in the American stations' penetration of the Canadian market. What had been a 42% penetration level has dropped to 30%, sign-on to sign-off, Arries said, with no American station having a share of audience in Canada exceeding 15%. "These numbers show that over the years, the Canadian audience for U.S. stations has been greatly reduced and open market competition should not be a problem for Canadian broadcast stations even if C-58 were repealed," Arries said, adding, "The Canadian broadcast system would not suffer in head-to-head competition with the Americans." □

## Fowler calls for auction of common carrier and private radio spectrum

**FCC chairman presents licensing plan to House Telcomsubcom, with half billion dollars to go to public TV; response is generally positive**

FCC Chairman Mark Fowler called for an end to what he called the "free ride" accorded under the FCC's present policy of awarding licenses in common carrier and private radio spectrum. As an alternative, the chairman recommended legislation allowing the FCC to auction common carrier and private radio spectrum as a means of generating revenue to help reduce the federal deficit and as a source of funding for public broadcasting. Fowler made his pitch at a House Telecommunications Subcommittee hearing last week.

Fowler estimated that proceeds from the auction could reach \$2 billion. He suggested that half a billion might be earmarked for

public broadcasting. He also advocated allocating half a billion for a means-tested, low-interest loan program to permit low-income people to get into telecommunications. And the chairman thought the funds could be used for acquisition of state-of-the-art mobile communications systems for a new national public safety network (BROADCASTING, Sept. 29).

For the most part, subcommittee members responded favorably to Fowler's proposal (the chairman first advanced the auction idea in May 1985). The lawmakers, however, expressed some concerns that any legislation must safeguard against the so-called "warehousing" of licenses and insure that small businesses, particularly those in rural areas, be afforded the same opportunity to bid for the licenses as larger well-financed companies. "If you can assure me the little guy is not frozen out then I'll be supportive of the bill," said Representative Howard Nielson (R-Utah).

But, if Representative Mickey Leland (D-Tex.) has his way, the auction proposal won't go anywhere. The FCC has "broken the faith of Congress," said Leland. He is disturbed by the FCC's decision to disavow itself from its policy on minority and female preferences. "I doubt the FCC, will on its own initiative, do anything positive for minorities. I will oppose all efforts to expand the FCC's authority until this commission demonstrates that it can work with Congress," Leland said. He plans not only to fight Fowler's auction plan but also the so-called Dole bill, legislation introduced by Senate Majority Leader Robert Dole (R-Kan.), that would transfer the federal courts' authority to regulate local telephone companies to the FCC.

Fowler denied the commission was unwilling to compromise with Congress. For example, he said, the FCC's action on must-carry and its multiple ownership rules involved "true compromise with the Congress." The FCC's multiple ownership rules, the chairman noted, contain a specific provi-

sion suggested by Leland. "We worked very carefully with him [Leland] to put that in," Fowler said.

House Telecommunications Subcommittee Chairman Tim Wirth agreed with Fowler's assessment that the FCC had consulted with Congress on those issues. But, Wirth said, "we'd like to have that kind of consultation and agreement on all issues."

Wirth felt the auction proposal was worth exploring, although he has some reservations. "If only the largest, wealthiest entities are able to buy frequencies, they could have an incentive to warehouse these frequencies to prevent other companies from competing or extract monopoly 'rents' for their use by smaller entities," Wirth said. In addition, the chairman thought the auctions, if not conducted carefully, "could encourage as much—if not more—of an administrative burden and potential speculation as the lottery process has in the cellular, low-power television and other markets, since applicants could flood the commission with frivolous proposals simply to obtain a 'ticket to bid.'"

Furthermore, Wirth said, auctions should not be used to allocate spectrum. "The FCC still has important responsibilities—to designate spectrum for specific purposes based on the public interest, to encourage the development of new technologies and to insure that this scarce public resource does not fall into the hands of speculators," he said. He noted that the auctions would be used to award initial licenses, not license renewals.

Since Fowler's proposal would not affect broadcast services there was little discussion on the matter. Nevertheless, Representative Al Swift (D-Wash.) thought that once the auction was established the FCC might try and apply the concept to broadcast frequencies. But Fowler said that wasn't the case. "We have no hidden agenda," he told Swift. "I think it's something you [Congress] ought to consider. It's a political judgment Congress can make," Fowler said. Moreover, the



FCC Chairman Fowler (top) and Telcomsubcom Chairman Wirth (bottom)

FCC chairman said that if Congress is worried about such an occurrence, it can include statutory language prohibiting the auctioning of mass media services. Fowler pointed out that his proposal is only for five years. "Let's try it for five years and see how it works out."

What's disturbing about the initial licensing system for commercial broadcasting, Swift said, is that speculators are dealing with licenses like "pork bellies." Those speculators, Swift noted, aren't interested in operating stations, but turning the license over for a profit.

Fowler told the subcommittee that warehousing could be prevented by requiring that the spectrum be used immediately. He said the auction proposal would be reworked to "incorporate these points." When asked whether all the commissioners support the concept, Fowler said all but Commissioner James Quello favored it. He said Quello was troubled about how much spectrum to allocate for mobile satellite.

The auction plan was endorsed by Thomas Gale Moore, a member of the Council of Economic Advisers. □

going to have something to hang it on." He also described the U.S. position as one "in which we would just as soon have Mr. Gadhafi go to bed every night wondering what we might do."

The *Post* story said the plan had been developed by the President's national security adviser, John M. Poindexter, outlined in a three-page memo and approved on Aug. 14 at a White House meeting that President Reagan attended. As quoted in *The Post* article, the Poindexter memo said the plan "combines real and illusory events—through a disinformation program—with the basic goal of making Gadhafi think that there is a high degree of internal opposition to him within Libya, that his key trusted aides are disloyal, that the U.S. is about to move against him militarily."

Speakes, who said he was speaking after checking with Poindexter, said *The Wall Street Journal* story had not been "authorized by the U.S. government" but that Poindexter had considered it "generally correct." At the time it was published, Speakes called the article "authoritative." According to *The Post* article, the plan was written against a background of intelligence reports that Gadhafi was "quiescent" on the terrorist front. Speakes said use of "quiescent" could be defended on the ground that "there had been no overt [terrorist] activities."

Throughout the six years of the Reagan administration, "disinformation" is a tactic that U.S. Information Agency director Charles Z. Wick has attributed to the USSR propaganda apparatus. In congressional appropriations hearings, Wick regularly claims that the Soviets are spending heavily on disinformation campaigns against the West. Right wing spokesmen say American journalists are frequently victimized by Soviet disinformation. A few years ago, that assertion was the theme of a novel, "The Spike," written by Arnaud de Borchgrave, now editor of *The Washington Times*, and Robert Moss, who has written extensively on the subject of disinformation.

Speakes said Poindexter had assured him that no effort had been made to "provide disinformation to the U.S. media" in connection with efforts to dislodge Gadhafi. But after being pressed in the morning briefing on possible American disinformation activities abroad, Speakes was unable to provide a specific answer at the noon briefing as to White House policy. He said, however, that some agencies, like the USIA, have policies banning disinformation abroad.

The "disinformation" article was not the only important media-related story on a prominent front page on Thursday. *The New York Times* reported that the Federal Bureau of Investigation has developed a special, four-agent team to investigate leaks of sensitive information to news organizations. FBI agents frequently are assigned to track down such unauthorized disclosures. But creation of a unit, comprising agents chosen for special qualities, was said to be a response to criticism that inquiries were being handled too slowly by agents who lacked the sophistication necessary to deal in complex national security issues. *The Times*, quoting unnamed "officials," said the new unit is working "on about a dozen cases." □

## U.S. disinformation campaign alleged

**'Post' prints story that news reports in August on Libya were influenced by administration to unseat Gadhafi**

The Reagan administration last week was said to have engaged in the kind of activity it frequently says is a common practice of the USSR—disinformation. *The Washington Post* on Thursday carried a story on its front page reporting that the administration in August launched a campaign of deception aimed at convincing Libyan leader Moammar Gadhafi that U.S. bombers were about to attack his country again and that he might be ousted in a coup. Much of what *The Post* described as "false information" was reported as fact in a lengthy article in *The Wall Street Journal*, on Aug. 25, then was picked up in other broadcast and print media, including *The Post*.

The "disinformation" story sparked a lengthy and lively exchange between White House spokesman Larry Speakes and reporters during Speakes's regular 9:15 a.m. and noon press briefings on Thursday, as Speakes denied that the administration had attempted to mislead the U.S. media. Speakes stood by statements of administration officials in August that U.S. intelligence reports indicated that Gadhafi was preparing for a resumption of his support of terrorist activities.

President Reagan offered his own denials. In a meeting with columnists, he said he challenged "the veracity of that entire [*Post*] story." He specifically denied any attempt to mislead the American public. But he also acknowledged that memos have been written on intelligence gathering, "so," he added, "I can't deny that here and there, they're

### CGS COMMUNICATIONS OF LYNCHBURG, INC.

(Michael P. Cefarrati, Richard D. Singer  
and M. James Galvin, Principals)

has acquired

WLLL-AM-AM & WGOL-FM

Lynchburg, Virginia

for

\$1,350,000

from

The Jamarbo Corporation  
James V. Shircliff, President

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

# BLACKBURN & COMPANY

I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036 ATLANTA, GA 30361 CHICAGO, IL 60601 BEVERLY HILLS, CA 90212  
1100 Connecticut Ave., NW 400 Colony Square 333 N. Michigan Ave. 9465 Wilshire Blvd.  
(202) 331-9270 (404) 892-4655 (312) 346-6460 (213) 274-8151 10/6/86

# Changing Hands

PROPOSED

**KATC(TV) Lafayette, La.** □ Sold by Abellor Corp. to TV Station Partners for approximately \$28 million. **Seller** is owned by Loyola University, New Orleans. It also owns WWL-AM-TV and WJAY-FM New Orleans. **Buyer** is New York-based group of four TV's principally owned by Martin Pompadur and Ralph E. Becker. KATC is ABC affiliate on channel 3 with 100 kw visual, 20 kw aural and antenna 1,740 feet above average terrain. **Broker: Sandler Capital Management.**

**WTRY(AM) Troy and WPYX-FM Albany, N.Y.** □ Sold by Scott Communications Ltd. to CapCom for \$15 million. **Seller** is Pottstown, Pa.-based group of seven AM's and five FM's owned by Faye Scott, widow of late founder, Herb Scott. **Buyer** is subsidiary of Griffin Co., principally owned by entertainer, Merv Griffin. It also owns WPOP(AM)-WIOF(FM) Hartford, Conn. WTRY is on 980 khz full time with 5 kw. WPYX-FM is on 106.5 mhz with 11 kw and antenna 902 feet above average terrain. **Broker: Blackburn & Co.**

**KSNF(TV) Joplin, Mo.** □ Sold by Kansas State Network Inc. to Price Communications for \$11.8 million. **Seller** is Salt Lake City-based group of five AM's, five FM's and seven TV's owned by George Hatch and his wife, Wilda. **Buyer** is publicly owned, New York-based group of nine AM's, nine FM's and three TV's, principally owned by Robert Price, president. KSNF is NBC affiliate on channel 16 with 2,600 kw visual, 260 kw aural and antenna 1,028 feet above average terrain. **Broker: Sandler Capital Management.**

**KFH(AM)-KLZS(FM) Wichita, Kan.** □ Sold by Radio Station KFH Co. to Group 3 Broadcasting for \$5 million. **Seller** is principally owned by J. Phillip Kassebaum, former husband of Senator Nancy Kassebaum (R-Kan.). It has no other broadcast interests. **Buyer** is owned by Gordon Smith, who recently sold WWKX(FM) Gallatin, Tenn., for \$6.6 million ("Changing Hands," July 28). KFH is on 1330 khz full time with 5 kw. KLZS is on 97.9 mhz with 85 kw and antenna 370 feet above average terrain. **Broker: Jack Maloney.**

**KJNE-FM Hillsboro, Tex.** □ Sold by KJNE Inc. to KWON Broadcasting for \$3.2 million. **Seller** is owned by Earle Fletcher and his son, John. It also owns KOPY(AM)-KDSI(FM) Alice, Tex. **Buyer** is Wichita Falls, Tex.-based group of three AM's and two FM's owned by R.J. Moran. KJNE-FM is on 102.5 mhz with 100 kw and antenna 450 feet above average terrain.

**WDVA(AM) Danville and WJLC-FM South Boston, both Virginia** □ Sold by Faver Broadcasting Income Fund Ltd. to Power Broadcasting Inc. for \$2.3 million. **Seller** is subsidiary of Faver Broadcasting, Atlanta-based group of four AM's and five FM's owned by William O. Woodall, Stanley Sackin and Mark Dunaway. **Buyer** is owned by A. Thomas Joyner. It also owns WLRL-FM Champaign, and WLDS(AM)-WYMG(FM) Jacksonville, all Illinois. It recently purchased

KGTN-AM-FM Georgetown, Tex. ("Changing Hands," June 16). WDVA is on 1250 khz full time with 5 kw. WJLC-FM is on 97.5 mhz with 27 kw and antenna 300 feet above average terrain. **Broker: Chapman Associates.**

**KUHL(AM)-KXFM(FM) Santa Maria, Calif.** □ Sold by KUHL Inc. and KXFM Inc. for \$2.25 million. **Seller** is owned by Jim Ranger and his wife, Betty. It has no other broadcast interests. **Buyer** is owned by Andrew Whatley and Michael Reichert, former owners and now general manager and sales manager, respectively, of KTXF(FM) Brownsville, Tex. KUHL is on 1440 khz with 5 kw day and 1 kw night. KXFM is on 99.1 mhz with 50 kw and antenna 1,900 feet above average terrain. **Broker: William A. Exline Inc.**

**KWOW(AM) Pomona, Calif.** □ Sold by Wickstrom Inc. to Money Radio for \$1,750,000. **Seller** is owned by Dean H. Wickstrom and family. It has no other broadcast interests. **Buyer** is principally owned by Buzz Schwartz, host of *Investors Club of the Air*, on KIEV(AM) Glendale, Calif. KWOW is on 1600 khz with 5 kw day and 500 w night.

**WTAW(AM)-KTAW(FM) College Station (Bryan), Tex.** □ Sold by Radio Brazos Inc. to Hicks Broadcasting Corp. for \$1.5 million. **Seller** is principally owned by Rodger B. Watkins, who also owns KLNK(AM) Lufkin, Tex. **Buyer** is owned by William R. Hicks,

and his brother, R. Steven. It also owns KNOW(AM) Austin, KEYI(FM) San Marcos, KLVJ(AM) Beaumont, and KYKR(FM) Port Arthur, all Texas; KAYI(FM) Muskogee, Okla., and WYNK-AM-FM Baton Rouge. WTAW is on 1150 khz with 1 kw day and 500 w night. KTAW is on 92.1 mhz with 3 kw and antenna 275 feet above average terrain.

**WFNY(FM) Racine, Wis.** □ Sold by Lakeshore Broadcasting Corp. to S.E. Wisconsin Radio Inc. for \$940,000, including \$240,000 non-compete agreement. **Seller** is owned by Jerome P. Feeney and his wife, Mary Kaye. It has no other broadcast interests. **Buyer** is owned by Dex Card, who recently purchased WRJN(AM) Racine, Wis. WFNY is on 92.1 mhz with 3 kw and antenna 275 feet above average terrain. **Broker: Blackburn & Co.**

**KVML(AM)-KZSQ(FM) Sonora, Calif.** □ Sold by Crown Sierra Broadcasting Co. to H Group Inc. for \$900,000. **Seller** is owned by Melvin Winters. It has no other broadcast interests. **Buyer** is owned by H. Randolph Holder, and his son, Randolph. It also owns WGAU(AM)-WNGC(FM) Athens, Ga. KVML is on 1450 khz full time with 1 kw. KZSQ is on 92.7 mhz with 3 kw and antenna 650 feet above average terrain. **Broker: Chapman Associates.**

**WREB(AM) Holyoke, Mass.** □ Sold by Algonquin Broadcasting Corp. to DuMont Holding Co. for \$640,000. **Seller** is owned by Joseph T. Alfano, who has no other broadcast interests. **Buyer** is principally owned by Allen B. DuMont, president of DuMont

## MIDWEST Class C FM, Daytime AM

Undermanaged regional station serving area of \$350,000,000 in retail sales with little competition. Diversified economy of industry and agriculture. Solid growth opportunity.

\$1,500,000 (2½ × gross)  
includes 2 parcels of real estate.

**CECIL L.  
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS  
TV CATV RADIO NEWSPAPERS

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

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

Communications Group Inc., Chester, N.J.-based financial consultant. WREB is daytimer on 930 khz with 500 w. *Broker: Kozacko-Horton Co.*

**WCBG(AM) Chambersburg, Pa.** □ Sold by Four States Broadcasting Station Inc. to Little Mac of Pennsylvania Inc. for \$525,000. **Seller** is owned by Norman E. (Bud) Messner and his wife, Molly. It has no other broadcast interests. **Buyer** is owned by John VerStandig. It also owns WAYZ-AM-FM Waynesboro, Pa., and WCEM-AM-FM Cam-

bridge, Md. WCBG is on 1590 khz with 5 kw day and 1 kw night. *Broker: Blackburn & Co.*

**WKEG(AM) Washington, Pa.** □ Sold by Genas Broadcasting Inc. to William A. Ferguson and David Lambert for \$375,000. **Seller** is owned by Joseph P. Nascione, who has no other broadcast interests. **Buyer**, Ferguson, is Pittsburgh-based real estate investor. Lambert owns Pittsburgh-based printing firm. WKEG is daytimer on 1100 khz with 1 kw. *Broker: Ray H. Rosenblum.*

**KCTT-AM-FM Yellville, Ark.** □ Sold by Adams Broadcasting Co. to Scott Miller for \$300,000. **Seller** is owned by John C. Adams, his brother, Don, and Jackie Jefferson. It has no other broadcast interests. **Buyer** is former general manager of WTaz(FM) Morton, Ill. KCTT is daytimer on 1530 khz with 1 kw. KCTT-FM is on 97.7 mhz with 2.45 kw and antenna 328 feet above average terrain.)

*For other proposed and approved station sales, see "For the Record." page 77.*

## The Media

### Nielsen, Arbitron set new TV market rankings

#### Nielsen will lower minimum reporting standards for stations in market surveys

Nielsen and Arbitron have the new rankings for their respective television markets in place (the effective date is January 1987), and in both cases more markets changed rank than stayed the same. Only 71 of Nielsen's 209 markets retained the same ranking from a year ago, while only 66 of Arbitron's

214 markets retained the same ranking. The new rankings will take effect shortly after Nielsen lowers its minimum reporting standard for stations to be included in local market surveys. The new minimum takes effect in late October, in time for the November sweep. It requires stations to have an average 3% of their markets' cumulative net weekly audience, sign-on to sign-off. That puts Nielsen's TV reporting minimum in line with Arbitron's, which has been 3% for

some time. Nielsen's current minimum in most instances is 5% of a market's cumulative weekly audience.

Nielsen did not have an estimate as to how many more stations will be included in its market surveys with the lower reporting standard in place. But PBS has said it will probably add between 40 and 60 public stations to the more than 145 public outlets now surveyed. INTV said last week that it believed another 11 of its 161 members (all commercial independents) would achieve full reporting status in the Nielsen surveys (as opposed to partial or nonreporting status) once the new standard is implemented. Ron Inman, vice president, marketing, INTV, said he believed that with those additions, "close to 95%" of INTV membership would qualify for full reporting status. There are approximately 100 commercial independents that are not members of INTV.

In the top 10 markets, the Dallas-Fort Worth market displaced Washington as the eighth-ranked market on the Nielsen list, with Washington slipping to ninth. The Arbitron list reflected that change last year. In 1987, the only difference in the top 10 on both lists will be that Nielsen continues to rank Cleveland as the 10th-ranked market, and Houston 11th, while Arbitron continues to rank them in the reverse order. The U.S. Census Bureau reported earlier this year that in terms of total population, the San Francisco Bay area surpassed Philadelphia as the nation's fourth largest market, with the latter falling to fifth place. But both rating companies still have Philadelphia ranked fourth and San Francisco ranked fifth, and note that an increase in a market's total population does not necessarily mean that television homes expand proportionately with the body count. The Census Bureau also reported that the Dallas-Fort Worth metro area also surpassed Washington in total population, making the former the ninth largest market in the country, with Washington dropping to 10th.

The top nine television markets, according to both measurement services, remain (in order): New York, Los Angeles, Chicago, Philadelphia, San Francisco, Boston,

### Exclusive Listings

- 4 Top-100 sunbelt growth markets; all Class C FM's; strong cash flow \$40-50 million
- 4 Protected markets outside Top-100; Southeast and Central; cash flow with upside; Terms. \$13-15 million.
- Class C FM; Texas growth market, Turn-around, in format. \$10 million.

**AMERICOM**  
**RADIO ★ BROKERS**

900 Seventeenth St. N.W.

Washington, D.C. 20006

(202) 737-9000



Detroit, Dallas-Fort Worth and Washington.

In other changes in the top-50 to take effect next year, Nielsen reports Atlanta and Pittsburgh reversing order, to 12th and 13th respectively. The next two markets also reverse their order according to Nielsen, with Tampa-St. Petersburg climbing a notch to 14th and Seattle-Tacoma falling to 15th. Arbitron also has Atlanta climbing to 12th, but from 15th, with Pittsburgh dropping a notch to 13th. Arbitron has Miami retaining 14th place, with Minneapolis-St. Paul stepping up a peg to 15th, while Seattle-Tacoma falls from 13th to 16th place. Nielsen has Miami-Fort Lauderdale and Minneapolis-St. Paul retaining their positions at 16th and 17th, respectively. Both services round out the top-20 with St. Louis in 18th, Denver, 19th and Sacramento-Stockton, 20th, the same as last year.

In markets 21-30, Nielsen reports Phoenix climbing from 23d to 21st place, while Baltimore slips a notch to 22d and Indianapolis slips as well, from 22d to 23d. Hartford-New Haven, Portland, Ore., San Diego and Orlando-Daytona remain in place (markets 24-27 respectively), according to Nielsen. That service also reports that Kansas City and Milwaukee each climbed a notch to 28th and 29th, respectively, while Cincinnati drops from 28th to 30th. In the new Arbitron rankings, Baltimore and Phoenix retain their positions as the 21st- and 22d-ranked markets, respectively. However, the next two markets reverse order from a year ago, with Hartford-New Haven becoming market 23 and Indianapolis becoming market 24. San Diego and Portland, Ore., also reverse order on the Arbitron list, with the former assuming 25th place and the latter 26th. Orlando-Daytona Beach-Melbourne remains the 27th ranked market, while Cincinnati steps up a notch to 28th, Kansas City rises by one to 29th and Milwaukee drops two to 30th.

On both the Nielsen and Arbitron lists, Nashville and Charlotte remain in place at 31st and 32d respectively. Nielsen also has New Orleans staying in place at 33d, while Arbitron has that market stepping up a notch to 33rd, switching places with Columbus, Ohio, which becomes 34th. On the Nielsen list the next two markets flip-flopped with Greenville-Spartanburg-Asheville stepping up to 34th and Buffalo dropping to 35th. Nielsen also reports the next three pairs of markets reversing order too, with Oklahoma City climbing to 36th, dropping Columbus to 37th, and Raleigh-Durham rising to 38th, dropping Birmingham to 39th. Grand Rapids-Kalamazoo-Battle Creek steps up to 40th, dropping Salt Lake City to 41st. The Arbitron list shows Raleigh-Durham rising three pegs to 35th, with the next three markets dropping a notch each—Buffalo to 36th, Oklahoma City to 37th, and Greenville-Spartanburg-Asheville to 38th. Arbitron then has Memphis climbing one step to 39th, bouncing Salt Lake City down to 41st, while Grand Rapids-Kalamazoo-Battle Creek steps up a peg to 40th.

Nielsen reported Providence-New Bedford and Memphis remaining in place at 42d and 43d, respectively, while the next two markets reversed order, with San Antonio



**The week of the child.** The Rayburn House Office Building on Capitol Hill was visited last Wednesday (Oct. 1) by Big Bird, Mickey and Minnie Mouse and Captain Kangaroo. The occasion was a press conference sponsored by Action for Children's Television to kick off National Children's Television Awareness Week (Oct. 12-18), the beginning of a year-long effort to focus on the use of television for the education of children. Representatives of 10 children's television and cable programs and more than 50 child-related organizations attended.

Representative Tim Wirth (D-Colo.), chairman of the House Subcommittee on Telecommunications, acted as host. He is author of legislation that would require commercial television stations to carry at least seven hours of educational children's programming per week (see "Where Things Stand," this issue). Wirth urged parents, educators, broadcasters and public policy makers to "work together to make television the positive force that it can and should be for our young."

KDKA-TV Pittsburgh and ACT announced they will create a series of 10 public service announcements, "TV Smart Tips," for children and adults. The PSAs will air on the five Westinghouse television stations and on the 46 stations participating in Group W's "For Kids' Sake" campaign (BROADCASTING, Sept. 29), and then will be made available to all television stations free. Among the personalities to be featured on the PSAs is David Birney of PBS's *WonderWorks*.

Pictured above left: John Cooke, president, The Disney Channel. Above right (l-r): Senator Frank Lautenberg (D-N.J.), Representative John Bryant (D-Tex.), Peggy Charren, president, Action for Children's Television, and Wirth.

assuming 44th and Harrisburg-Lancaster-Lebanon-York dropping to 45th. Nielsen said that Norfolk-Portsmouth-Newport News climbed two notches to 46th, bumping Wilkes Barre-Scranton down a notch to 47th, in turn bumping Louisville down a peg to 48th. Charleston-Huntington remained in place at 49th, while Dayton made its way to the top-50, in 50th place, bouncing Albany-Schenectady-Troy to 52d. Arbitron, like Nielsen, reports Providence-New Bedford staying in place at 42d, followed by Birmingham, which Arbitron has jumping from 47th to 43d. Arbitron also reports San Antonio reversing order with Harrisburg-Lancaster-Lebanon, with the former in 44th and the latter dropping to 45th. Norfolk-Portsmouth-Newport News-Hampton remained in 46th place, Arbitron said, while Charleston-Huntington fell from 43d to 47th. Day-

ton, Louisville and Greensboro-Winston Salem-High Point rounded out Arbitron's top-50 (48th, 49th and 50th, respectively) with no change from a year ago.

Most of the market rank changes involved markets rising or dropping one or two positions on the list, but some jumped by five or more positions. The biggest gain made by a market was Arbitron's Tyler market, which becomes the hyphenated Tyler-Longview market, jumping from 154th to 125th. Arbitron also hyphenated the Cheyenne-Scottsbluff market, which jumps from 202d to 188th. Substantial changes in other markets are due primarily to additions or deletions of counties within them. Among other big gainers and declinees on the Arbitron list: Shreveport-Texarkana, down nine rungs to 62d; Austin, up seven to 79th; Springfield-Decatur-Champaign, up seven to 75th;

"25 YEARS EXPERIENCE GOES INTO EVERY SALE"

EAST  
500 East 77th Street  
Suite 1909  
New York NY 10021  
(212) 288-0737

WEST  
9701 Wilshire Boulevard  
Suite 700  
Beverly Hills CA 90212  
(213) 275-9266

SOUTH  
11285 Elkins Road  
Suite J 8  
Roswell GA 30076  
(404) 442-5711  
HAL GORE, Vice-pres.

*A. B. La Rue,*  
*Media Brokers*

TV • RADIO • CABLE • APPRAISALS

Youngstown, up five to 87th; Burlington-Plattsburgh, up five to 93d; Augusta, up six to 99th; Fort Myers-Naples, up six to 101st; Columbus, Ga., down six to 121st; Sioux City, up six to 123d; Yakima, down five to 128th; Wheeling-Steubenville, down 10 to 134th; La Crosse-Eau Claire, down nine to 136th; Columbia-Jefferson City, down five to 142d; Rochester-Mason City-Austin, down seven to 149th; Lubbock, down nine to 150th; Rapid City, down six to 167, and Alexandria, Minn., down nine to 183d. Arbitron folded two markets, Selma and An-niston, into other markets. It added Farming-ton, N.M.

On the Nielsen list, the big gainers and losers were: Youngstown, down six to 88th; Burlington-Plattsburgh, up six to 90th; Fort Wayne, up to five 102d; Fort Myers-Naples, up six to 103d; Wilmington, up six to 116th; Harlingen-Weslaco-Brownsville, up five to 119th; Wheeling-Steubenville, down nine to 126th; Beaumont-Port Arthur, down six to 127th; Odessa-Midland, up eight to 139th; Beckley-Bluefield-Oak Hill, up seven to 141st; Mason City-Austin-Rochester, down five to 148th, and Lubbock, down eight to 149th.

## Nielsen

1	1	New York	6,790,630
2	2	Los Angeles	4,516,800
3	3	Chicago	3,063,370
4	4	Philadelphia	2,550,780
5	5	San Francisco-Oakland	2,106,360
6	6	Boston	2,008,300
7	7	Detroit	1,668,650
8	9	Dallas-Ft. Worth	1,596,730
9	8	Washington	1,585,140
10	10	Cleveland-Akron	1,445,230
11	11	Houston	1,442,080
12	13	Atlanta	1,224,160
13	12	Pittsburgh	1,199,850
14	15	Tampa-St. Pete-Sarasota	1,199,760
15	14	Seattle-Tacoma-Bell	1,193,980
16	16	Miami-Ft. Lauderdale	1,190,960
17	17	Minneapolis-St. Paul	1,175,750
18	18	St. Louis	1,053,180
19	19	Denver	1,004,850
20	20	Sacramento-Stockton, Calif.	909,840
21	23	Phoenix	903,010
22	21	Baltimore	887,430
23	22	Indianapolis	885,800
24	24	Hartford-New Haven, Conn.	813,230
25	25	Portland, Ore.	798,760
26	26	San Diego	786,400
27	27	Orlando-Dytn Bch-Melbrne	748,850
28	29	Kansas City	710,520
29	30	Milwaukee	700,830
30	28	Cincinnati	698,480
31	31	Nashville	655,190
32	32	Charlotte, N.C.	655,230

86-87	85-86	Market	TV households	86-87	85-86	Market	TV households
33	33	New Orleans	642,610	103	109	H. Myers-Naples, Fla.	215,130
34	35	Greenvl-Sprntbg-Ashvl, N.C.	625,280	104	103	Peoria-Bloomington, Ill.	214,890
35	34	Buffalo	615,540	105	104	Lansing, Mich.	214,310
36	37	Oklahoma City	609,210	106	105	Fargo-Valley City, N.D.	212,490
37	36	Columbus, Ohio	608,070	107	107	Augusta, Me.	211,870
38	39	Raleigh-Durham, N.C.	600,880	108	106	Madison, Wis.	211,650
39	38	Birmingham-Annniston, Ala.	594,140	109	108	Charleston, S.C.	208,090
40	41	Gr RpdS-Kalmzoo, Mich.	586,340	110	110	Savannah, Ga.	205,100
41	40	Salt Lake City	583,690	111	111	Montgomery, Ala.	200,040
42	42	Providence, R.I.-N.Bed, Mass.	581,610	112	112	Monterey-Salinas, Calif.	198,320
43	43	Memphis	570,520	113	113	Lafayette, La.	196,130
44	45	San Antonio	531,520	114	115	Snta Brbra-Snta Mra, Calif.	192,400
45	44	Harrisburg-York-Lanc-Leb, Pa.	527,130	115	114	Rockford, Ill.	191,680
46	48	Ntlk-Prtsmth-Nprt Nws, Va.	523,170	116	122	Wilmington, Del.	181,600
47	46	Wilkes Barre-Scranton, Pa.	517,140	117	118	Monroe, La.-El Dorado, Ark.	180,820
48	47	Louisville, Ky.	501,850	118	119	Columbus, Ga.	179,230
49	49	Charleston-Huntington, W.Va.	496,010	119	124	Hringn-Wslco-Brnsvle, Tex.	177,180
50	51	Dayton, Ohio	495,860	120	116	Amarillo, Tex.	175,880
51	52	Grnsbro-Wnstin Slm, N.C.	489,520	121	120	Jerre Haute, Ind.	175,010
52	50	Albany-Schenectady-Troy	484,910	122	123	Joplin, Mo.-Pittsburg, Kan.	174,700
53	53	Tulsa, Okla.	460,830	123	127	Corpus Christi, Tex.	173,380
54	56	Rhmnd-Ptrsbgr-Chrlvl, Va.	451,910	124	125	Duluth, Minn.-Superior, Wis.	172,160
55	54	Little Rock-Pine Bluff, Ark.	450,250	125	128	Binghamton, N.Y.	170,750
56	55	Flint-Saginaw-Bay City, Mich.	445,730	126	117	Whng, W.Va.-Stubnvl, Ohio	170,410
57	57	Shreveport, La.	445,190	127	121	Beaumont-Port Arthur, Tex.	169,150
58	58	West Palm Beach-Ft. Pierce	445,120	128	126	Yakima, Wash.	165,810
59	59	Mobile, Ala.-Pensacola, Fla.	427,740	129	130	Talla, Fla.-Thmsvle, Ga.	163,460
60	61	Knoxville, Tenn.	423,290	130	129	Wausau-Rhineland, Wis.	162,210
61	64	Jacksonville, Fla.	421,540	131	131	Reno	161,570
62	60	Wichita-Hutchinson, Kan.	419,790	132	133	Sioux City, Iowa	159,330
63	63	Fresno-Visalia, Calif.	411,780	133	132	Wchta Falls, Tex.-Lwn, Okla.	158,570
64	62	Toledo, Ohio	410,470	134	136	Macon, Ga.	156,340
65	65	Albuquerque-Santa Fe	401,660	135	134	Eugene, Ore.	156,010
66	66	Syracuse, N.Y.	376,230	136	135	La Crosse-Eau Claire, Wis.	155,140
67	67	Green Bay-Appleton, Wis.	367,900	137	137	Traverse City-Cadillac, Mich.	154,580
68	68	Des Moines-Ames, Iowa	365,690	138	138	Erie, Pa.	152,590
69	70	Rochester, N.Y.	351,040	139	147	Odessa-Midland, Tex.	151,410
70	69	Omaha	348,300	140	139	Boise, Idaho	150,750
71	71	Roanoke-Lynchburg, Va.	345,680	141	148	Bckly-Blue-Oak Hill, W.Va.	150,100
72	75	Honolulu	330,080	142	144	Bakersfield, Calif.	149,690
73	73	Davenport-Rock Is.-Moline, Ill.	329,310	143	142	Climbs-Tupelo-West Pt., Miss.	149,450
74	77	Pdch, Ky.-Cp Grdeau, Ill.	324,580	144	140	Chico-Redding, Calif.	147,700
75	76	Chmpgn-Springfld-Dctr, Ill.	324,440	145	145	Minot-Bsmrck-Dckinson, N.D.	144,120
76	74	Cdr RpdS-Wlloo-Dbqe, Iowa	322,700	146	146	Columbia-Jefferson City, Mo.	143,050
77	79	Austin, Tex.	318,510	147	149	Ft. Smith, Ark.	142,260
78	78	Spokane, Wash.	316,560	148	143	Msn City-Astrn-Rochstr, Minn.	141,730
79	80	Lexington, Ky.	314,000	149	141	Lubbock, Tex.	136,160
80	72	Portland-Auburn, Me.	301,810	150	150	Topeka, Kan.	134,870
81	85	Tucson-Nogales, Ariz.	296,660	151	152	Bangor, Me.	125,150
82	82	Chattanooga	294,340	152	156	Medford-Klamath Falls, Ore.	124,700
83	86	Springfield, Mo.	288,650	153	153	Albany, Ga.	124,620
84	83	Jackson, Miss.	287,560	154	151	Quincy-Hnnibl, Mo.	123,400
85	81	Johnstown-Alltoona, Pa.	286,330	155	154	Tyler, Tex.	122,390
86	84	South Bend-Elkhart, Ind.	283,060	156	155	Abilene-Sweetwater, Tex.	116,100
87	87	Bristol-Kngspt-Jhnns Cty, Tenn.	278,530	157	158	Anchorage	113,210
88	94	Youngstown, Ohio	275,720	158	157	Florence, S.C.	110,790
89	88	Huntsville-Decatur, Ala.	264,710	159	159	Dothan, Ala.	103,310
90	96	Brlngtn, Vt.-Pittsbrgh, N.Y.	261,960	160	160	Utica, N.Y.	99,600
91	91	Columbia, S.C.	260,880	161	161	Idaho Falls-Pocatello	97,730
92	90	Baton Rouge	258,630	162	161	Rapid City, S.D.	96,360
93	89	Lincln-Hstngs-Krny, Neb.	256,630	163	163	Alexandria, La.	88,720
94	92	Evansville, Ind.	254,490	164	162	Billings, Mont.	88,530
95	93	Grnvle-New Brn-Wash, N.C.	243,940	165	166	Palm Springs, Calif.	88,270
96	95	Springfield-Holyoke, Mass.	237,700	166	164	Hattiesburg-Laurel, Miss.	88,210
97	98	Las Vegas	234,110	167	165	Salisbury, Md.	85,500
98	101	Waco-Temple, Tex.	229,580	168	168	Clarksburg-Weston, W.Va.	81,410
99	99	El Paso	229,320	169	169	Greenwood-Greenville, Miss.	80,740
100	102	Colorado Springs-Pueblo	226,230	170	170	Gainesville, Fla.	79,500
101	100	Sioux Falls-Mitchell, S.D.	224,610	171	171	Lake Charles, La.	75,890
102	97	Ft. Wayne, Ind.	222,480	172	172	Meridian, Miss.	74,300
				173	176	Panama City, Fla.	72,200
				174	176	Missoula, Mont.	71,960
				175	174	Elmira, N.Y.	71,200
				176	173	Ada-Ardmore, Okla.	70,470
				177	183	Roswell, N.M.	67,840
				178	177	Jonesboro, Ark.	67,520
				179	181	Biloxi-Gulfport, Miss.	66,510
				180	179	Great Falls, Mont.	66,500
				181	178	Yuma-El Centro, Ariz.	66,090
				182	180	Watertown, Me.	66,000
				183	182	Parkersburg, W.Va.	61,450
				184	184	St. Joseph, Mo.	58,810
				185	185	Grnd Jcnctn-Mntsr, Colo.	56,960
				186	187	Casper-Riverton, Wyo.	53,530
				187	188	Mankato, Minn.	52,080
				188	189	Marquette, Mich.	51,870
				189	186	Eureka, Calif.	50,580
				190	191	Cheyenne-Scottsbluff, Wyo.	50,270
				191	190	Alexandria, Minn.	49,820
				192	192	Butte, Mont.	46,390
				193	193	Jackson, Tenn.	45,320
				194	194	Ottumwa-Kirksville, Iowa	44,400
				195	195	San Angelo, Tex.	44,050
				196	196	Lima, Ohio	40,210

# We'll write the book on your station.

We'll even prepare a sales presentation book to help you sell your station. Call Bruce Cranston at (303) 321-7550, 2930 East Third Avenue, Denver, CO 80206

BROADCAST BROKERS.  
**DANIELS & ASSOCIATES**

86-87	85-86	Market	TV households	86-87	85-86	Market	TV households	86-87	85-86	Market	TV households
197	197	Bowling Green, Ky.	37,700	75	73	Cdr Rpds-Wlloo-Dbque, Iowa	325,100	143	147	Bluefld-Beckly-Oak Hill, W.Va.	145,900
198	199	Laredo, Tex.	33,980	76	69	Springfld-Dctr-Chmpgn, Ill.	320,200	144	145	Florence, S.C.	145,100
199	200	Harrisonburg, Va.	32,840	77	75	Pdouch, Ky.-Cp Grdeau, Mo.	316,700	144	143	Topeka, Kan.	145,100
200	201	Zanesville, Ohio	31,190	78	78	Spokane, Wash.	313,900	146	146	Minot-Bsmrck-Dcknsn, N.D.	144,100
201	202	Presque Isle, Me.	28,970	79	76	Portland-Poland Spring, Me.	303,300	147	149	Ft Smith, Ark.	143,700
202	198	Victoria, Tex.	26,540	80	80	Chattanooga	301,700	148	148	Bakersfield, Calif.	142,400
203	203	Twin Falls, Idaho	25,690	81	82	Tucson	301,000	149	142	Rchstr-Msn City-Astn, Minn.	141,900
204	205	Bend, Ore.	25,430	82	86	Bstl-Kingspt-Jhnsn City, Tenn.	287,600	150	141	Lubbock, Tex.	137,500
205	204	Fairbanks, Alaska	25,230	83	83	Springfield, Mo.	284,400	151	152	Quincy-Hannibal, Mo.	137,200
206	206	Helena, Mont.	20,290	84	84	South Bend-Elkhart, Ind.	282,600	152	151	Wilmington, Del.	133,200
207	208	Alpena, Mich.	15,330	85	85	Jackson, Miss.	280,900	153	150	Albany, Ga.	132,500
208	207	North Platte, Neb.	14,590	86	81	Johnstown-Altoona, Pa.	280,000	154	153	Bangor, Me.	124,500
209	209	Glendive, Mont.	5,460	87	92	Youngstown, Ohio	275,200	155	156	Medford, Ore.	123,200
				88	87	Columbia, S.C.	273,000	156	157	Sarasota, Fla.	116,200
				89	89	Huntsville-Dcstr-Firence, Ala.	265,700	157	155	Abin-Swtwtr, Tex.	116,100
				90	88	Evansville, Ind.	264,000	158	158	Utica, N.Y.	102,100
				91	91	Baton Rouge, La.	258,600	159	159	Idho Fls-Pcatllo	101,500
				92	90	Lncln-Hstngs-Krny, Neb.	257,300	160	160	Dothan, Ala.	97,600
				93	98	Brngtn, Vt.-Pittsbrgh, N.Y.	246,600	161	163	Alexandria, La.	89,600
				94	96	Las Vegas	231,400	162	164	Laurel-Hattiesburg, Miss.	89,400
				95	94	Waco-Temple, Tex.	229,300	163	165	Billings-Hardin, Mont.	88,400
				96	97	Grrville-New Brn-Wash, N.C.	228,200	164	166	Salisbury, Md.	86,000
				97	93	Fort Wayne, Ind.	221,700	165	167	Elmira, N.Y.	85,000
				98	95	Sioux Falls-Mitchell, S.D.	218,100	166	162	Clarksburg-Weston, W.Va.	84,700
				99	105	Augusta, Ga.	215,700	167	161	Rapid City, S.D.	82,100
				100	99	Colorado Springs-Pueblo	215,500	168	168	Greenwood-Greenville, Miss.	81,400
				101	107	Fort Myers-Naples, Fla.	214,800	169	170	Gainesville, Fla.	80,800
				102	100	Lansing, Mich.	214,600	170	169	Watertown-Carthage, N.Y.	79,100
				103	100	Peoria, Ill.	214,100	171	175	Panama City, Fla.	78,300
				104	102	Fargo, N.D.	212,900	172	171	Lake Charles, La.	76,400
				105	104	El Paso, Tex.	212,000	173	176	Missoula, Mont.	76,300
				106	103	Springfield, Mass.	211,000	174	173	Ardmore-Ada, Okla.	70,900
				107	109	Madison, Wis.	210,700	175	177	Grnd Jcnctn-Drngo, Colo.	68,300
				108	116	Montgomery-Selma, Ala.	209,500	176	178	Jonesboro, Ark.	67,500
				109	106	Charleston, S.C.	208,000	177	174	Meridian, Miss.	66,900
				110	108	Savannah, Ga.	205,900	178	178	Great Falls, Mont.	66,300
				111	110	Salinas-Monterey, Calif.	198,400	179	180	Blxl-Glftprt-Pscglia, Miss.	64,100
				112	111	Lafayette, La.	196,600	180	181	Roswell, N.M.	61,800
				113	113	Snta Brbra-Snta Maria, Calif.	192,100	181	183	Palm Springs	61,000
				114	112	Rockford, Ill.	191,000	182	182	El Centro-Yuma, Ariz.	58,900
				115	114	Monroe, La.-El Dorado, Ark.	181,200	183	172	Alexandria, Minn.	58,500
				116	117	McAllen-Brownsville, Tex.	179,200	184	185	Casper-Riverton, Wyo.	55,500
				117	118	Amarillo, Tex.	177,400	185	186	Marquette, Mich.	54,900
				118	119	Joplin, Mo.-Pittsburg, Kan.	175,600	186	187	Tuscaloosa, Ala.	52,300
				119	121	Corpus Christi, Tex.	174,500	187	184	Eureka, Calif.	51,100
				120	120	Dlth, Minn.-Suprior, Wis.	173,000	188	189	Butte, Mont.	48,400
				121	115	Columbus, Ga.	172,400	189	188	St Joseph, Mo.	47,000
				122	122	Beaumont-Port Arthur, Tex.	170,500	190	192	San Angelo, Tex.	46,300
				123	129	Sioux City, Iowa	167,700	191	190	Jackson, Tenn.	45,800
				124	125	Reno	166,600	192	191	Lafayette, Ind.	45,400
				125	154	Tyler-Longview, Tex.	165,300	192	202	Cheyenne-Scotts Bluff, Wyo.	45,400
				126	126	Wchta Fls, Tex.-Lwtn, Okla.	162,900	194	194	Hagerstown, Md.	40,300
				127	131	Terre Haute, Ind.	161,900	195	195	Lima, Ohio	40,100
				128	123	Yakima, Wash.	161,500	196	197	Charlottesville, Va.	38,700
				129	130	Talhsee, Fla.-Thmsvle, Ga.	161,300	197	196	Bowling Green, Ky.	38,100
				130	128	Wausau-Rhineland, Wis.	161,100	198	198	Parkersburg, W.Va.	35,300
				131	132	Macon, Ga.	158,900	199	199	Laredo, Tex.	34,200
				132	134	Binghamton, N.Y.	156,200	200	200	Harrisonburg, Va.	33,700
				133	133	Eugene, Ore.	155,300	201	—	Farmington, N.M.	31,800
				134	124	Wheel-Stubnville, W.Va.	155,200	202	201	Zanesville, Ohio	31,000
				135	135	Columbus-Tupelo, Miss.	154,900	203	202	Twin Falls, Idaho	30,500
				136	127	La Crs-Eau Clr, Wis.	154,200	204	204	Otmwa, Iowa-Krkvsle, Mo.	29,200
				137	138	Erie, Pa.	153,600	205	205	Presque Isle, Me.	28,600
				138	136	Boise	153,200	206	206	Flgstrf, Ariz.	26,900
				139	139	Trvrse City-Cadillac, Mich.	153,000	207	207	Victoria, Tex.	26,700
				140	144	Odessa-Midland, Tex.	152,600	208	208	Bend, Ore.	24,800
				141	140	Chico-Redding, Calif.	149,900	209	209	Mankato, Minn.	23,300
				142	137	Colmbia-Jffrsn City, Mo.	149,400	210	210	Helena, Mont.	18,600
								211	212	North Platte, Neb.	18,500
								212	213	Alpena, Mich.	10,900
								213	214	Glendive, Mont.	5,300

## Arbitron

1	1	New York	6,814,200
2	2	Los Angeles	4,532,700
3	3	Chicago	3,066,700
4	4	Philadelphia	2,641,400
5	5	San Francisco	2,077,000
6	6	Boston	2,037,700
7	7	Detroit	1,684,300
8	8	Dallas-Fort Worth	1,605,200
9	9	Washington	1,563,600
10	10	Houston	1,457,400
11	11	Cleveland	1,413,400
12	15	Atlanta	1,224,400
13	12	Pittsburgh	1,209,000
14	14	Miami	1,202,400
15	16	Minneapolis-St Paul	1,199,800
16	13	Seattle-Tacoma	1,194,300
17	17	Tampa-St Petersburg, Fla.	1,090,400
18	18	St Louis	1,052,300
19	19	Denver	1,029,700
20	20	Sacramento-Stockton, Calif.	931,800
21	21	Baltimore	893,100
22	22	Phoenix	892,000
23	24	Hartford-New Haven, Conn.	821,500
24	23	Indianapolis	818,300
25	26	San Diego	787,000
26	25	Portland, Ore.	785,700
27	27	Orlnd-Day Bch-Melbrn, Fla.	753,000
28	29	Cincinnati	711,900
29	30	Kansas City	705,400
30	28	Milwaukee	699,500
31	31	Nashville	685,200
32	32	Charlotte, N.C.	663,800
33	34	New Orleans	650,900
34	33	Columbus, Ohio	649,600
35	38	Raleigh-Durham, N.C.	620,400
36	35	Buffalo, N.Y.	614,400
37	36	Oklahoma City	613,500
38	37	Grrville-Sprtnbrg-Ash, N.C.	609,100
39	40	Memphis	587,600
40	41	Grnd Rpds-Klmzoo, Mich.	585,300
41	39	Salt Lake City	581,700
42	42	Prvdcn, R.I.-Nw Bdfrd, Mass.	569,600
43	47	Birmingham, Ala.	555,500
44	45	San Antonio, Tex.	531,000
45	44	Hrrsbrg-Yrk-Lncstr-Lbnon, Pa.	527,900
46	46	Nrlk-Prtsmth-Nwprt Nws, Va.	526,000
47	43	Charleston-Huntington, W.Va.	517,100
48	48	Dayton, Ohio	506,300
49	49	Louisville, Ky.	505,000
50	50	Grnsbro-Wnstn Sln, N.C.	504,400
51	51	Albny-Schnctdy-Try, N.Y.	482,700
52	52	Tulsa	468,100
53	55	Little Rock, Ark.	452,200
54	56	W Pim Bch-Ft Prc-Vro Bch, Fla.	447,800
55	57	Mbie, Ala.-Pnscla, Fla.	435,500
56	54	Flnt-Sginaw-Bay Cty, Mich.	433,300
57	61	Jacksonville, Fla.	426,700
58	59	Wchita-Hutchinson, Kan.	421,700
59	58	Wlks Barre-Scrtn, Pa.	421,600
60	63	Richmond, Va.	415,800
61	60	Knoxville, Tenn.	413,900
62	53	Shrvprt, La.-Txarkna, Tex.	407,700
63	64	Fresno-Visalia, Calif.	405,100
64	65	Toledo, Ohio	397,900
65	62	Albuquerque, N.M.	388,100
66	66	Des Moines, Iowa	379,300
67	67	Syracuse, N.Y.	372,900
68	68	Green Bay-Appleton, Wis.	362,900
69	70	Omaha	354,300
70	71	Rochester, N.Y.	350,100
71	72	Roanoke-Lynchburg, Va.	339,800
72	79	Austin, Tex.	329,000
73	77	Lexington, Ky.	328,200
74	74	Dvnprt, Iowa-Rck Is-Moine, Ill.	327,800

# DEPENDABLE.

## MILTON Q. FORD

### & ASSOCIATES

Media Brokers/Appraisers  
Radio, Television, Cable And Newspaper

5050 Poplar Avenue • Suite 1135 • Memphis, TN 38157  
901/767-7980

Put our more than 40 years of broadcast experience including media ownership, operations and consulting to work for you, today.

## Cable services readying for 'Cable Month'

### Advertiser-supported networks pledge funds to next year's promotional effort

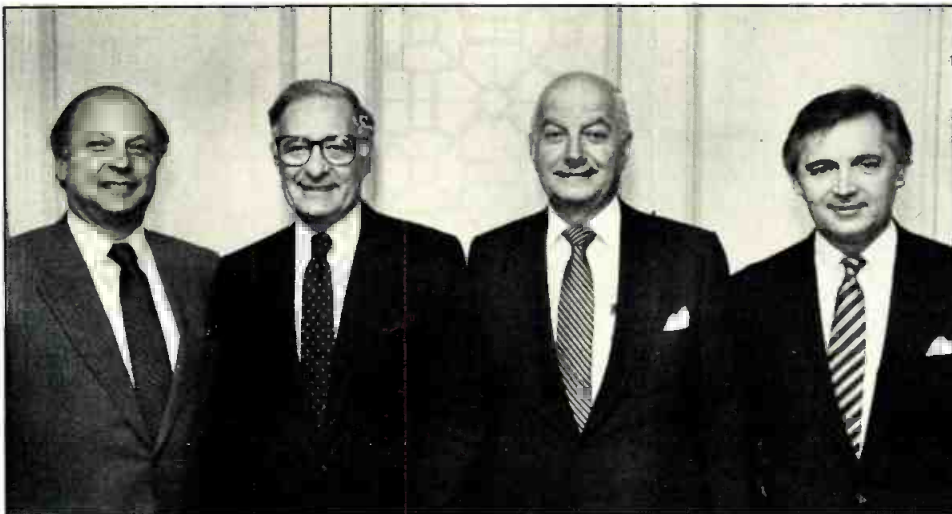
So far, \$23.5 million has been committed by 13 advertiser-supported cable programming networks for advertising and promotional support of the April 1987 National Cable Month (NCM), designed to build viewer awareness of cable programming (BROADCASTING, Aug. 25). Executives from some of the contributing 13—the Arts & Entertainment Network, Black Entertainment Television, CBS Cable Network, The Discovery Channel, ESPN, Financial News Network, Lifetime, MTV Networks, The Nashville Network, Tempo, Turner Broadcasting, USA Network, and The Weather Channel—were in New York last Tuesday as further NCM details were announced.

GBA, a New York marketing and promotion agency, is designing the NCM campaign, including a logo, and the Cabletelevision Advertising Bureau will expand its marketing efforts, gearing its Tune-In Advertising kit toward promotion of NCM. The kit is currently distributed to 500 operators. CAB hopes to have 700 systems subscribing to the tune-in kit by April. Additionally, it will also distribute special material to an additional 1,000 "select" operators, Robert Alter, CAB president, said last week, adding that the annual CAB Cable Advertising Conference in New York (March 29-31), would devote the closing luncheon to NCM, which begins the following day.

Ralph Baruch, chairman of the National Academy of Cable Programming, said NCM was "the first time" that cable networks and multiple system operators had united in an industrywide campaign designed to build "viewer awareness and loyalty to the abundance and variety" of cable programs. The \$23.5 million already committed does not include what pay cable services, pay per view, MSO's and local system operators will spend on their advertising campaigns, Baruch said, adding that he hoped they would add their support. "I can tell you," he said, "if they don't, I'll come after them myself."

Also presenting plans for next April were Douglas Greenlaw, vice president of sales for CBN Cable Network; Lloyd Werner, senior vice president for sales and marketing for The Nashville Network, and Andrew Orgel, vice president of affiliate sales and marketing for A&E.

Greenlaw said that CBN, which also celebrates its 10th anniversary next spring, said that it will "simultaneously promote its commitment to new, original programming, first-run syndication and support of the basic cable movement highlighting the success of our industry." The network estimates "total on-air and promotional expenditures" for NCM will "exceed \$1 million," Greenlaw said. In addition to new original episodes of



Werner, Alter, Baruch and Greenlaw

some of CBN's currently running programs, the network will also present two first-run variety specials—a salute to "comedy classics" such as Burns and Allen, Groucho Marx and Jack Benny, produced in the CBN studio, and a "variety show extravaganza" celebrating CBN's 10th anniversary.

According to TNN's Werner, that network, which will celebrate its fourth anniversary next spring, plans to increase the number of specials for NCM, including a Loretta Lynn USO special, a Barbara Mandrell special, a tribute to Patsy Cline and a one-hour *Grand Ole Opry Live* special. The

Arts and Entertainment Network, Orgel said, will offer more than 25 hours of "premieres" of performing arts, documentaries and biographies during NCM. Included in its spring roster will be a 13-part new series called *Biography*, with programs devoted to Hemingway, Tennessee Williams and Liv Ullmann, and a 26-part study of the Vietnam war called *Vietnam: The Ten Thousand Day War*. The Turner Broadcasting System programming schedule will include the NBA playoffs, a national Audubon special, and the premier of the colorized version of "The Charge of the Light Brigade." □

**Channel changing.** For some time, "zapping" and "zipping" of television commercials were the bane of advertisers and agencies. Now "flipping" has been added to the lexicon and is emerging as an even more worrisome activity.

The results of a study conducted for J. Walter Thompson U.S.A. by Simmons Market Research indicate that flipping (jumping from channel to channel to watch different programs) is the typical viewing pattern of 35% of all viewers. This compares to 9% who zap (tuning away from commercials electronically as they appear) and 18% who zip (electronically avoiding commercials by fast forwarding while viewing programs on a VCR).

The survey consisted of 1,881 selected viewers across the country.

Commenting on the study, Bert Metter, chairman and chief executive officer of J. Walter Thompson U.S.A., who directed the project, said "millions of people are watching TV with their thumbs resting on remote control units." He said "attention spans are short and viewing choices are expanding." The flippers, he added, "do laps around the dial at the first twinge of boredom."

Metter concluded that "all of this has important implications for the future of television advertising."

The study attributes the flipping phenomenon to the growth in cable television, remote control devices, VCR's and new video formats. Thompson said it has devised several approaches to improve the loss of frequency because of flipping. The agency said it is using 15-second spots as an economical way to spread a schedule and increase frequency. It is also buying into syndicated programs on independent stations and investing in cable-originated programming. The agency also is using the "roadblock" technique (commercials appearing on several channels simultaneously) in an attempt to reach flippers more frequently.

Copies of the study are available by writing to "Flippers," J. Walter Thompson U.S.A., 466 Lexington Avenue, New York, N.Y., 10017.

# WHERE THINGS STAND

---

BROADCASTING's quarterly summary of major issues of the Fifth Estate



***ATTITUDE MAKES BLAIR  
NUMBER ONE.***

# Where Things Stand

A quarterly status report on the unfinished business of electronic communications

Copyright 1986 Broadcasting Publications Inc. May be quoted with credit.

**Advanced television systems.** World standard failed to materialize for high-definition television studio technology at May plenary meeting of International Radio Consultative Committee (CCIR). To disappointment of supporters of proposed standard based on Japanese-developed 1,125-line, 60 cycle system, determination of HDTV standards will now be tabled until end of next CCIR study cycle in 1990. One consolation is scheduling of special technical meeting on topic in late 1988, as well as HDTV proposal's designed status as only developed HDTV studio system to date (BROADCASTING, May 19, June 2).

Downfall of proposal, backed primarily by U.S., Canada and Japan, was strong opposition of Western European governments. France, Great Britain, West Germany and others argued for more "evolutionary" approach to advanced television to fit with European direct broadcast satellite systems now in planning (BROADCASTING, April 21, May 12). European nations have begun four-year, \$180 million study of alternative HDTV technologies under European Communities-sanctioned Eureka project (BROADCASTING, Sept. 29).

Despite standards delay, number of HDTV productions using 1,125-line systems are already under way at Canadian Broadcasting Corp. (BROADCASTING, June 2), Italian state broadcaster RAI and by producers David Niles in Paris and Barry Rebo in New York.

Enhanced definition television systems (EDTV), which can use wider bandwidths with satellite or terrestrial broadcasting for improved 525-line systems, have also been subject of protracted debate. Two industry standards groups in U.S. are favoring Scientific-Atlanta's B-MAC (multiplexed analog component) satellite delivery system for different applications involving enhanced video.

Last March, Advanced Television Systems Committee technology group reached last stages of system standardization, selecting B-MAC for use by satellite services planning to transmit component video. Unresolved patent issues have delayed final vote on the standard at least until next group meeting tentatively scheduled for November. B-MAC was also chosen for direct broadcast satellite applications in controversial decision of Direct Broadcast Satellite Association board in February (BROADCASTING, Feb. 17, March 17).

Desire to speed development of terrestrial broadcasting methods for EDTV, as well as for improved NTSC-compatible systems, has led National Association of Broadcasters and Association of Maximum Service Telecasters to plan series of over-the-air tests of advanced systems in Washington in November. Project will include experimental terrestrial transmissions using Japanese MUSE bandwidth-reduction transmission system, designed for HDTV applications.

ATSC has also revived nearly abandoned technology group on improved NTSC systems. On agenda for committee are examination of NTSC encoding methods and development of technical documentation for undefined NTSC specifications. □

**AM-FM allocations.** United States and Mexico finally signed AM agreement enabling more than 320 U.S. daytimers operating on Mexican clear channels to operate full time and permitting more than 2,000 daytimers to operate up to two hours after local sunset (BROADCASTING, Sept. 1).

FCC has announced opening of first processing window for more than 1,000 new commercial FM stations that could result from its Docket 80-90 FM allotments (BROADCASTING, Sept. 30, 1985). Mass Media Bureau is hoping to open two 80-90 windows each month for about three years and is staggering acceptance of 80-90 applications during each window, taking one channel number at time. Order in which applications will be accepted was determined by randomly ranking 80 FM channels (BROADCASTING, May 13, 1985).

FCC will give AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18, 1985). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing windows. First window, for 167 vacant allotments and minor modifications, drew 1,181 applications (BROADCASTING, Aug. 26, 1985). That window closed July 12, 1985. Any new allotments resulting from additional FCC orders—responding to rulemakings to amend table under new Docket 80-90 separations criteria, which can be initiated now—also will be processed with windows. Commission will use comparative hearings, not lotteries, to award grants.

U.S. and other western hemisphere countries in May concluded first session of conference that will establish plan for use of 100 khz of spectrum that 1979 General WARC added to top of AM band, at 1605 khz. Session laid technical basis for plan to be concluded at second session, in 1988. James McKinney, FCC Mass Media Bureau chief, who headed U.S. delegation, said U.S. came away with what it wanted from conference (BROADCASTING, May 12). □

**AM stereo.** With interest in AM stereo waning because of ongoing marketplace standards battle between Motorola and Kahn Communications, Texar Inc., a Pittsburgh manufacturer of audio processors, has asked the FCC to reverse



At Chrysler Capital  
our goal is simple:  
to offer the best  
financial services to  
the broadcast industry.

Put us to the test. Contact Ms. Bonnie Gillespie,  
Diversified Financing Group, at 1-800-233-4083.



The new major force in diversified  
financial services to business.

its 1982 decision and adopt one system as national standard. Texar believes quick decision on standards question and proliferation of stereo service is critical to future of declining AM medium (BROADCASTING, Sept. 29).

Whether FCC will act on petition is unclear. Petition's fate may hinge on how much support it receives from broadcasters and receiver manufacturers and by conclusions of National Telecommunications and Information Administration study on how effective marketplace has been in establishing de facto standard. Study is expected to be completed around end of year.

FCC instigated marketplace standards battle in 1982 when it decided not to decide which of five proposed systems should be standard for AM stereo broadcasting (BROADCASTING, March 8, 1982). Instead, FCC said broadcasters could begin broadcasting stereo programming using any system they desired. Marketplace forces—interplay of receiver manufacturers, broadcasters and consumers—FCC reasoned, would soon determine which system would be de facto standard. FCC's action was contrary to wishes of most broadcasters and receiver manufacturers, who feared marketplace approach would kill AM stereo or at least delay its introduction.

Over past four-and-a-half years, marketplace has winnowed number of competing systems to two—Motorola's C-Quam system and Kahn's single-sideband system. But neither Motorola nor Kahn wants to drop out and, despite their best efforts, neither has been able to knock off other. Motorola is currently in stronger position. But Kahn has loyal group of broadcasters with major stations in major markets committed to staying on air with Kahn system.

Motorola believes key to its victory is proliferation of C-Quam-only radios, which are being marketed by dozens of manufacturers. But Kahn believes consumers will resist buying such radios because they will be unable to tune in stereo signals of Kahn stations. Kahn is encouraging manufacturers to build multisystem radio receivers capable of picking up all stereo systems. So far, only Sony, Sanyo and Sansui have introduced multisystem radios. It's still too early to judge consumer acceptance of C-Quam-only radios, most of which are built for cars.

Kahn system, whose equipment was first to win type-acceptance, was first on air, in July 1982, at KDKA Pittsburgh and KTSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982). Today, some 85 U.S. stations are on air in stereo using Kahn system and 335 using C-Quam.

□

**Broadcasting in Senate.** Senate entered television age on July 29, 1986, when it voted 78-21 to continue gavel-to-gavel television and radio coverage of its proceedings on permanent basis after experimenting with coverage since March (BROADCASTING, March 17). Senate passed S. Res. 28 by 67 to 21 vote on Feb. 27, admitting cameras and microphones on test basis. Radio broadcasts began on March 12, followed by closed-circuit TV test starting May 1. Month later, on June 2, public gained access to coverage, which continued until July 15. At that point chamber was scheduled to go dark for two weeks while Senate reviewed experiment before taking final vote. Senate Majority Leader Robert Dole (R-Kan.) and others, however, protested idea of pulling plug and after some debate, lawmakers agreed to three-day shutdown (July 16, 17 and 18) with live broadcasts resuming on July 21 (BROADCASTING, July 21). C-SPAN is providing Senate TV coverage on second channel, C-SPAN II, which is carried on 272 ca-

ble systems reaching 7.6 million homes. Service is free to cable affiliates but systems carrying C-SPAN (which carries House) may not drop that channel to pick up C-SPAN II.

□

**Cable copyright.** Most significant action affecting cable copyright came from federal district court, not Congress, as had been expected early in year. On July 31, district court ruled that gross revenues on which cable systems based their compulsory license payments do not include revenue stemming from carriage of non-broadcast signals. Ruling had effect of reducing cable systems' license payments by at least 40%.

Hopes for congressional action this year were rooted in negotiations between National Cable Television Association and Motion Picture Association of America over ways to improve method by which cable operators determine compulsory license royalties. Talks collapsed, however, when MPAA board demanded elimination of compulsory license for distant signals by start of 1991 (BROADCASTING, March 10). Under discussion was proposal for fixed, per-subscriber, per-month payment to replace current percentage system.

On another front, House bill (H.R. 5572) that would establish compulsory license for satellite carriers and permit them to sell scrambled superstation signals to home earth stations was passed by House Judiciary Committee (BROADCASTING, Sept. 29), but opposition from broadcasters has all but insured that it would not become law during 99th Congress. Broadcasters don't like legislation because it expands principle of compulsory license. Association of Independent Television Stations, which waged major campaign to defeat measure, is especially unhappy with bill because compulsory license would apply only to retransmission of independent television signals, not to network affiliates.

Proponents of bill plan to resurrect it next year, possibly with modification to mitigate concerns of broadcasters. License would require satellite distributors to pay royalty fee of 12 cents per subscriber, per month, for each TVRO subscriber. After four years, statutory rate would be replaced with voluntary one worked out by negotiations between satellite carriers and copyright owner, or through binding arbitration. Sunset provision that eliminates license by Dec. 31, 1994, was reportedly included at insistence of MPAA. Bill also includes cap on number of superstations eligible for compulsory license, limiting license to existing superstations and new ones that reach at least 10% of all cable subscribers.

□

**Cable regulation.** Basic cable rates become deregulated on Jan. 1, 1987, freeing cable operators to charge whatever market will bear for their packages of basic services. As result of deregulation, industry analysts expect rates to jump at least 10% next year.

Rate deregulation is part of Cable Communications Policy Act of 1984 that went into effect Dec. 29, 1984. Legislation established national regulatory policy for cable TV, pre-empting patchwork regulation of municipalities in many areas. In addition to rate deregulation, act requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownership and codifies FCC's ban on telephone companies entering cable business in their home towns. It also caps franchise fees at 5% and establishes renewal procedure that doesn't involve presumption of renewal. Bill's equal em-

ployment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

In implementing most of act, FCC has defined "effective competition" prerequisite for deregulation of basic cable rates as presence of three or more unduplicated broadcast signals (BROADCASTING, April 15, 1985). Standard should result in less than 20% of nation's cable systems' basic tiers still being subject to rate regulation.

FCC also has implemented EEO provisions of act (see "EEO" entry below).

□

**Children's television.** Discarding its 1974 policy statement on children's television, FCC has held that while commercial TV broadcasters still will be expected to serve needs of children, they will have broad discretion to determine how they do that. Commission won't attempt to mandate presentation of specific amounts (BROADCASTING, Jan. 2, 1984). FCC adopted policy on 3-1 vote. Commissioner Henry Rivera (who left agency in September 1985) dissented, contending FCC's action constituted "rape" of 1974 policy statement. That statement said broadcasters were obligated to provide programming designed especially for children, to schedule it throughout week, to develop more educational and informational programs and to air programs directed to specific age groups.

But U.S. Court of Appeals in Washington affirmed commission's new statement—although using language that Action for Children's Television President Peggy Charren said endorsed ACT's position that broadcasters are responsible for providing programming to assure needs of children are met (BROADCASTING, March 25, 1985).

Legislation was offered in House and Senate that would require commercial television stations to carry at least seven hours per week of educational programming for children. It also would direct FCC to conduct inquiry into production of so-called "program-length commercials" for children. But there has been no action on legislation, nor is any expected. Congress, however, adopted resolution declaring week of Oct. 12 as "National Children's Television Awareness Week."

□

**Communications Act.** Other than introduction in 1985 of broadcasting deregulation legislation there has been no action on issue. There has, however, been increased concern expressed within industry over rapid turnover of station ownership. Turnover is largely result of FCC's repeal of station "trafficking" rule that required licensees to keep radio or television station for three years before selling. Bill was introduced in House in June that would reinstate rule. Representative Al Swift (D-Wash.) is author of legislation that is not expected to move this year, but could be focus of congressional attention in next session of Congress (BROADCASTING, June 23).

Deregulation measure offered by Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) would eliminate comparative renewal process, among other things (BROADCASTING, April 1, 1985). Bill is identical to bill (H.R. 2182) offered in previous Congress. Broadcasting industry's drive to achieve regulatory relief came to standstill in 1984 after hearing before House Telecommunications Subcommittee laid issue to rest (BROADCASTING, Sept. 24, 1984). Broadcasting industry made it clear that proposed legislation offered by Representatives Al Swift (D-Wash.); Tim Wirth (D-Colo.), subcommittee chairman;

John Dingell (D-Mich.), chairman of parent Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.) was unacceptable.

□

**Crossownership.** FCC Chairman Mark Fowler has hinted he might be willing to eliminate—or at least grant waivers of—crossownership rules prohibiting ownership of daily newspaper and broadcast station in same market (BROADCASTING, Sept. 30, 1985).

FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems drew strong support—and not just from networks (BROADCASTING, Dec. 20, 1982). Department of Justice and National Association of Broadcasters supported repeal, and National Cable Television Association and Time Inc. said they wouldn't stand in way. FCC is not expected to address rulemaking soon.

Co-located broadcast and telephone cross-ownerships of cable systems have been barred by Cable Communications Policy Act of 1984. Law permits co-located newspaper crossownership of cable, however.

□

**Direct broadcast satellites.** Future of DBS medium is much in doubt these days as DBS fore-runners have faltered badly. After planning for five-and-a-half years and spending \$140 million, Comsat's Satellite Television Corp. announced in late November 1984 it would abandon its plans for six-channel national service. And United States Communications Inc., which began offering five-channel service in Northeastern U.S. in November 1983, signed up around 10,000 subscribers before going out of business April 1, 1985. Fatal blow for both ventures came in November 1984 when Comsat and Prudential, USCI's principal backer, could not come to terms on proposed merger.

Nonetheless, Hubbard Broadcasting's United States Satellite Broadcasting and Dominion Video Satellite, among first group to receive high-power DBS permits in 1982, are still trying to build and launch DBS systems. Dominion has tentative agreement to purchase Comsat's two direct broadcast satellites. Dominion and Hubbard have same problem: financing.

In March and September 1985, FCC granted permits to additional would-be DBS operators, but, with exception of Hughes none appears to have wherewithal to build satellites and enter business.

While high-power DBS founders, low-power variety combining cable programming on C-band satellite and more than 1.5 million home earth stations may soon flourish. Low-power satellite broadcasting was born Jan. 15 when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to them to dish owners. Other programmers are following HBO's lead. Today, four other services are scrambled and available—for a price—to dish owners: Showtime, The Movie Channel, CNN and CNN Headline News. Superstation WOP-TV New York is also scrambled, but its distributor, Eastern Microwave, must wait for revision of copyright laws before it can offer home satellite subscriptions.

DBS's first casualty was neither STC nor USCI, but Skyband Inc., start-up company backed by Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station equipment and programming and need for more powerful transponders that could transmit to smaller dishes. To get out of multiyear contract with Satellite Business

Systems, owner of SBS III, Murdoch agreed to pay satellite carrier \$12.7 million.

FCC made room for high-power DBS service in June 1982, allocating 500 mhz (12.2-12.7 ghz) and granting construction permits to eight applicants, including STC. But FCC year later also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed Ku-band (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983). There is talk of using RCA Americom's Ku-band satellites, Satcom K-1 and Satcom K-3, for satellite broadcasting. Satcom K-1 was launched in January 1986; Satcom K-3 is to be launched near end of decade.

If high-power DBS services get under way, choice of transmission standard will have to be resolved. Trade group, Direct Broadcast Satellite Association (DBSA), which is set to merge with Satellite Television Industry Association (SPACE), in February suggested range of technical standards, including Scientific-Atlanta's B-MAC (multiplexed analog component) video-audio transmission/scrambling format, but FCC has indicated that it will not adopt format as standard.

□

**Equal employment opportunity.** FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985). It decided to use processing guidelines to monitor cable EEO compliance. As result, cable entities (and satellite master antenna television operations) serving 50 or more subscribers and having six to 10 full-time employees must have 50% parity with labor force overall and 25% parity in top four job categories; those same types of entities with 11 or more full-time employees must have 50% parity overall and in top four job categories.

Commission also has proposed to ease EEO reporting burdens of broadcasters by exempting licensees with no more than five employees (current ceiling is no more than four) (BROADCASTING, Nov. 18, 1985). It also proposed to change its EEO model program reporting forms to emphasize that FCC's primary concern is EEO efforts, not numbers, and to make them less burdensome for broadcasters. Full-time and part-time employees could be lumped into same table in annual employment reports, instead of separate tables, as required now. Proposed revisions of EEO model program reporting form are, according to FCC officials, aimed at meeting objections of Office of Management and Budget. Four years ago, OMB refused to approve form, objecting to requirement that it be filed routinely at renewal time. OMB had permitted FCC to continue using form through end of November 1985. And without further FCC action (FCC could have rejected OMB recommendation with majority vote), use of form wouldn't have been authorized past then. But FCC said it had rejected OMB's recommendation in adopting rulemaking.

Under current EEO guidelines, stations with five to 10 full-time employees are required to have 50% parity overall with available work force. Stations with more than 10 full-time employees must reach 50% parity overall and in top four job categories, and stations with 50 or more full-time employees receive complete review of their EEO programs.

□

**Fairness doctrine.** FCC wrapped up proceeding on fairness doctrine by concluding doctrine is not in public interest and, contrary to its intended purposes, inhibits broadcasters from presenting controversial issues of public impor-

tance (BROADCASTING, Aug. 12, 1985). FCC said it will continue to enforce doctrine, even though it asserted such enforcement infringes on "fundamental constitutional principles," furnishes government with "dangerous" tool that could be abused and imposes unnecessary costs on broadcasters and FCC.

Commission has proposed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983), but that proposal has reportedly been placed on back burner.

While commission has backed off from action on fairness doctrine, U.S. Court of Appeals in Washington has held, in case brought by Telecommunications Research and Action Center, that fairness doctrine is not statutory obligation imposed by Congress (BROADCASTING, Sept. 22). In addition, two court cases challenging its constitutionality are being pursued. In one, Radio-Television News Directors Association and number of media groups are appealing commission's fairness report. They contend commission erred in simply referring matter to Congress; they say commission should have repealed doctrine as violation of First Amendment. CBS is providing principal legal and financial support. But opponents say commission action was not final action and, therefore, was not appealable. Other suit was filed by Meredith Corp., which is appealing commission decision that one of its stations, WTVH-TV Syracuse, N.Y., violated doctrine. Arguments in both cases were heard in U.S. Court of Appeals in Washington last week (see page 58).

Meanwhile, Senate Appropriations Committee adopted measure that provides funds for FCC in 1987 and directs agency to reopen its inquiry with view to examining "possible alternative ways of administering and enforcing the fairness doctrine" (BROADCASTING, Sept. 29). Broadcasters are working to remove language from bill during House-Senate conference on measure.

□

**Federal Trade Commission.** For first time in three years, FTC authorization legislation passed both House and Senate, although measure must still be approved by conference committee. Latter met in March, but did not reach agreement on legislative veto provision, definition of unfairness and advertising rulemaking provision. Conferees have yet to reconvene. Fiscal 1987 funding for FTC is \$67.5 million under House bill and \$66.5 million in Senate measure (agency asked for \$69 million). Congress was expected to reconcile differences last week.

In September 1985 House passed H.R. 2385 that set FTC reauthorization at \$63.9 million, \$64.2 million and \$64.3 million, for fiscal 1986, '87 and '88, respectively. House bill, unlike Senate version (S. 1078), lifts prohibition on FTC's authority to adopt industrywide rulemakings under unfairness standard, permitting FTC to use unfairness standard for both advertising trade regulation rulemaking and on case-by-case basis. Under Senate bill (which would reauthorize FTC for FY's '86, '87 and '88, and set funding levels at \$65.8 million, \$66.8 million and \$67.8 million, respectively), FTC retains authority to regulate commercial advertising on case-by-case basis for unfair or deceptive advertising. Senate also appropriated additional \$3.8 million for one-time consolidation of headquarters offices of FTC in Washington. Both Senate and House measures allow Congress to veto proposed FTC regulations.

□

**International telecommunications satellite systems.** President Reagan has determined



that separate U.S. systems providing international communications satellite service are required in national interest, if restrictions are imposed to protect economic health of Intelsat. President acted in November 1984, eight months after State Department, on behalf of Senior Interagency Group, and Commerce Department submitted recommendations on issue to White House. Executive branch agreed restricted service by separate systems should be permitted. And FCC, following inquiry/rulemaking, conditionally authorized six applications for separate systems. One applicant—RCA American Communications—dropped out, but two others have emerged—Columbia Communications Corp., in March, and McCaw Space Technologies Inc., in June. However, both applications remain on hold at commission.

One of original six applicants, Pan American Satellite Corp., has secured Peru as foreign correspondent, and U.S. is attempting to shepherd PanAmSat proposals through Intelsat consultation process. Effort has been arduous, but Intelsat Director General Richard Colino at board of governors meeting in September set deadlines for completing procedural work that should lead to issue being submitted to board for consideration in December. U.S. hopes for Extraordinary Assembly of Parties on issue in January 1987; Colino is speaking of one in April.

□

**Low-power television.** FCC gave birth to new broadcast service four years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 383 licensed LPTV stations. Commission has granted construction permits for another 1,512. According to same list, there are now 4,659 translators licensed; commission has issued construction permits for another 614.

New-generation television stations are technically similar to translators, but are permitted to originate programming. (Translators had been restricted to rebroadcasting signals of full-service stations.) In adopting service, FCC estimated as many as 4,000 new stations could eventually be spawned by rules, adding to more than 4,000 existing translators that can rise to LPTV status simply by notifying FCC. LPTV stations have few regulatory obligations, and there are no cross-ownership or multiple-ownership restrictions. Stations must observe statutory prohibitions against broadcast of obscenities and lotteries, however, and they have limited equal-time and fairness doctrine obligations. Commission now has 11,732 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

**Multichannel MDS.** FCC is now holding lotteries for multipoint distribution service licenses. Its first took place on Sept. 27, 1985 (BROADCASTING, Sept. 30, 1985). Lotteries were necessitated by overwhelming number of applications: 16,499.

There are two four-channel MMDS licenses available in most markets. For service, FCC reallocated eight channels from instructional television fixed service to MMDS (BROADCASTING, May 30, 1983). Under FCC order, all ITFS channels that had been authorized or applied for as of May 25, 1983, were grandfathered. No further ITFS applications will be accepted on eight channels reallocated.

In rules, FCC also said ITFS licensees may lease, for profit, "excess" capacity on their channels. Commission has established eligibility and

comparative criteria for ITFS service (BROADCASTING, June 3, 1985).

Several pay television operators are planning to take advantage of provision to lease ITFS capacity and jump into wireless cable business before FCC begins making large number of MMDS grants. In fact, American Family Theaters has already made pact with George Mason University and is offering four-channel service in Washington (BROADCASTING, Dec. 17, 1984). And, in Cleveland, Metropolitan Cablevision has introduced eight-channel service with backing from TA Associates.

□

**Multiple ownership.** FCC Chairman Mark Fowler and James McKinney, Mass Media Bureau chief, have indicated support for permitting struggling AM stations with overlapping signals to escape strictures of FCC's duopoly rules and join forces (BROADCASTING, Sept. 30, 1985).

Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, which took effect April 2, 1985, entities may own 12 AM's and 12 FM's, and will be permitted to own 12 TV's as long as they don't reach more than 25% of nation's television homes. UHF's are assessed for only half of market's television homes. Group broadcasters who buy interests in stations more than half owned by minorities are able to own up to 14 stations in service, and are permitted to reach 30% of nation's television households through their TV's, as long as two stations in each service are controlled by minorities. Although commission's original order would have dropped all ownership restrictions in 1990, FCC, on reconsideration, eliminated sunsets for TV and radio.

□

**Music licenses.** U.S. Supreme Court let stand earlier court decision that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1985). Decision was result of initial suit brought by All-Industry Television Station Music License Committee against American Society of Composers, Authors and Publishers and Broadcast Music Inc. Meanwhile, trial date has been established for May 1987 by federal rate court to establish "reasonable" ASCAP fees for blanket and program licenses for television stations. Expected this month is decision from magistrate with Southern District Court for New York to establish retroactive ASCAP fees for February 1983 to November 1984 and April 1985 to date. Stations argue they should pay only what they have been paying so far—one-12th of 1980 rate (which averaged out to about 1.22% of adjusted gross income). ASCAP argues stations should pay average 1.55% of adjusted gross income retroactively for two periods. In May 1986, U.S. District Court for the Southern District of New York issued order confirming earlier ruling that stations had to pay BMI retroactive fees during 22-month period from February 1983 to November 1984. Ruling said delinquent stations would be subject to interest penalties amounting to annual 9%. Attorney for BMI said stations are complying "slowly but surely." BMI rates are tied to ASCAP rates. For 1985-87, two rates for each year have been established—interim rate and final rate pending outcome of ASCAP fee proceedings. For 1985, BMI fees for TV stations are 61.5% of ASCAP rate (that figure is both interim and final rate). In 1986, stations will pay BMI interim 65% and final 68% rate, and in 1987 the interim rate is 68% and the final rate is 70%.

For radio, All-Industry Radio Music License Committee and ASCAP reached agreement on

new music licensing pact in late July that will raise annual blanket license rates by approximately 7.5% (BROADCASTING, July 28). New licenses (both blanket and per-program) will eliminate trade and barter reporting income. Sustaining fee in blanket licenses will also be dropped.

New blanket music licenses will run for five years, retroactive to Jan. 1, 1986. Settlement with ASCAP provides for no additional payment for 1983 and 1984. Rather, it calls for flat 7.5% surcharge fee on station's 1985 payment to ASCAP. As for per-program licenses, terms of existing agreement will be extended through end of 1986 with new contract, which will run for four years, taking effect Jan. 1, 1987. Industry had been operating with interim ASCAP licenses since Dec. 31, 1982.

Latest agreement is result of committee and ASCAP going back to bargaining table last May even though rate court proceeding commenced earlier in year to settle dispute over fees (BROADCASTING, Feb. 24). In August, U.S. Magistrate Michael H. Dolinger signed order approving ASCAP agreement for radio, which effectively dismissed rate court proceeding (BROADCASTING, Aug. 18).

Two-year contract between radio industry and BMI ended on Dec. 31, 1985, and committee has asked stations to sign one-year contract extension pending outcome of negotiations. Both parties are planning to meet shortly. Also, committee, with BMI's cooperation, is trying to set up federal rate court with Justice Department—similar to one in place for ASCAP proceedings—for determining fees when both sides fail to reach accord.

□

**Must carry.** Bending somewhat to pressure from Congress and industry, FCC has adopted new must-carry rules, but they don't appear to be winning industry plaudits (BROADCASTING, Aug. 11). Rules, which replace those U.S. Court of Appeals in Washington held to be in violation of First Amendment, contain sunset provision under which they would expire in 1991. They also would require cable operators to provide interested subscribers with free A/B switches, enabling them to switch between over-air and cable reception.

All full-power TV stations licensed to communities within 50 miles of principal headend of cable system that can demonstrate they have achieved at least average share of total viewing hours of 2% and net weekly circulation of 5% in noncable homes in county where cable system is located would be eligible for must-carry status. All noncommercial stations within same area would be eligible for carriage without having to meet viewing standards, as would new commercial stations, for period of one year. Public broadcasting translators operating at 100 watts or more and located in cable community would also be eligible. All cable systems would have to carry at least one noncommercial educational station, assuming one is close enough to qualify for carriage. Systems with 20 or fewer "usable activated channels" would be exempt from carriage requirements beyond one noncommercial outlet. Systems with more than 20 but fewer than 27 channels would have to devote up to seven channels for carriage; systems with 27 or more channels must devote up to 25% of their capacity for carriage, and systems with 54 or more channels must carry at least two qualified noncommercial stations or translators, assuming those are available.

New rules have failed to quell the on-going must-carry controversy. Cable industry has said

it will petition the FCC to reconsider new rule: particularly A/B switch requirement, which it feels is too onerous. What's more, various segments of cable industry are preparing to challenge any new rules in federal court. Many cable operators believe new must-carry rules are no less violation of their First Amendment rights than old rules were.

□

**Network standings.** NBC got off to strong start in new season, dominating premiere week (ended Sept. 28) with average 18.6 prime time rating and 30 share. ABC was second with 15.1/25 and CBS third with 14.9/24 (see page 48). NBC won its first prime time season in 31 years last season, which has strengthened network's performance in other dayparts as well, particularly news. For third quarter of 1986, evening news race averages were: CBS, 10.1/22; NBC, 10.0/21, and ABC, 9.4/20. Year ago, CBS dominated with average 10.8/23, ABC was second with average 9.4/20 and NBC third with 9.0/20. In daytime race, for all but last week of third quarter, standings are: CBS, 6.3/22; ABC, 5.9/20, and NBC, 5.2/19. A year ago standings were: ABC, 6.3/22; CBS, 6.1/22, and NBC, 4.9/18.

□

**Public broadcasting.** House and Senate settled differences in appropriations for fiscal 1989 funding for public broadcasting, setting funding level of \$228 million. (House had appropriated \$214 million, while Senate had appropriated \$238 million, amount requested by Corporation for Public Broadcasting.) Bill is part of larger stopgap funding measure that President Reagan has threatened to veto.

CPB board's annual September meeting was not held for first time in organization's history because all five members currently serving on 10-member board stayed home (BROADCASTING, Sept. 22). No-show was seen as attempt by Richard Brookhiser, William Lee Hanley and Howard Gutin to postpone selection of new chairman and vice chairman until former board members Sonia Landau and Kenneth Towery were reappointed by Senate and could be re-elected to those posts. Earlier that week (Sept. 17), confirmation hearings for Landau and Towery had proceeded with little controversy, but full Senate vote was postponed to accommodate Democratic requests that Democratic nominee first be found to fill one of five open seats. Soon afterward, White House nominated Daniel Brenner, former senior adviser to FCC Chairman Mark Fowler, for Democratic seat (see "Top of the Week"). Senate was expected to approve all three nominations before recess, which could be postponed until Oct. 10.

CPB's controversial proposal to conduct "content analysis" of Public Broadcasting Service programming received support from Republican members of Congress despite investigation by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) (BROADCASTING, June 23). Senator Barry Goldwater (R-Ariz.), who chaired Landau/Towery confirmation hearing, sent letter to CPB's mission and goals committee head, Richard Brookhiser, urging him to continue with analysis, and Representatives Don Ritter (R-Pa.) and Michael Oxley (R-Ohio) sent Brookhiser similar letter signed by 52 other congressmen (BROADCASTING, July 28, Sept. 22).

Controversy of another sort erupted over PBS's new fall series, *The Africans*. National Endowment for the Humanities, partial funder, demanded that its name be removed from cred-

its, claiming series lacks balance and thus conflicts with NEH guidelines ("In Brief," Sept. 8). FCC waived sponsorship identification requirement to accommodate NEH. Some media watchdogs attacked program: National Conservative Foundation launched campaign to discredit nine-part series (BROADCASTING, Sept. 29), and Accuracy in Media urged its readers to write legislators demanding congressional investigation of PBS programming.

Joint PBS/ABC effort to combat adult illiteracy, Project Literacy U.S. (PLUS), kicked off Sept. 3 with special segment on *MacNeil/Lehrer News-Hour*, and will continue through 1986-87 season.

PBS contracted with TV Data for weekly ratings of public television programming aired on all member stations. New service officially begins today (Oct. 6), and PBS will discontinue use of Statistical Research Inc. in November.

□

**Scrambling.** If press announcements are to be believed, most major cable programmers will have scrambled their satellite feeds by early 1987. Indeed, Home Box Office (HBO and Cinemax), Eastern Microwave (WOR-TV New York), Showtime/The Movie Channel and Turner Broadcasting System (CNN and CNN Headline News) have already scrambled feeds.

Most of pressure to scramble has come from cable operators, who have watched number of homes installing C-band earth stations to receive cable and other satellite-delivered programming for free multiply rapidly over past five years. Estimates of homes with dishes start at 1.5 million.

Scrambling also creates new business opportunity for cable programmers and others: low-power satellite broadcasting or C-band direct. Once major cable services are scrambled, programmers or some third party like cable operator can sell subscriptions to dish owners either in package or a la carte.

Home satellite industry—manufacturers, distributors and dealers of home earth stations—is pressing for legislation in Washington that would impose two-year moratorium on scrambling or would guarantee dish owners right to subscribe to scrambled programming at "fair and reasonable" prices. Congress is not inclined to pass such legislation, but Justice Department is investigating allegations that cable operators have conspired with programmers to monopolize C-band direct business, preventing it from becoming competitive medium.

□

**Space WARC.** U.S. feels it did "well" at first session of two-session conference that is to develop plan for use of space services. Developed and developing countries had difficulty reaching basic agreement throughout five-and-a-half-week session in Geneva in 1985. And there is no chance International Telecommunication Union will be able to fund all of considerable work that remains to be done before second session, to be held in 1988, and to implement principles established in one that ended Sept. 15, 1985.

Conference decided to focus on fixed satellite services. But principal issue was conflict between developing countries, which favored a *priori* approach to planning as means of guaranteeing all countries "equitable" access to geostationary orbit and associated frequencies, and developed countries, which argued such planning was wasteful and inefficient. Result was dual approach, with expansion bands associated with 6/4 ghz and 14/11-12 ghz bands—

where no satellites now operate—to be set aside for arc allotment planning and multilateral planning method being devised for use in coordinating requirements in conventional portion of those frequencies. Ambassador Dean Burch, who headed U.S. delegation, said that since expansion bands are not operational in U.S., "there was nothing we had to give up." However, while U.S. accepted planning of expansion bands associated with 6/4 ghz, it reserved its position regarding planning of expansion bands associated with 14/11-12 ghz, on ground that planning those frequencies was unnecessary and wasteful (BROADCASTING, Sept. 26, 1985).

□

**Takeovers, mergers and sales.** *TV station sale by Kohlberg Kravis Roberts & Co.*—Lorimar-Telepictures is expected to file financing prospectus soon for purchase of six TV stations formerly operated by Storer Broadcasting and one station, WTVJ(TV) Miami, previously operated by Wometco Broadcasting. Prospectus should confirm if final purchase price will be \$1.85 billion as initially announced. L-T plans to set up seven stations in separately traded subsidiary, which will, however, be consolidated for tax purposes. Six Storer stations (four CBS affiliates, one NBC affiliate and one independent) are: WSBK-TV Boston; WJBK-TV Detroit; WKW-TV Cleveland; WAGA-TV Atlanta; KCST-TV San Diego, and WITI-TV Milwaukee. Transaction is expected to close late this year. LT has also announced purchase of WPGH-TV Pittsburgh and WTV(TV) Bloomington, Ind. (Indianapolis). Sale of latter is contingent on closing of KKR station sale. Purchases, when combined with four stations LT already owns, would require divestiture of two stations.

■ *TCI majority purchase of United Artists Communications*—Tele-Communications Inc. is continuing with plans to purchase 51% of UACI for more than \$400 million (BROADCASTING, July 21). Consideration consists of \$140 million cash and additional notes convertible into 14 million shares of TCI stock. Purchase, which also involves spin-off of UAC-owned movie theaters, reportedly to Tri-Star Pictures, is currently scheduled to close near end of November. TCI has still not given firm indication whether it will purchase minority shares outstanding from public owners—51% block is being bought from UACI Chairman Marshall Naify and brother and president, Robert.

■ *Viacom leveraged buyout*—On Sept. 16, eight executives of Viacom International proposed leveraged buyout of company. Headed by Viacom President and Chief Executive Officer Terrence Elkes, group said they would pay \$37 cash and notes valued at \$3.50, for each of company's 53.4 million shares, giving proposed transaction value of \$2.7 billion (BROADCASTING, Sept. 22). Others participating in LBO would be several investment banking firms and Equitable Life Insurance Co. Outside directors of company are currently reviewing proposal. Several large institutional investors, among them Coniston Partners and General Amusement Corp., also said they would talk with management about offer. Filing by management with Securities and Exchange Commission is expected within next few weeks.

■ *Purchase of Rollins Communications by Heritage Communications*—Des Moines, Iowa-based Heritage has already completed purchase of 43.5% of Rollins, bought from Rollins family members for cash and notes totalling roughly \$260 million (BROADCASTING, May 19). Rollins subsequently tendered for rest of Atlanta-based MSO, group owner and outdoor adver-

tising company, at \$41 per share. Since Heritage is not obligated to pay for tendered shares until receipt of final FCC approval, roughly 10% of Rollins's 14.6 million shares are still outstanding and tender offer has been extended until end of this month. Merger of two companies will give Heritage total of 930,000 cable subscribers, five AM's, one FM, and six TV stations (five affiliates and one independent). In addition, Heritage owns 20% of group owner Diversified Communications. Purchase would require spin-off of Rollins's WCHS(AM)-WBES(FM) Charleston, W. Va.—company's cross-ownership of co-located WCHS-TV was previously grandfathered.

■ **GenCorp station sales**—Proposed sale of GenCorp's KXJ-TV to Group W has been blocked, at least temporarily, by FCC decision to provide opportunity for settlement of challenges to 13 other RKO General Inc. licenses, which have been valued at about \$280 million (BROADCASTING, Sept. 15). There is sense that Group W and RKO's Los Angeles deal is being held hostage to settlements for those other licenses. Under proposed deal, GenCorp's RKO would dismiss its application for KXJ-TV's license renewal; Fidelity Television would be granted a construction permit for the station's channel 9; Fidelity's stock would be transferred to Group W, and Group W would acquire KXJ-TV's assets from RKO. RKO would come out of deal with \$212 million and Fidelity with about \$95 million. In addition, Group W would pick up about \$3 million in Fidelity liabilities.

Several petitions to deny have been filed against proposed \$387-million sale of RKO's WOR-TV Secaucus, N.J. (New York), to MCA. One petition was withdrawn, that of State of New Jersey. WOR-TV is being treated separately from other RKO stations, because station already had license renewed under 1982 law that required FCC to automatically renew license of any VHF operator agreeing to move to state with no V—WOR-TV was previously licensed to New York. MCA spokesperson said that company, which hired former Group W television president, Lawrence Fraiberg, to head incipient broadcast group, would try to close on purchase by year end.

■ **Spanish International Communications Corp.**—Still awaiting FCC approval is proposed sale of five television stations and five low-power TV stations to First Chicago Venture Capital and Kansas City, Mo.-based Hallmark Cards for \$301.5 million. FCC review board last week gave its OK to proposed settlement agreement. Mass Media Bureau will drop its opposition to SICC's renewals since it has proposed to sell stations to independent parties (see page 59).

■ **John Blair & Co.**—Sixty percent of outstanding stock was purchased by subsidiary of Reliance Capital Corp. in August. As part of planned merger between two companies, securities in Blair's direct-marketing subsidiary, Advo Systems, have also been distributed to company's shareholders. Remaining step in merger—exchange of outstanding Blair stock for newly issued debentures—awaits completion of regulatory approval from Securities and Exchange Commission and FCC. Latter has approved Reliance as new licensee of Blair stations but 30-day waiting period for appeal is still in effect. Industry sources suggest that Reliance will keep Blair's two Spanish-language television stations, but will sell other TV and radio stations. While awaiting merger, changes of officers have been made, including new chief financial officer, and restructured board of directors. New chairman of John Blair & Co. is Henry

R. Silverman, senior vice president, Reliance Group Holdings. Completion of merger is expected by end of year.

□

**TV allocations.** Television and private radio interests remain split over FCC proposal to reallocate 28 UHF TV channels in eight top-10 markets to land-mobile radio services, as well as drop co-channel protection ratios at UHF TV station's predicted grade B service contour from 50 db to 40 db (BROADCASTING, July 8). In June 1985 notice on proposed changes, FCC established industry advisory committee to investigate technical issues of spectrum sharing and group filed 121-page report with commission in May which reflected deep divisions between broadcasters, who believe sharing could cause interference to UHF stations at twice level considered acceptable for day-to-day viewing, and land mobile radio interests, who believe potential for increased interference is small (BROADCASTING, May 12).

Frequency sharing on 2 ghz and 7 ghz microwave bands, now widely used by television broadcasters for electronic newsgathering and fixed studio-transmitter links, was proposed by FCC last November (BROADCASTING, Dec. 9, 1985). Proposal would allow cable system operators and cable networks to use bands for mobile remote applications. Commission is also considering elimination of mixed allocations in frequencies, setting aside 7 ghz band for fixed links only and 2 ghz band for mobile links. Minimum path lengths for fixed links and restrictions to limit terrestrial microwave interference to satellite services are also being reviewed. Comments filed in March on proposals indicated widespread opposition by broadcast interests, with cable industry supportive of prospective ENG frequency sharing.

□

**TV stereo.** Number of stereo television stations on air has increased to nearly 300, with total of 350 stations either airing multichannel sound or in final stages of conversion, according to BROADCASTING'S COUNT.

At networks, NBC has moved most quickly to embrace stereo, with more than 24 stereo hours in prime time and late-night carried each week by five network owned-and-operated stations and 88 affiliates reaching 73.2% of U.S. TV households. Total of 112 NBC stations, covering 82% of country, are expected to be in stereo by year's end. CBS, meanwhile, has quickened pace on stereo, speeding up planned 1988 service to introduce "pass-through" stereo beginning last February with Grammy Awards. Current tally has stereo at 34 CBS affiliates and its WCAU-TV Philadelphia. Stereo broadcasts at network include one weekly series, plus stereo Super Bowl on Jan. 25 and other stereo entertainment specials in works. ABC has its KABC-TV Los Angeles and 29 affiliates in stereo, but has only experimented with service, airing weekly series that have since been canceled and specials including 1985 World Series. PBS, with 36 member stations in stereo, will supply them with some 23 hours of stereo material this month. Fox Broadcasting is also airing stereo shows. Remainder of stereo stations are independents.

TV receiver manufacturers are eager to see advent of new service. It means they will be able to sell sets with stereo capability as well as set-top adapters to upgrade existing sets for stereo reception. First figures on 1985 stereo set sales, announced at January Winter Consumer Elec-

tronics Show in Las Vegas, showed sales of stereo-ready sets reached 1.7 million between fall 1984 and end of 1985. Original projections for 1986 sales, 2.8 million, have been increased to 3 million.

FCC first authorized TV stereo broadcasting in March 1984. At same time, it protected industry-recommended Zenith/dbx system from interfering signals, making it, in effect, national standard. One of original transmission system competitors, Telesonics, headed by Larry Ocker, vice president, engineering of noncommercial WTTW-TV Chicago, is now involved in lawsuit with Zenith regarding patent infringement on stereo technology. WTTW became first television station in nation to regularly broadcast programming with stereo sound on Aug. 7, 1984, using Zenith/dbx system. NBC's *Tonight* was first regularly broadcast stereo program, starting in July 1985.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. Number of stations, including 11 public broadcasters, are offering second audio program (SAP) services, including reading-for-the-blind, Spanish-language soundtracks for syndicated and news programming and audio program guides.

□

**UHF-VHF swaps.** FCC has approved concept of permitting noncommercial and commercial TV operators in same band to swap channels, without having to expose themselves to competing applications (BROADCASTING, March 17). Order will permit trades of noncommercial U's for commercial U's and noncommercial V's for commercial V's. FCC officials said they had no plans any time soon to address related proposal to permit noncommercial broadcasters swap their V's for commercial U's. But FCC has declined to close out docket because it wants to keep option of approving V-U swaps open in case federal budgetary cutbacks should make them more attractive to public broadcasters ("Closed Circuit," March 17). V-U proposal received shelacking in comments at FCC (BROADCASTING, June 24, 1985).

□

**VHF drop-ins.** Two years ago, FCC Chairman Mark Fowler directed commission staff to issue further notice of proposed rulemaking on VHF drop-ins looking toward additional protection of existing television service ("Closed Circuit," June 18, 1984). Under original proposal, short-spaced station would have been authorized as long as it provided same protection to existing stations that normally spaced station would and service gains would outweigh losses. Since then, staff, at Fowler's direction, was looking toward establishing criteria that would protect as much established service as possible. FCC official had once said further notice should be ready by end of 1985. But work on item was dropped early this year at direction of Fowler's office. Now, Mass Media Bureau, responding to another directive from Fowler, is said to be working on item again, but no target date has been set for work to be completed.

Staff had finished work in 1983 on original proposal, which was introduced more than five years ago (BROADCASTING, Sept. 22, 1980). FCC has approved four drop-ins: Salt Lake City (ch. 13); Charleston, W. Va. (ch. 11); Knoxville, Tenn. (ch. 8), and Johnstown, Pa. (ch. 8). Nine applications were filed for Charleston drop-in, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. In Johnstown, construction permit has been issued. Other cases are still in hearing.

## WNEV-TV Boston goes Beta

Sony's new Betacam SP videotape format outperforms Matsushita's rival M-II format in both origination and multigeneration editing. That is according to extensive tests of the two systems conducted in recent months by Boston CBS affiliate WNEV-TV, which has since agreed to purchase approximately 130 of the Sony SP units ("In Brief," Sept. 29).

The station is one of the most experienced with half-inch videotape. It began using the technology in August 1982. It is also the largest broadcast user of Matsushita's M-format recorders, the incompatible precursor to the current M-II system. But now the station's new Sony Betacam SP units will replace virtually all of its other videotape formats.

According to Karl Renwanz, WNEV-TV vice president of engineering, five dozen three-quarter-inch U-matic systems, used mainly for newsgathering in the field, will be replaced by the first phase of Beta SP units arriving in mid-1987, and another 55-60 M-format decks, used in both newsgathering and other in-house programming, will be phased out by the end of 1988, when they reach six years in operation. The SP products may also "infringe" on applications normally reserved for the station's one-inch Type-C recorders, such as for tape feed delay operations, he said.

"M-format worked wonderfully," Renwanz told BROADCASTING, "but that is the technology of old. We're marching on to the digital domain [and] Beta SP is the way to go."

Renwanz said the station decision on the format, made after in-house tests and demonstrations of various versions of both new recorders, came down to several major factors. "Performance was most important," he said. "Both performed well, but our opinion is SP outperforms M-II. It's superior in both origination and multigeneration editing." Renwanz added: "SP is comparable to one-inch in quality and offers the convenience of U-matic editing. It had everything we wanted in half-inch format."

Sony also had an edge in service and support that it proposed for the deal, pledging to station a field engineer in New England to improve service performance in the now-unstaffed region, Renwanz said. But he acknowledged Panasonic, which markets the Matsushita recorders in the U.S., has been "fairly responsible" in servicing the station out of its Secaucus, N.J., headquarters.

In other areas, the two competitors showed less divergence, the station's investigation showed. Features for the two recorder families were both very close; costs of the new metal particle tape used for both formats, while more expensive than standard metal oxide tapes used for M-format or standard Betacam, were not substantially different, and the pricing of the two packages was "in the same ball park," Renwanz said.

Praising the station choice, not unexpected-

**Betting on Budapest.** Two maverick broadcast organizations, Ted Turner's Cable News Network and Rupert Murdoch's U.K.-based Sky Channel, could be the first commercial TV services to pierce Eastern Europe's Iron Curtain. The anticipated site for the broadcasts is Hungary, functioning as an apparent test case for other Eastern Bloc nations, with the programs initially going to international hotels and business organizations and perhaps later to cable systems.

CNN has already applied for a satellite downlink, and International Vice President Charles Bonan has plans to visit the country this month. Sky's managing director, Patric Cox, was also confident his satellite entertainment service would be broadcasting in East Europe by the end of the year.

edly, was Sony Communications Products President William Connolly. "From my perspective, Renwanz has always had his station on the cutting edge. He's been a component format person for some time. It's a hallmark of his station," Connolly said. "When a sophisticated customer such as WNEV-TV has a choice and chooses SP, I consider it a mark in favor of SP."

Panasonic Broadcast marketing head, Anthony Pignoni, while disappointed by the lost business, attributed the lesser quality performance to the use of pre-production M-II recorder samples during the station demonstrations. Samples coming off the newly tooled production line, he argued, exhibited some technical difficulties later resolved as production runs were returned.

"Apparently, there was some sense of urgency in [the station's] need to come to a decision," Pignoni said. "We really would have had a different story if we had 30 days to show the final unit."

## FCC, EPA study Denver radiation

The FCC and the Environmental Protection Agency have completed a week-long site survey of Denver's largest antenna farm to check for potentially hazardous radio frequency radiation.

Results of the study, conducted by a six-member team including EPA and FCC scientists and local officials, will not be available before December, according to the FCC's Robert Cleveland. Conclusions of a similar study conducted last August in Portland (BROADCASTING, Aug. 18) may be released this month, he said.

Denver's Lookout Mountain transmission facility, located 15 miles outside the city, houses towers in a quarter-mile radius for six of the city's seven TV's and for eight FM's, as well as for various land mobile and other radio services. Included in the survey were NBC-owned KCNC-TV, Gannett's KUSA-TV, Tribune's KWGN-TV, McGraw-Hill's KMGH-TV, UHF station KDVR and public broadcaster KRMA-TV. The eight FM's were KAZY, KBPI, KCFR, KOAQ, KOSI, KPKE, KUVU and KYGO.

In one case, according to Cleveland, an FM tower was located in the yard of a large complex of cottages and cabins used as a summer camp and occupied at other times of the year. Other homes were found within 100 feet of the towers, although Cleveland indicated there were no signs of any immediate danger of excessive exposure to near-

by residents.

The FCC and EPA are renewing the inter-agency agreement that has allowed them to fund the studies for the next fiscal year at approximately the same level and, according to Cleveland, they could either conduct another two site studies or use the funds for other research on RFR hazards.

## East Coast cable orders

Cable MSO, Greater Media of East Brunswick, N.J., has ordered more than \$1.8 million in addressable terminals and remote control units from Scientific-Atlanta. Greater Media will use the model 8555 terminals to upgrade the services of its Worcester, Mass., system.

S-A, based in Atlanta, has also received an order for active and passive distribution electronics from Sammons Communications for the 126-mile rebuild of its Cortland, N.Y., cable system. Shipments have already started, to be completed by late 1987.

## New medium

Optical disk systems, with massive storage capacity that may some day hold promise for broadcasters in audio-video digital recording applications, will experience "tremendous" market growth in the next several years, according to a New York market research firm, Frost & Sullivan. In a 208-page report, "The PC Optical Disk Market in the U.S.," the researchers predict the composite market value of optical disk systems will increase from the current \$14 million in 1986 to \$1.74 billion in 1988, rising to \$2.5 billion in 1990. The report includes technology and market analyses and is available for \$1,900.

## Gearing up

**General Instrument's Jerrold Division** has introduced a new MTS stereo encoder. The Commander encoder, tentatively priced at under \$2,000, can be used in any cable system headend to convert satellite and locally generated signals into BTSC stereo, including the secondary audio programming (SAP) channel, according to the Hatboro, Pa.-based manufacturer. The encoder will be available for delivery in December.

□

Two new FM transmitters are available from

**Broadcast Electronics** of Quincy, Ill. The single tube, 30,000 watt FM-30A replaces its predecessor FM-30 with new features including an automatic power control and an optional microprocessor video diagnostic system. The second unit, the FM-10A, is a 4,500-11,000 watt transmitter also using a single-tube design.

□

**Kintek** has developed a new audio phase meter for use in checking and correcting phase alignment of audio recorders, satellite transmission systems, studio-to-transmitter microwave links and videotape recorders. The KT-932 meter is available from the company, based in Waltham, Mass., for \$595 with a two-week delivery period.

□

Two new remote-controllable distribution amplifiers have been introduced by **Grass Valley Group** of Grass Valley, Calif. A \$525 remote gain video DA, the 8510R, allows local, remote or summed control of both video and chroma, while the GVG 8552R remote gain audio DA, priced at \$375, provides switch selectable gain ranges from +10 dB to +30 dB in three steps.

## For the Record

As compiled by **BROADCASTING**, Sept. 25 through Oct. 1, 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

- **KEZA(FM)** Fayetteville, Ark. (107.9 mhz; 100 kw; HAAT: 1,259 ft.)—Seeks assignment of license from Prime Communications Inc. to RadioVision Partners Limited Partnership for \$2,880,000. Seller is owned by Gerry Patton, who has no other broadcast interests. Buyer is owned by Tony Gazzano, president. He is former sales manager at WLTS(AM)-WRMR(FM) Cleveland. It recently purchased WAZY(FM) Lafayette, Ind. Filed Sept. 19.
- **KCTT-AM-FM** Yellville, Ark. (AM: 1530 khz; 1 kw-D; FM: 97.7 mhz; 2.45 kw; HAAT: 328 ft.)—Seeks assignment of license from Adams Broadcasting Co. to Scott Miller for \$300,000. Seller is owned by John C. Adams, his brother, Don, and Jackie Jefferson. It has no other broadcast interests. Buyer is former general manager of WTAZ(FM) Morton, Ill. Filed Sept. 15.
- **KEYC-TV** El Centro, Calif. (ch. 9; CBS; ERP vis. 316 kw; aur. 34 kw; HAAT: 1,720 ft.)—Seeks assignment of license from Pacific Media Corp. to First National Entertainment Corp. for \$2,350,000. Seller is principally owned by John Smart, former chairman of Esquire Inc. It has no other broadcast interests. Buyer is headed by Irving Brand, president. It also owns KFNB-TV Casper, KFNE-TV Riverton and KFNR-TV Rawlins, all Wyoming. Filed Sept. 18.
- **KWOW(AM)** Pomona, Calif. (1600 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Wickstrom Inc. to Money Radio for \$1,750,000. Seller is owned by Dean H. Wickstrom and family. It has no other broadcast interests. Buyer is principally owned by Buzz Schwartz, host of *Investors Club of the Air*, on KIEV(AM) Glendale, Calif. Filed Sept. 16.
- **KVML(AM)-KZSQ(FM)** Sonora, Calif. (AM: 1450 khz; 1 kw-U; FM: 92.7 mhz; 3 kw; HAAT: 650 ft.)—Seeks assignment of license from Crown Sierra Broadcasting Co. to H Group Inc. for \$900,000. Seller is owned by Melvin Winters. It has no other broadcast interests. Buyer is owned by H. Randolph Holder, and his son, Randolph. It also owns WGAU(AM)-WNGC(FM) Athens, Ga. Filed Sept. 18.
- **WQYK(FM)** St. Petersburg, Fla. (99.5 mhz; 100 kw; HAAT: 550 ft.)—Seeks assignment of license from Lake Huron Broadcasting Corp. to Infinity Broadcasting for \$27 million. Seller is owned by William J. Edwards and Howard Wolfe. It is also selling KRBE-AM-FM Houston (see below), and will have no other broadcast interests. Buyer is publicly owned, New York-based group of four AM's and six FM's, majority owned by Michael Weiner and Gerald Carus. Filed Sept. 19.
- **KLER-AM-FM** Orofino, Idaho (1300 khz; 1 kw-U; FM:

95.3 mhz; 100 kw; HAAT: 750 ft.)—Seeks assignment of license from Clearwater Broadcasting to 4-K Radio Inc. for assumption of liabilities. Seller is owned by Arthur Hunt, who has no other broadcast interests. Buyer is owned by Gene Hamblin and Mike Ripley. Based in Lewiston, Idaho, it owns four AM's and three FM's. Filed Sept. 22.

■ **KATC(TV)** Lafayette, La. (ch. 3; ABC; 100 kw visual. 20 kw aur; HAAT: 1,740 ft.)—Seeks assignment of license from Abellor Corp. to TV Station Partners for approximately \$28 million. Seller is owned by Loyola University, New Orleans. It also owns WWL-AM-TV and WJAY-FM New Orleans. Buyer is New York-based group of four TV's principally owned by Martin Pompadur and Ralph E. Becker. Filed Sept. 24.

■ **WXNE(TV)** Boston (ch. 25; ERP vis. 1,380 kw; aur. 141 kw; HAAT: 1,170 ft.)—Seeks assignment of license from CBN Continental Broadcasting Network to Fox Television Inc. for approximately \$28 million. Seller is Virginia Beach, Va.-based group of one FM and three TV's headed by Pat Robertson. Buyer is Los Angeles-based group of six TV's, principally owned by Rupert Murdoch. Filed Sept. 18.

■ **WREB(AM)** Holyoke, Mass. (930 khz; 500 w-D)—Seeks assignment of license from Algonquin Broadcasting Corp. to DuMont Holding Co. for \$640,000. Seller is owned by Joseph T. Alfano, who has no other broadcast interests. Buyer is principally owned by Allen B. DuMont, president of DuMont Communications Group Inc., Chester, N.J.-based financial consultant. Filed Sept. 23.

■ **KSNF(TV)** Joplin, Mo. (ch. 16; ERP vis. 2,600 kw; aur. 260 kw; HAAT: 1,028 ft.)—Seeks assignment of license from Kansas State Network Inc. to Price Communications for \$11.8 million. Seller is Salt Lake City-based group of five AM's, five FM's and seven TV's, principally owned by George and Wilda Hatch. Buyer is publicly owned, New York-based group of nine AM's, nine FM's and three TV's, principally owned by Robert Price, president. Filed Sept. 22.

■ **WECT(TV)** Wilmington, N.C. (ch. 6; NBC; ERP vis. 100 kw; aur. 20 kw; HAAT: 2,054 ft.)—Seeks assignment of license from Atlantic Telecasting Broadcasting Corp. to News-Press and Gazette Co. of St. Josephs Mo. for \$30 million. Seller is owned by J.S. Brodie, chairman, Dan D. Camera, president, and over 200 others. It has no other broadcast interests. Buyer is St. Joseph, Mo.-based group of five TV's owned by David R. Bradley and family. It also publishes daily morning and evening newspapers and has cable system in St. Joseph. Filed Sept. 23.

■ **WTAW(AM)-KTAW(FM)** Bryan, Tex. (AM: 1150 khz; 1 kw-D; 250 w-N; FM: 92.1 mhz; 3 kw; HAAT: 275 ft.)—Seeks assignment of license from Radio Brazos Inc. to Hicks Broadcasting Corp. for \$1.5 million. Seller is principally owned by Rodger B. Watkins, who also owns KLNK(AM) Lufkin, Tex. Buyer is owned by William R. Hicks, and his brother, R. Steven. It also owns KNOW(AM) Austin, KEYI(FM) San Marcos, KLVK(AM) Beaumont, KYKR(FM) Port Arthur, all Texas; KAYI(FM) Muskogee, Okla., and WYNK-AM-FM Baton Rouge, La. Filed Sept. 24.

■ **KJNE-FM** Hillsboro, Tex. (102.5 mhz; 100 kw; HAAT: 450 ft.)—Seeks assignment of license from KJNE Inc. to KWON Broadcasting for \$3.2 million. Seller is owned by Earle Fletcher and his son, John. It also owns KOPY(AM)-KDSI(FM) Alice, Tex. Buyer is Wichita Falls, Tex.-based group of three AM's and two FM's owned by R.J. Moran. Filed Sept. 23.

■ **KRBE-AM-FM** Houston (AM: 1070 khz; 10 kw-D; 5 kw-N; FM: 104.1 mhz; 100 kw; HAAT: 1,920 ft.)—Seeks assignment of license from Lake Huron Broadcasting Corp. to Susquehanna Broadcasting Co. for \$25 million. Seller is also selling WQYK-FM St. Petersburg, Fla. Buyer is York,

Pa.-based group of six AM's and nine FM's principally owned by Louis J. Appell and family. Filed Sept. 18.

■ **WDVA(AM)-WJLC-FM** South Boston, Va. (AM: 1250 khz; 5 kw-U; FM: 97.5 mhz; 27 kw; HAAT: 300 ft.)—Faver Broadcasting Income Fund Ltd. to Power Broadcasting Inc. for \$2.3 million. Seller is subsidiary of Faver Broadcasting, Atlanta-based group of four AM's and five FM's owned by William O. Woodall, Stanley Sackin and Mark Dunaway. Buyer is owned by Tom Joyner and Gregg Skall. It recently purchased KGTV(FM) Georgetown, Tex. Filed Sept. 18.

### New Stations

#### New AM's

- **South Lake Tahoe, Calif.**—Jerry J. Collins seeks 1090 khz; 5 kw-D. Address: 1227 Del Prado Blvd., Cape Coral, Fla. 33904. Principal owns WDCQ(AM) Pine Island Center, Fla. Filed Sept. 22.
- **Oakhurst, Calif.**—RanJack Radio seeks 1090 khz; 330 w-D. Address: P.O. Box 1917, 93644. Principal is owned by Randolph Johnston and John B. Stodelle. Johnston owns KAAT(FM) Oakhurst. Stodelle owns KROP(AM)-KSIQ(FM) Brawley, Calif. Filed Sept. 22.
- **Syracuse, N.Y.**—Jerry J. Collins seeks 670 khz; 2.5 kw-D. Address: 1227 Del Prado Blvd., Cape Coral, Fla. 33904. Principal owns WDCQ(AM) Pine Island Center, Fla. Filed Sept. 22.
- **Surrey, Va.**—Spann Communications seeks 670 khz; 10 kw-D. Address: 5525 S. State St., Chicago 50621. Principal is owned by Pervis Spann, who also owns WVON(AM) Cicero, Ill., and WXSS(AM) Memphis. Filed Sept. 22.

#### New FM's

- **Oxford, Ala.**—Mountain Broadcasting seeks 97.9 mhz; 240 w; HAAT: 1,138 ft. Address: 1145 Shadylane Circle, Talladega, Ala. 35160. Principal is owned by Martis E. Phillips, Charles E. Wilson, Jeffrey B. Faulkner and Michael T. Welcher. It has no other broadcast interests. Filed Sept. 18.
- **Oxford, Ala.**—Oxford Broadcasting seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 216 Tomahawk Trail, Anniston, Ala. 36206. Principal is owned by Arthur J. Wilson, Eugene Ervin, Nathaniel D. Owens and Houston L. Pearce. Pearce owns five AM's and three FM's. Filed Sept. 18.
- **Oxford, Ala.**—Cheaha Associates seeks 97.9 mhz; 3 kw; HAAT: 1,042 ft. Address: 1215 West Lenlock Lane, Anniston, Ala. 36201. Principal is owned by Marvis Gardner, Ronald Wondson and George Salmon. It has no other broadcast interests. Filed Sept. 18.
- **Oxford, Ala.**—William E. Bussey seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 304 Stanton St., Jacksonville, Ala. 36265. Principal has no other broadcast interests. Filed Sept. 18.
- **Oxford, Ala.**—Woodard Broadcasting Co. seeks 97.9 mhz; 310 w; HAAT: 983 ft. Address: P.O. Box 3770, Oxford, Ala. 36203. Principal is owned by Jimmy Woodard and his wife, Geraldine. It owns WOXR(AM) Oxford and WEYY-FM Talladega, Ala. Filed Sept. 18.
- **Oxford, Ala.**—Oxford Broadcasting Service Inc. seeks 97.9 mhz; 280 w; HAAT: 1,057 ft. Address: P.O. Box 3721, 36203. Principal is equally owned by Sara S. Grant, O. Clayton Dobbins and Albert G. Gore. It has no other broadcast interests. Filed Sept. 18.
- **Oxford, Ala.**—Thomas Simms Potts seeks 97.9 mhz; 316 w; HAAT: 1,000.5 ft. Address: 13 Diana Hills Rd., Anniston, Ala. 36201. Principal owns WDNG(AM) Annis-

ton, Ala. Filed Sept. 18.

■ Crescent North, Calif.—Let's Talk Radio seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 825 Mason Mall, Crescent City, Calif. 95531. Principal is owned by William E. Stamps and his wife, Patricia. It owns KPOD(AM) Crescent City, Calif. Filed Sept. 18.

■ Salinas, Calif.—Franklin D. Graham seeks 97.9 mhz; 3 kw; HAAT: 105.1 ft. Address: 301 Guinea Rd., Stamford, Conn. Principal has no other broadcast interests. Filed Sept. 18.

■ Salinas, Calif.—Rose T. Casalan seeks 97.9 mhz; 3 kw; HAAT: 3 ft. Address: 10969 Wellworth #124, Los Angeles 90024. Principal has no other broadcast interests. Filed Sept. 18.

■ Salinas, Calif.—Lisa Ann Wayne seeks 97.9 mhz; 3 kw; HAAT: 187 ft. Address: 404 N. 5th St., San Jose, Calif. 95112. Principal has no other broadcast interests. Filed Sept. 18.

■ Salinas, Calif.—FM Salinas Ltd. Partnership seeks 97.9 mhz; 3 kw; HAAT: 53 ft. Address: 59 Norman Way, 93906. Principal is owned by George Lindemann and family. It is applicant for 20 new FM's. Filed Sept. 18.

■ Salinas, Calif.—P&R Communications Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 6016 Crossview Circle, San Jose, Calif. 95120. Principal is owned by Madhu Roy and Narmadaben Patel, who have no other broadcast interests. Filed Sept. 18.

■ Salinas, Calif.—Gary T. Rodriguez seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 1741 Johnston Ave., San Jose, Calif. 95125. Principal has interest in and is general manager of KHTT(AM)-KJSJ(FM) San Jose, Calif. Filed Sept. 18.

■ Salinas, Calif.—Southern California Broadcasting Co. seeks 97.9 mhz; 3 kw; HAAT: minus 22.96 ft. Address: 104 N. Glendale Ave., Glendale, Calif. 91206. Principal is owned by Fred S. Beaton and family. It also owns KIEV(AM) Glendale, and KRNY(AM) Monterey, both California. Filed Sept. 18.

■ Salinas, Calif.—California Community Television seeks 97.9 mhz; 3 kw; HAAT: 325 ft. Address: 161 Main St., 2nd Floor, 93902. Principal is nonprofit corporation headed by Gary Delgado. It also owns new TV in Watsonville, Calif. Filed Sept. 18.

■ Salinas, Calif.—Crystal Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 181 ft. Address: 18410 Fairway Dr., Detroit, Mich. 48221. Principal is owned by Lynn M. Ferris, who has no other broadcast interests. Filed Sept. 18.

■ Salinas, Calif.—Innovative Broadcasting Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 4825 Perrier St., New Orleans, La. 70115. Principal is owned by Tracy Lewis and Inter-Urban Broadcasting, which is owned by her father, Thomas. It owns WJYL(FM) Jeffersonton, Ky. Filed Sept. 18.

■ Salinas, Calif.—Villamil FM Radio seeks 97.9 mhz; 3 kw; HAAT: 112.18 ft. Address: 34 Amherst Rd., Watsonville, Calif. 95076. Principal is owned by Julio A. Villamil and family. It has no other broadcast interests. Filed Sept. 18.

■ Salinas, Calif.—B.F.J. Timm seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Principal owns four AM's and six FM's and operates cable system in Georgia. Filed Sept. 18.

■ Enfield, Conn.—Airwave Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 175 ft. Address: 105 Chestnut Hill Lane, Stamford, Conn. 06903. Principal has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Laura B. Goldenberg seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 416 East 54th St., Elmwood Park, N.J. 07407. Principal has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—John A. McMullin seeks 97.9 mhz; 3 kw; HAAT: 58 ft. Address: 124 Lakewood Village Circle, Daytona Beach, Fla. 32019. Principal has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—FM Enfield Ltd. Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 438 East Street South, Suffield, Conn. 06078. Principal is owned by George L. Lindemann and family. It is applicant for 20 new FM's. Filed Sept. 18.

■ Enfield, Conn.—United Broadcasting Corp. seeks 97.9 mhz; 2.5 kw; HAAT: 364 ft. Address: 123 Marsh Hill Road, Orange, Conn. 06477. Principal is owned by Hazel Boffill, Ellen Schultz, Ron Dunson and Jeanne Fitzpatrick, voting stock, and Kenneth Dawson, 100% nonvoting stock. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Enfield Associates seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 46 Main St., Danbury, Conn. 06810. Principal is owned by Iris Randall, general partner; Thomas G. West; Richard L. Nahley; his brother, Donald; John N. Deep, and Sam Showah, who also own WCHZ(AM) Pensacola, Fla. Filed Sept. 18.

■ Enfield, Conn.—Robinson Communications Corp. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 6 Suncircle Lane, Farmington, Conn. 06032. Principal is owned by Sara N. Robinson and her husband, Nicholas. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Wescon Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 120 Town Farm Rd., 06082. Principal is owned by Allyn S. Mathews, Cyril Burke and two others. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Susan Marie Beth Romaine seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 1014 Day Ave., Silver Spring, Md. 20910. Principal has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Enfield Radio Associates seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 777 Enfield St., 06082. Principal is owned by Alan K. Tracy and five others. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Broadbrook Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 238 ft. Address: 349 West Avon Rd., Avon, Conn. 06001. Principal is owned by Carmelita Rifkin and her husband, Lawrence, and Gerald M. Leonard and his son, Eric. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Eastco Enfield FM, Ltd. Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 26 Dartmouth St., Westwood, Mass. 02090. Principal is principally owned by Alan Steinert Jr. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Enfield Area Radio Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 53 Mountain Road, Suffield, Conn. 06078. Principal is Thomas H. Fitzpatrick and four others. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Connecticut Broadcasting Ltd. Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 770 Arlington Blvd., Falls Church, Va. 22043. Principal is owned by William M. Smith and two others. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Enfield Broadcasting Ltd. Partnership seeks 97.9 mhz; 3 kw; HAAT: 175 ft. Address: 833 Hollow Tree Ridge Rd., Darien, Conn. 06820. Principal is owned by Richard Kozak and Kevin Koone, who have no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Enfield Broadcasting Co. seeks 97.9 mhz; 3 kw; HAAT: 160.5 ft. Address: 119 Hollydale Rd., Fairfield, Conn. 06430. Principal is owned by John R. Leverty and four others. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Franklin D. Graham seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 201 Guinea Rd., Stamford, Conn. 06903. Principal has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Enfield Broadcasting Co. seeks 97.9 mhz; 3 kw; HAAT: 175 ft. Address: 11 South Rd., P.O. Box 415, Somers, Conn. 06071. Principal is owned by David Kalicka, Richard Resnick, John S. Jasczewicz, Edward Dailley and Robert Peters. It has no other broadcast interests. Filed Sept. 18.

■ Enfield, Conn.—Manuel and Maria Angelo seek 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 14 Sylvan St., West Springfield, Mass. 01089. Principals are husband and wife, who also own WACM(AM) West Springfield, Mass. Filed Sept. 18.

■ Enfield, Conn.—Recardo and Novia Foy seek 97.9 mhz; 3 kw; HAAT: 481.2 ft. Address: 48 Barber St., Windsor, Conn. 06095. Principals have no other broadcast interests. Filed Sept. 18.

■ Selbyville, Del.—Selbyville, Broadcasting Group seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 125 Chester Ave., Annapolis, Md. 21403. Principal is owned by Jean B. Desmond and James D. Steled. Filed Sept. 18.

■ Selbyville, Del.—Selbyville Broadcasting Ltd. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: No. 7 Hickory Lane, 19975. Principal is owned by Scott Gregory and William H. Mallery. It has no other broadcast interests. Filed Sept. 18.

■ Selbyville, Del.—Benjamin Macwan seeks 97.9 mhz; 3 kw; HAAT: 272 ft. Address: 47-01 Newton Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed Sept. 18.

■ Selbyville, Del.—Satellite Systems Engineering Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 7315 Wisconsin Ave., Bethesda, Md. 20814. Principal is owned by Wilbur L. Pritchard and 17 others. It has no other broadcast interests. Filed Sept. 18.

■ Selbyville, Del.—Galaxy Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Dory Beach II, 787th St., #102, Ocean City, Md. 21842. Principal is owned

by Alexander Soroka, who has no other broadcast interests. Filed Sept. 18.

■ Selbyville, Del.—Kirkley Paige Beal seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 1829 Chantilly Court, Virginia Beach, Va. 23451. Principal has no other broadcast interests. Filed Sept. 18.

■ Selbyville, Del.—Susan M. Bechtel seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 9312 Wooden Bridge Rd., Potomac, Md. 20854. Principal also has interest in KMBD(AM) Thornton, Colo. Filed Sept. 18.

■ Fort Valley, Ga.—Bernard A. O'Neill seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 3364 Tanglewood Drive, Augusta, Ga. 30909. Principal has no other broadcast interests. Filed Sept. 18.

■ Fort Valley, Ga.—Holy Spirit FM Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 2508 North Duke Street, Durham, N.C. 27704. Principal is general partnership of six at 10% each and 12 at 3.33% each, headed by Ervin L. Hester. Hester is employee of WTVD-TV Durham, N.C. Holy Spirit is also applicant for new FM at Raleigh, N.C. It has no other broadcast interests. Filed Sept. 18.

■ Fort Valley, Ga.—William H. Burckhalter seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 106 McLauren Street, Summerville, S.C. 29483. Principal is applicant for three FM's. His son, Getson Wayne Burckhalter, and daughters, Wanda Bair and Cynthia Merrithew, each have interest in one FM app. Filed Sept. 18.

■ Fort Valley, Ga.—Christian FM Application Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 2423 U.S. Highway 41 South, Perry, Ga. 31069. Principal is 24-member general partnership headed by Brenda Rae Vance (10.07%). It is also applicant for new FM at Raleigh, N.C. Filed Sept. 18.

■ Fort Valley, Ga.—Valmedia Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Highway 341 North, Fort Valley, Ga. 31030. It is owned by Dollie D. Horton, president (51%), and her husband, Cornelious Horton Jr. (49%). Valmedia owns WKKO(AM) Fort Valley, where Dollie is general manager and Cornelious is part-time employee. Filed Sept. 18.

■ Wiggins, Miss.—John F. White seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 2, Box 274, Poplarville, Miss. 39470. Principal has no other broadcast interests. Filed Sept. 18.

■ Wiggins, Miss.—Colon Johnston seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Drawer L, Carthage, Miss. 39501. Principal is former owner of WHY(N)FM) McKenzie, Tenn. Filed Sept. 18.

■ West Yellowstone, Mont.—Big M Broadcast Associates seeks 97.9 mhz; 3 kw; HAAT: minus 385 ft. Address: P.O. Box 700, Ennis Mont. 59729. Principal is owned by C. Howard McDonald and his wife, June. It has no other broadcast interests. Filed Sept. 18.

■ Grants, N.M.—Jimmy L. Jones seeks 97.9 mhz; 50 kw; HAAT: 196.8 ft. Address: 4206 San Mateo Rd., 87020. Principal has no other broadcast interests. Filed Sept. 18.

■ Bayboro, N.C.—Thomas H. Campbell seeks 97.9 mhz; 1.2 kw; HAAT: 152 m. Address: 800 Lakestone Dr., Raliegh, N.C. 27609. Principal interest in WDUR(AM)-WFXC(FM) Durham, WTAB(AM)-WYNA(FM) Tallor City, and WIAM(AM)-WSEC(FM) Williamston, all North Carolina. Filed Sept. 18.

■ Bayboro, N.C.—Terry Freitag seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 76 Shirley Dr., Henderson, N.C. 27536. Principal has no other broadcast interests. Filed Sept. 18.

■ Bayboro, N.C.—Theresa Schreiber seeks 97.9 mhz; 3 kw; HAAT: 313 ft. Address: P.O. Box 22-3314, Hollywood, Fla. 33022. Principal has no other broadcast interests. Filed Sept. 18.

■ Bayboro, N.C.—James E. Hodges and Lewis V. Parrish seek 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 1331 South Glenburnie, New Bern, N.C. 28560. Hodges owns WNOS(AM) New Bern, N.C. Parrish has no other broadcast interests. Filed Sept. 18.

■ Gaston, N.C.—WCBT Radio Inc. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 70, Roanoke Rapids, N.C. 27870. Principal is owned by William W. Jefferay and three others. It also owns WCBT(AM) Roanoke Rapids, N.C. Filed Sept. 18.

■ Gaston, N.C.—Keith A. Smith seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 5506 Ninth St., Washington D.C. 20001. Principal has no other broadcast interests. Filed Sept. 18.

■ Gaston, N.C.—M&S Broadcasting seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 548, 27832. Principal is owned by Morris Lee Shearin and Timothy Moran. Moran has interest in WHLF(AM) South Boston, Va., and WFVR(AM) Valdosta, Fla. Filed Sept. 18.

■ Milton-Freewater, Ore.—Blanca Gaukroger seeks 97.9 mhz; 3 kw; HAAT: 272.8 ft. Address: Rt. 1, 26 Couse Creek Rd., 97862. Principal has no other broadcast interests. Filed Sept. 18.

■ Milton-Freewater, Ore.—Nanette Markunas seeks 97.9 mhz; 500 w; HAAT: 731 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal has no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Paoletta-Csop Co. seeks 97.9 mhz; 3 kw; HAAT: 327.1 ft. Address: Jones School Square, 150 East Eighth Street, Erie, Pa. 16507-0819. Principal is owned equally by Beverly Paoletta and her husband, Clarence Paoletta (25% each), and Shirley Csop and her husband, Michael Csop (25% each). Clarence Paoletta is general manager and general sales manager of WICU-TV Erie, where Michael Csop is chief engineer. Filed Sept. 18.

■ Edinboro, Pa.—Northwest Radio Partnership seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 111 Granite Street, Aliquippa, Pa. 15001. Principal is owned by Marilee Ruseciti (85%), her husband, Ted (10%), and Joyce Papuzek, Ruseciti's own WBVP(AM)-WWKS(FM) Beaver Falls, Pa., and have less than 1% interest in Taft Broadcasting. Filed Sept. 18.

■ Edinboro, Pa.—ADM Communications seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 25 Woodside Drive, McKean, Pa. 16426. Principal is owned equally by David Adams, Richard Gaillard, Thomas Fadale and John Mead, who have no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Jeanine Joynt seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Box 135, Sayre, Pa. 18840. Principal has no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Susan B. Klaus seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 19015 Van Aken Blvd. #214, Shaker Heights, Ohio 44122. Klaus's father, Richard Klaus, is general manager and has interest in WKNT(AM)-WNIR(FM) Kent, Ohio, where his wife is public affairs director and his sister is station manager. Susan Klaus's brother, Robert, is vice president of WKNT-WNIR. Filed Sept. 18.

■ Edinboro, Pa.—H.A.M. Broadcasting Co. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: Principal is owned by Deborah Mondell (25%); her husband, Thomas Mondell (25%); William Askin (25%) and Cathy Addressi (25%). Mondells and Askin are applicants for new FM at Grove City, Ohio. Askin is audio-video technician at WTAE-TV Pittsburgh. Filed Sept. 18.

■ Edinboro, Pa.—Jeremy Warren and Cole Hughley seek 97.9 mhz; 3 kw; HAAT: 326.69 ft. Address: 7728 Keswick Road, Powell, Tenn. 37849. Principal is equal partnership with no other broadcast interests. Filed Sept. 18.

■ Edinboro, Pa.—Edinboro Media Co. seeks 97.9 mhz; 3 kw; HAAT: 328 ft. Address: 4 Estanolle Street, Greenville, S.C. 29615. Principal is owned by J.R. McClure, who also has interest in WMAX(AM) Grand Rapids, Mich.; KKK(FM) Odessa, Tex., and is president of nonprofit religious broadcasting corp. His son, J.R. McClure Jr., has interest in same stations. His wife, Frances McClure, is applicant for new FM at Las Vegas. His son J. Stephen is applicant for new FM at Richmond, Va. Filed Sept. 18.

■ Beeville, Tex.—Trojan Broadcasting seeks 97.9 mhz; 3 kw; HAAT: 300 ft. Address: 115 West Avenue D, Robstown, Tex. 78380. Principal is owned by brothers, Humberto Lopez Jr. (49%) and Carlos Lopez (51%). Carlos Lopez has interest, with his parents, Humberto and Minerva Lopez, in app. for new TV at Robstown. Filed Sept. 17.

■ Beeville, Tex.—Trey Broadcast Communications Inc. seeks 97.9 mhz; 3 kw; HAAT: 304.40 ft. Address: 1511 West Milam, Beeville, Tex. 78102. Principal is owned by Rudy Trevino, who is anchor and reporter with KRIS-TV Corpus Christi. Text., and announcer with KCCT(AM) Corpus Christi, has no other broadcast interests. Filed Sept. 18.

### New TV's

■ Dothan, Ala.—Broadcast Associates Inc. seeks ch. 60; ERP vis. 1,759 kw; aur. 175 kw; HAAT: 1,756 ft. Address: 2. Principal is owned by Denise McGowan, her husband, Steve, owns WORJ-FM Ozark, Ala. Filed Sept. 18.

■ Jacksonville, Fla.—Jacksonville Educational Television Inc. seeks ch. 59, ERP vis. 2,731 kw; aur. 273 kw; HAAT: 690 ft. Address: 1211 Lee Rd., 32211. Principal is nonprofit corporation headed by Dr. Judy Fiorentino. Filed Sept. 22.

■ Ocala, Fla.—Gospel Horizons Corp. seeks ch. 29; ERP vis. 87 kw; aur. 87 kw; HAAT: 542 ft. Address: 324 West Marino St., Miami Beach, Fla. 33139. Principal is nonprofit corporation headed by Garth R. Thompson. Filed Sept. 22.

■ Ocala, Fla.—Palmetto Broadcasters Associated for Communities Inc. seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 915.12 ft. Address: 1101 South Olive, Ave., West Palm Beach, Fla. 33401. Principal is headed by Claude H. Rhea. It has no other broadcast interests. Filed Sept. 18.

■ Mineola, N.Y.—Wood Co. Broadcasting seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 518.4 kw. Address: 523 South Hill Ave., Tyler, Tex. 75702. Principal is owned by Adelia Carter, who has no other broadcast interests. Filed Sept. 18.

■ Mineola, N.Y.—Steven Sparks seeks ch. 64; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 273 ft. Address: 1315 South Lyons Ave., Tyler, Tex. 75701. Principal has no other broadcast interests. Filed Sept. 23.

■ Charlotte Amalie, V.I.—Broadcast International Inc. seeks ch. 43; ERP vis. 100; aur. 100 kw; HAAT: 1,555 ft. Address: 111 Massachusetts Ave., Washington 20001. Principal is owned by Catherine M. Thomas, B. Milele Archibald, Judi Moore Smith, Claudia T. Cary and three others. It has no other broadcast interests. Filed Sept. 23.

■ Mayville, Wis.—Lancer Television Co. seeks ch. 52; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 1,224.2 ft. Address: 1719A S 44th St., West Milwaukee, Wis. 53214. Principal is owned by Clayton Lance Hannes, who has no other broadcast interests. Filed Sept. 22.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ WLPO (1220 khz) LaSalle, Ill.—Seeks CP to increase night power to 500 w. App. Sept. 29.

■ KLOH (1050 khz) Pipestone, Minn.—Seeks CP to increase power to 10 kw and make changes in ant. sys. App. Sept. 22.

■ WJKM (1090 khz) Hartsville, Tenn.—Seeks CP to change city of lic. to Lebanon Tenn., and change TL. App. Sept. 29.

##### Accepted

■ KPTO (890 khz) Citrus Heights, Calif.—Seeks MP to change power to 50 kw, DA-D, 250 w; DA-N; change TL, and make changes in ant. sys. App. Sept. 22.

■ KOFY (1050 khz) San Mateo, Calif.—Seeks CP to increase day power to 50 kw; install DA-2; change TL, and make changes in ant. sys. App. Sept. 24.

## Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses

■ WJBX (1450 khz) Bridgeport, Conn.—Seeks CP to change TL and make changes in ant. sys. App. Sept. 22.

■ WCTT (680 khz) Corbin, Ky.—Seeks CP to change ERP to .77 kw, nonDA-D, 880 w, DA-N and make changes in ant. sys. App. Sept. 22.

■ WONS (1030 khz) Pleasure Ridge Park, Ky.—Seeks MP to change TL. App. Sept. 22.

■ WBGR (860 khz) Baltimore—Seeks MP to augment standard DA pattern. App. Sept. 26.

■ WDGY (1130 khz) Minneapolis—Seeks mod. of lic. to operate transmitter by remote control. By separate app., seeks CP to augment nighttime radiation pattern. Apps. Sept. 26.

■ WOTW (900 khz) Nashua, N.H.—Seeks MP to change TL and make changes in ant. sys. App. Sept. 26.

### FM's

##### Tendered

■ \*WPCS (98.3 mhz) Pensacola, Fla.—Seeks CP to change freq. to 89.5 mhz; change HAAT to 1,328.4 ft., and change TL. App. Sept. 24.

■ \*KWDM (88.9 mhz) West Des Moines, Iowa—Seeks CP to change ERP to 100 w and change HAAT to 171.87 ft. App. Sept. 25.

##### Accepted

■ WRIT (92.7 mhz) Stuart, Fla.—Seeks CP to change TL and change HAAT to 328 ft. App. Sept. 24.

■ KFTZ (103.3 mhz) Idaho Falls, Idaho—Seeks mod. of CP to change TL. App. Sept. 24.

■ \*WJHK (90.7 mhz) Lawrence, Kan.—Seeks CP to change ERP to 215 w. App. Sept. 22.

■ WMKR-FM (106.5 mhz) Baltimore—Seeks mod. of CP to change TL; change ERP to 11.2 kw, and change HAAT to 1,043.04 ft. App. Sept. 24.

■ \*WHFC (91.1 mhz) Bel Air, Md.—Seeks CP to change TL and change HAAT to 226 ft. App. Sept. 24.

■ WJML-FM (98.9 mhz) Petoskey, Mich.—Seeks CP to change TL and change HAAT to 1,000.07 ft. App. Sept. 24.

■ WPXY-FM (97.9 mhz) Rochester, N.Y.—Seeks CP to install aux. sys. App. Sept. 24.

■ WRQC (92.3 mhz) Cleveland, Heights, Ohio—Seeks CP to change TL; change ERP to 32.4 kw; install DA, and change HAAT to 547.1 ft. App. Sept. 24.

■ WAIV (96.1 mhz) Cape Charles, Va.—Seeks mod. of CP to change TL and change HAAT to 481 ft. App. Sept. 24.

### Actions

#### AM's

■ KROQ (1500 khz) Burbank, Calif.—Dismissed app. to move SL outside city of lic. Action Sept. 15.

■ WPOM (1600 khz) Riviera Beach, Fla.—Returned app. to increase day power to 5 kw; increase night power to 4.8 kw; install DA-2, and change TL. Action Sept. 17.

■ WSJP (1130 khz) Murray, Ky.—Granted app. to increase day power to 2.5 kw, install DA-2, and make changes in ant. sys. Action Sept. 17.

■ WQSN (1470 khz) Kalamazoo, Mich.—Granted app. to add night service with 1 kw; change TL, and make changes in ant. sys. Action Sept. 17.

■ WBIP (1400 khz) Booneville, Miss.—Granted app. to make changes in ant. sys. Action Sept. 16.

■ WAMN (1040 khz) Green Valley, W. Va.—Granted app. to operate transmitter by remote control. Action Sept. 16.

■ WQWM (1050 khz) Kaukauna, Wis.—Granted app. to operate transmitter by remote control. Action Sept. 3.

### FM's

■ KADX (92.1 mhz) Castle Rock, Colo.—Granted app. to change ERP to 822 w. Action Sept. 22.

■ KBRQ-FM (105.1 mhz) Denver—Granted app. to change DA pattern and change HAAT to 1,168.9 ft. Action Sept. 18.

■ KLMO-FM (104.3 mhz) Longmont, Colo.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 980.72 ft. Action Sept. 12.

■ WFBQ (94.3 mhz) Indianapolis—Granted app. to change TL; change HAAT to 891.5 ft., and make changes in ant.

sys. Action Sept. 13.

- \*WHAB (89.1 mhz) Acton, Mass.—Granted app. to change freq. to 88.7 mhz; change ERP to 3 kw; change HAAT to 328 ft., and change TL. Action Sept. 18.
- KFUD-FM (99.1 mhz) Clayton, Mo.—Dismissed app. to change TL and change HAAT to 1,009 ft. Action Sept. 18.
- KIVA (105.1 mhz) Santa Fe, N.M.—Granted app. to change HAAT to 1,935.8 ft. Action Sept. 19.
- KVMN (101.7 mhz) Taos, N.M.—Granted app. to change TL and change HAAT to minus 392 ft. Action Sept. 18.
- WKPQ (105.3 mhz) Hornell, N.Y.—Granted app. to change ERP to 5.6 kw. Action Sept. 23.
- WHOK (95.5 mhz) Lancaster, Ohio—Granted app. to change TL; install DA. and change HAAT to 492 ft. Action Sept. 23.
- WBNE (95.9 mhz) Benton, Pa.—Granted app. to change TL; change HAAT to 328 ft., and make changes in ant. sys. Action Sept. 22.
- WQXA (105.7 mhz) York, Pa.—Granted app. to change

TL; change ERP to 25.1 kw, and change HAAT to 705.2 ft. Action Sept. 12.

■ KWCB (94.3 mhz) Floresville, Tex.—Returned app. to change TL. Action Sept. 18.

■ \*WDCJ (88.1 mhz) Lorton, Va.—Dismissed app. to change freq. to 97.9 mhz and change TL. Action Sept. 15.

**TV's**

■ \*WCAE (ch. 50) Gary, Ind.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,623 ft., and change TL. Action Sept. 18.

■ WGOT (ch. 60) Merrimack, N.H.—Granted app. to change ERP to vis. 1,403 kw, aur. 140, change HAAT to 1,011 ft., and change TL. Action Sept. 16.

■ WCNT (ch. 46) Cidra, P.R.—Dismissed app. to change TL; change HAAT to 1,948 ft., and change ERP to vis. 575 kw, aur. 58 kw. Action Sept. 18.

**Call Letters**

**Applications**

Call	Sought by
<b>Existing AM's</b>	
KSGR	KNPA Contemporary Media Corp., Nampa, Idaho
WLOJ	WRNB Woid Communications Inc., New Bern, N.C.
<b>Existing FM</b>	
WRXK	WLEQ Beasley Broadcasting of Western Florida Inc., Bonita Springs, Fla

**Grants**

Call	Assigned to
<b>New AM's</b>	
WAIA	First City Broadcasting Inc., St. Augustine Beach, Fla
KJKK	Otter Tail Promotions Inc., Fergus Falls, Minn.
<b>Existing AM's</b>	
KDIF	KPRO Inland Empire Wireless, Riverside, Calif.
WKYZ	WALY Crown Communications Inc., Gray, Ky.
WGMT	WNIC Renaissance Communications Inc., Dearborn, Mich.
KMTA	KCCA Miles City Broadcasting Corp., Kinsey, Mont.
WNYS	WYHV Canton Broadcasting Associates, Canton, N.Y.
KEYI	KNOW HCl Acquisition Corp., Austin, Tex.
KZZE	WXYL Lewellyn Communications Brownwood, Tex.
<b>Existing FM's</b>	
KPXR	KRKN Ingstad Alaska Broadcasting Inc., Anchorage
WMGI	WVTS Bright Tower Communications Inc., Terre Haute, Ind.
KXXK	KQKX Marcom of Iowa Ltd., Dubuque, Iowa
KSKU	KLFO Aspera Broadcasting Inc., Lyons, Kan.
KSKT	KAWO Cheryl Staliard, Wamego, Kan.
WIOG	WGER-FM Booth American Co., Bay City, Mich.
WGER-FM	WIOG F-B Communications Inc., Saginaw, Mich.
KJKK-FM	KJKK Otter Tail Promotions Inc., Fergus Falls, Minn.
KLSQ	KYYX Columbia Theater Co., Henderson, Nev.
KSRW	KQAI White Communications, Childress, Tex.
KPRR	KLOZ Transcontinental Broadcasting Co., El Paso
KKHT-FM	KSRR Malrite of Texas Inc., Houston
KEYI-FM	KEYI HCl Acquisition Corp., San Marcos, Tex.
KRPN	KRGO-FM Kargo Broadcasting Co., Roy, Utah
<b>Existing TV's</b>	
WAKC-TV	WAKR-TV Summit Radio Corp., Akron, Ohio
KWVT	KECH Emerald City Broadcasting Inc., Salem, Ore.

**Services**

AERONAUTICAL CONSULTANTS  
TOWER LOCATION HEIGHT STUDIES  
FAA NEGOTIATIONS  
JOHN CHEVALIER, JR.  
**AVIATION SYSTEMS, INC.**  
28441 HIGH-RIDGE RD STE 201  
ROLLING HILLS ESTATES CA 90274  
(213) 377-3449

301-731-5677 Complete Broadcast Facility Design & Installation  
**Harrison systems Ltd.**  
7515 Annapolis Road Suite 411  
Hollywood, Maryland 20784

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service Including Data Base/Allocation Studies Terrain Profiles  
A Div. of Moffer, Larson & Johnson, Inc.  
(703) 841-0282

**RAMTRONIX, INC.**  
Connector Supplier to the Broadcast Industry  
Kings/ITT Cannon  
67 Jefryn Blvd. E.  
Deer Park, N.Y. 11729  
(516) 242-4700

**Stephen Raleigh Broadcast Services**  
Full Service Technical Consulting Specialists in Audio & RF Systems Facility Design & Installation  
P.O. Box 3403, Princeton, N.J. 08540  
(609) 799-4357

**RADIOSTAT** ©ATN1986  
The Answer For The Buyer Or The Seller Of Broadcast Property!  
\* Know More About Your Station Than The Buyer Or Seller  
\* Relationship of Major Clients To The Property  
\* New Audience Measurement Techniques  
RADIOSTAT ©ATN1986  
AMERICAN TELESURVEY NETWORK, INC.  
807 COURT ST. - MARYVILLE, TN. 37801  
CONTACT: Ted DeLaCout 615.982.0404

FCC ON-LINE DATABASE  
**dataworld**<sup>®</sup>  
Allocation/Terrain Studies  
AM • FM • TV • LPTV • ITFS  
4827 Rugby Ave. Suite 200  
Bethesda, MD 20814  
(301) 652-8822 1-800-368-5754

Complete Listing Of:  
**UNUSED CALL LETTERS**  
Call Letter Systems  
P. O. Box 13789  
Jackson, MS 39236-3789  
(601) 981-3222

Completely Current - No Maritime Calls  
**AVAILABLE CALL LETTERS**  
WITH FULL APPLICATION KIT  
RADIO INFORMATION CENTER  
575 Lexington Avenue New York, NY 10022  
(212) 371-4828

**UNUSED CALL LETTERS CALL dataworld**<sup>®</sup>  
1-800-368-5754

**INTEREP**  
BROADCAST FINANCIAL SERVICES DIVISION  
Specializing in Financial Consulting Services including:  
• Equity/Debt Financing  
• Debt Restructuring  
• Customized Presentations  
Vince Bellino  
Vice President  
(212) 916-0541

**DON'T BE A STRANGER**  
To Broadcasters: 191 781 Readers Display your Professional or Service Card here. It will be seen by station and cable TV system owners and decision makers.  
1982 Readership Survey showing 52 readers per copy



# Professional Cards

**A.D. RING & ASSOCIATES, P.C.**  
**CONSULTING RADIO ENGINEERS**  
 Suite 500  
 1140 Nineteenth St., N.W.  
 Washington, D.C. 20036  
 (202) 223-6700  
 Member AFCCE


**SILLIMAN AND SILLIMAN**  
 8701 Georgia Ave. #805  
 Silver Spring, MD 20910  
**ROBERT M. SILLIMAN, P.E.**  
 (301) 589-8288  
**THOMAS B. SILLIMAN, P.E.**  
 (812) 853-9754  
 Member AFCCE

**JOHN B. HEFFELFINGER**  
 9233 Ward Parkway, Suite 285  
 816-444-7010  
 Kansas City, Missouri 64114  
 Member AFCCE

**E. Harold Munn, Jr.,  
& Associates, Inc.**  
 Broadcast Engineering Consultants  
 Box 220  
 Coldwater, Michigan 49036  
 Phone: 517-278-7339

**ENTERPRISE ENGINEERING P.C.**  
*Consulting Engineers*  
 FW HANNEL, PE.  
 PO Box 9001 Peoria, IL 61614  
 (309) 691-4155  
 Member AFCCE

**D.C. WILLIAMS  
& ASSOCIATES, INC.**  
 Consulting Engineers  
 AM-FM TV-LPTV CATV  
 POST OFFICE BOX 700  
 FOLSOM, CALIFORNIA 95630  
 (916) 933-5000

 **LAWRENCE L. MORTON  
ASSOCIATES**  
 2167 SUPERIOR LANE  
 LAKE FOREST, CALIFORNIA 92630  
**LAWRENCE L. MORTON, E.E.**  
 AM • FM • TV  
 APPLICATIONS • FIELD ENGINEERING  
 ANTENNA BROADBANDING FOR AM STEREO  
 (714) 859-6015

**D.B. COMMUNICATIONS, INC.**  
 Broadcast/RCC/cellular/satellite  
 Telecommunications Consultants  
 4401 East West Highway, Suite 404  
 Bethesda, Maryland 20814  
 (Located in Washington, D.C. Area)  
 (301) 654-0777  
 contact: Darrell E. Bauguess

**EDM & ASSOCIATES, INC.**  
 B/cast AM-FM-TV-LPTV-Translator  
 Frequency Searches & Rule Makings  
 C/Carrier-Cellular, Satellites  
 MMDS, P/P Microwave  
 1234 Mass. Ave., N.W., Suite 1006  
 Washington, D.C. 20005 Phone (202) 639-8880  
 Member AFCCE

 **SAIC** Carl T. Jones  
 Corporation  
 A Subsidiary of Science Applications International Corporation  
**CONSULTING ENGINEERS**  
 7901 YARNWOOD COURT  
 SPRINGFIELD, VA. 22153  
 (703) 569-7704  
**MEMBER AFCCE**

**Moffet, Larson & Johnson, Inc.**  
 Consulting Telecommunications Engineers  
 1925 North Lynn Street  
 Arlington, VA 22209  
 (703) 841-0500  
 Member AFCCE

**JULES COHEN  
& ASSOCIATES, P.C.**  
 Suite 400  
 1730 M St. N.W.  
 Washington DC 20036  
 (202) 659-3707  
 Member AFCCE

**ROSNER TELEVISION  
SYSTEMS**  
**CONSULTING & ENGINEERING**  
 250 West 57 Street  
 New York, N.Y. 10107  
 (212) 246-2850

**STRUCTURAL SYSTEMS  
TECHNOLOGY, INC.**  
 MATTHEW J. VLASSIDES, P.E.  
 PRESIDENT  
 TOWERS, ANTENNAS, STRUCTURES  
 New Tall Towers, Existing Towers  
 Studies, Analysis, Design Modifications,  
 Inspections, Erection, Etc.  
 6867 Elm St., McLean, VA 22101 (703) 356-9765  
 Member AFCCE


**R.L. HOOVER**  
 Consulting Telecommunications Engineer  
 11704 Seven Locks Road  
 Potomac, Maryland 20854  
 301-983-0054  
 Member AFCCE

**SELLMEYER & KRAMER, INC.**  
**CONSULTING ENGINEERS**  
 J.S. Sellmeyer, PE., S.M. Kramer, PE.  
 APPLICATIONS • FIELD ENGINEERING  
 P.O. Box 841 McKinney, TX 75069  
 214-542-2056 214-548-8244  
 Member AFCCE

**RICHARD L. BIBY, P.E.**  
**COMMUNICATIONS ENGINEERING  
SERVICES, P.C.**  
**CONSULTING ENGINEERS**  
 1600 Wilson Blvd., Suite 1003  
 Arlington, Virginia 22209  
 (703) 522-5722  
 Member AFCCE

**DON'T BE A STRANGER**  
 To Broadcasting's 191,781\* Readers  
 Display your Professional or Service  
 Card here It will be seen by station and  
 cable TV system owners and decision  
 makers  
 \*1982 Readership Survey showing 52  
 readers per copy

**LOHNES & CULVER**  
 Consulting Engineers  
 1156 15th St., N.W. Suite 606  
 Washington, D.C. 20005  
 (202) 296-2722  
 Member AFCCE

**ANDRUS AND ASSOCIATES, INC.**  
**ALVIN H. ANDRUS, P.E.**  
 351 SCOTT DRIVE  
 SILVER SPRING, MD. 20904  
 301 384-5374  
 Member AFCCE

**CARL E. SMITH  
CONSULTING ENGINEERS**  
 AM-FM-TV Engineering Consultants  
 Complete Tower and Rigging Services  
 "Serving the Broadcast Industry  
 for over 50 Years"  
 Box 2727 Bath, Ohio 44210  
 (216) 659-4440

**Mullaney Engineering, Inc.**  
 Consulting Telecommunications Engineers  
 9049 Shady Grove Court  
 Gaithersburg, MD 20877  
 301-921-0115  
 Member AFCCE

**C. P. CROSSNO & ASSOCIATES**  
*Consulting Engineers*  
 P.O. Box 18312  
 Dallas, Texas 75218  
 (214) 669-0294  
 Member AFCCE

**J. S. SHERMAN & ASSOC., INC.**  
 APPLICATIONS,  
 CONSULTING &  
 FIELD SERVICES  
 204B CROSS KEYS RD  
 BERLIN, NEW JERSEY  
 (609) 767-7070 08009

**PAUL DEAN FORD**  
 BROADCAST ENGINEERING CONSULTANT  
 R.R. 12, Box 379  
 WEST TERRE HAUTE, INDIANA 47885  
 812-535-3831

**JOHN J. DAVIS  
& ASSOCIATES**  
**CONSULTING ENGINEERS**  
 P.O. BOX 128  
 SIERRA MADRE, CA 91024-0128  
 (818) 355-6909  
 Member AFCCE

*contact*  
**BROADCASTING MAGAZINE**  
 1735 DeSales St. N.W.  
 Washington, D. C. 20036  
 for availabilities  
 Phone: (202) 638-1022

**COHEN and DIPPPELL, P.C.**  
**CONSULTING ENGINEERS**  
 1015 15th St., N.W., Suite 703  
 (202) 783-0111  
 Washington, D.C. 20005  
 Member AFCCE

**HAMMETT & EDISON, INC.**  
**CONSULTING ENGINEERS**  
 Box 68, International Airport  
 San Francisco, California 94128  
 (415) 342-5200  
 Member AFCCE

**VIR JAMES  
CONSULTING ENGINEERS**  
 Applications and Field Engineering  
 Computerized Frequency Surveys  
 3137 W. Kentucky Ave.—80219  
 (303) 937-1900  
**DENVER, COLORADO**  
 Member AFCCE & NAB

**HATFIELD & DAWSON**  
 Consulting Engineers  
 Broadcast and Communications  
 4226 6th Ave., N.W.,  
 Seattle, Washington, 98107  
 (206) 783-9151  
 Member AFCCE

**JOHN F.X. BROWNE  
& ASSOCIATES, P.C.**  
 525 Woodward Ave.  
 Bloomfield Hills, MI 48013  
 (313) 642-6226  
 Washington Office  
 (202) 293-2020  
 Member AFCCE

CLARENCE M BEVERAGE  
**COMMUNICATIONS TECHNOLOGIES INC.**  
 BROADCAST ENGINEERING CONSULTANTS  
 SUITE 15 123 CREEK ROAD  
 MOUNT HOLLY NJ 08060  
 16091 722 0007

 **Telatech, Inc.**  
**BROADCAST CONSULTANTS AND ENGINEERS**  
 • FCC Applications and Field Engineering  
 • Frequency Searches and Coordination  
 • Tower Erection and Maintenance  
 • Facility Design and Construction  
 Contact: KENNETH W HOEHN 23400 Mich. Ave.  
 (313) 562-6873 Dearborn, MI 48124

 **LASK**  
**ENGINEERING AND CONSULTING**  
 (813) 777-8027 8908 CINCINNATI-COLUMBUS ROAD  
 CINCINNATI WEST CHESTER, OHIO 45089

**LECHMAN & JOHNSON**  
 Telecommunications Consultants  
 Applications • Field Engineering  
 2033 M Street NW Suite 702  
 Washington DC 20036  
 (202) 775-0057

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Local sales manager** wanted for major market station. \$100K possible. I need a pro! Send resume and detailed track record to Box J-138. EOE.

**General manager**, Rapidly growing Henry Broadcasting has an immediate opening for general manager at KFXM and KDUO in Riverside/San Bernardino, CA. Strong sales background and people skills a must. Please forward resume and references to P.O. Box 24110, San Francisco, CA 94124 Henry Broadcasting is an EOE.

**General manager:** for number one AM/FM combo in Missoula, Montana. Aggressive six station group with rapid expansion plans. Beautiful area, excellent comp package. Resumes to: Larry Roberts, President, Sanbrook Radio Corp., c/o KCSJ Radio First and Main St., Pueblo, CO 81003 EOE.

**General manager;** Are you a sales manager or assistant manager looking for more challenge? Southern small market C/FM needs aggressive leader to handle upgrade to a larger market. Must be a proven sales trainer, have motivational skills, and the ability to program for results. Compensation and benefits are good and get better with results. Send resume with salary requirements and references to Box J-162.

**Sales manager.** If you had a 100,000 watt Class C-FM, with a 900ft stick, a CHR format and were #1 in adults 18-49 and 25-54 in the Lincoln-Hastings-Kearney ADI, could you add \$20,000 per month to our billing? We're looking for someone who really knows how to develop, sell and service clients who will be with us for the long term. If you're the person who can do it and have the references to prove it, we'll make you an offer you can't refuse. Send resume to: Cindy Borron, General Sales Manager, KSYZ-FM 3280 Woodridge Blvd., Grand Island, NE 68801. EOE.

**General Manager:** Chicago market. Inspirational /talk. If you know who Dobson, Swindoll, and Sandi Patti are, can trian and direct local sales force, all Dick Marsh, 818—577-1224, 3844 East Foothill Blvd., Pasadena, CA 91107. EOE.

**This is the ad you've hoped you'd see!** General manager needed for new format 50 kilowatt AM serving over 8,000,000 population. This outstanding opportunity can be yours if you have the heavy experience and proven record of station management success which makes you that one-in-a-thousand professional we seek. Of course you must be a creative genius who can handle sales, personnel, public relations, production and on-air work. You must be an enthusiastic motivator, yet very personable, because our small team is going to work closely together to create the most exciting new broadcast service California has ever heard. If you're willing to work to exhaustion at the strat, if your voice doesn't make you sound 19 years old, if you can do it all (and then some), we'll provide you with a package of salary, bonus, commissions, benefits and perks that will astonish you. Resume, tape, references, in confidence to Radio, Box 41156, Sacramento, CA 95841. EOE M/F.

**Opportunity!** Persons with successful radio management experience, let us hear from you. Investors seek management with desire to own and operate their own radio stations. Resumes handled in strictest confidence. White HKM Corp., P.O. 65092; Washington, D.C. 20035.

### HELP WANTED ANNOUNCERS

**Morning drive air personality.** Strong telephone, ability to work with others on air. Only pros need apply. Send tape and resume to Personnel Director, KTB/KNUK, Box 7935, Tyler, TX 75711. No calls. EOE.

**Easy-listening announcers.** WRCH is now accepting tapes for future openings. All shifts. T & R to Program Director, WRCH, Radio Park, Farmington, CT 06034. EOE M/F.

**Looking for a career move?** KSYZ is looking for a talented pro to manage our production dept. Competitive salary, state-of-the-art 1/4 trk facility. CHR powerhouse covers 1/2 of Nebraska. Possible air show. T, R. Prod. samples to: Mark Baumert 3280 Woodridge Blvd., Grand Island, NE 68801.

**New Hampshire Public Radio** seeks classical music announcer, who can also handle jazz and new age. Requires excellent pronunciation and personable on-air presence. Production skills desirable. Salary commensurate. Resume, audition tape and letter to WEVO-FM, 26 Pleasant, Concord, NH 03301. EOE/AA.

### HELP WANTED SALES

**WRNS coastal N.C.'s** top rated FM has a position available in sales. Applicants must have at least two years sales experience. You can send a resume to: Webster J. James, General Manager, WRNS, P.O. Box 609, Kinston, NC 28501, WRNS is an EOE.

**Sales manager** wanted by WKPE, Cape Cod, MA. Top station in solid market, great potential for right person. Must be able to hire, train, motivate and lead sales staff of six. We need your resume, past earnings, references, and sales philosophy first letter to: General Manager, WKPE AM/FM, Radio Center, Orleans, MA 02653.

**Young aggressive salespeople wanted!** New owner, new general manager, looking for future sales management personnel. AM/FM combo. Only FM in country. Come on out to Nebraska "the good life." Send information to general manager, KICS/KEZH, Box 1005, Hastings, NE 68901.

**Newcity Communications**, formerly Katz Broadcasting, is looking for an account executive who makes things happen. Is the customer number one with you? Are you able to set priorities and develop strategies for your activities? If so, radio station K95 FM can offer you an exciting opportunity. We are a rapidly growing Tulsa, Oklahoma radio station. Offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success and sense of purpose. If you feel you have the talent...act now!! Call Laura Burkland at 800—228-2271. Newcity Communications is an equal opportunity employer.

**Telephone sales:** Leads and promotions supplied. Major market Midwest. Box J-106.

**The sky's the limit:** WAQY/WIXY Springfield, Mass. number one, if you are a hustler, love to make big bucks then give me a call now. We're looking for only one good person. Radio sales experience required. Marc Beriman 413—525-4141, start a \$25,000 plus 20%.

**Enthusiastic & highly motivated** account executive needed immediately. Attractive commission & fringes. Resume to KFIG Box 4265 Fresno, CA 93374. EOE M/F.

**National sales manager:** New York metropolitan market. N.Y.C. advertising agency experience a must. Ability to travel. Replies will be held in strict confidence. Resumes to Box K-6. EOE M/F.

**Station strong in bluegrass** and other authentic country music seeking sales manager and salesperson. Rush resume. WPAQ, P.O. Box 907, Mt. Airy, NC 27030. EOE.

**Radio sales management.** This growing New England broadcaster owns AM/FM combo facilities in two of the fastest growing retail markets in the country: Portland, Maine, and Portsmouth, New Hampshire. We have immediate needs for a general sales manager (Portsmouth) and regional sales manager (Portland). (Current people have been promoted) Salary plus incentives: Performance is rewarded! Opportunity for advances within company. Call 603—772-4757, or send resume to T. Porter, P.O. Box 1540, Exeter, NH 03833.

**Experienced, aggressive sales manager.** New full-time AM stereo. Competitive FM-heavy sunbelt market. References, salary strict confidence. Box J-148.

**Small New England AM/FM** in fast-growing resort area seeks person experienced in radio or other media. Send resume and income requirements to Box K-29.

**Excellent opportunity** for an experienced, small market radio sales professional. Our top sales person is moving up in company group, opening this position. Must have impressive track record. Don't apply unless you're a dedicated sales pro. willing to give 150% effort, accept direction, continue your sales training and want to grow. Straight commission earns well into five figures and more potential to go. Mid-Wisconsin is great for families and outdoors oriented people. Call Jack Gennaro of Dennis Gibson, 715—424-1300. Send resume and other information. WFHR/WWRW, P.O. Box 2222, Wisconsin Rapids, WI 54494. An equal opportunity employer.

**Experienced sales person** who wants to grow with new owners. Excellent opportunity to develop market. Salary and commission. Call 317—584-2800.

### HELP WANTED TECHNICAL

**Chief engineer.** KFXM/KDUO has an immediate opening for a chief engineer in San Bernardino/Riverside, CA. Good directional antenna experience and high powered FM experience a must. State of the art digital electronics experience required. Send resume and references to: Henry Broadcasting, P.O. Box 24110, San Francisco, CA 94124. Henry Broadcasting is an EOE.

**Assistant chief engineer** needed for 50kw combo in top 50 market. Prior experience necessary, but will train right person. FCC license a plus. Must be enthusiastic, self motivated, and willing to get dirty. Reply to Box J-171.

**Knight Quality Stations** is looking for broadcast engineers for its New England operations. An exciting opportunity in a growing company. Please send resume to: Knight Quality Stations, P.O. Box 610, Manchester, NH 03105. Attention: Warren Small. EOE.

**Engineering manager** for New Hampshire Public Radio. Maintains, designs, and constructs new studio, transmission facilities, audio equipment. Requires minimum of three years of FM broadcast engineering. Knowledge of digital electronics a must. Salary highly competitive. Resume and letter to Personnel, WEVO-FM, 26 Pleasant, Concord, NH 03301. EOE/AA.

**Woolfson Broadcasting** seeks CE for top rated AM/FM combo. 5 years experience in broadcast operations. Contact Chuck Young, WGUS, P.O. Box 1475, Augusta, GA 30913, 803—279-1380. EOE.

**Chief engineer,** KKPE/KGMO. Minimum 3 years experience with maintenance of digital electronics and R.F. equipment required. Salary based on qualifications. Send resume, references, salary history to Rich Berry, KKPE/KGMO, P.O. Box 558, Cape Girardeau, MO 63701.

### HELP WANTED NEWS

**News announcer.** Full-service public radio stations KUNI (100kw FM) and KHKE (10kw FM) need a producer/announcer, news, to serve as news reporter/host for top rated news programs. Must have clear, accurate, authoritative delivery, excellent diction, good news sense, and the ability to perform as an on-air personality. Thorough knowledge of newsroom operations, current affairs and contemporary issues an absolute must. Position requires training and/or background in broadcast journalism; with solid skills in operating control board, producing audio inserts, interviewing and reporting. Must be able to project a bright informed image in ad-lib situations. A bachelor's degree in broadcasting, communication, speech, theatre, or related field, and a minimum of 2-3 years professional experience as an on-air producer/announcer/host for news-related programming is required. Previous experience in public broadcasting is desirable. Salary range \$16,550 - \$18,478. Send letter of application, resume with references, and recent audition tape to: Carl R. Jenkins, Program Director, KUNI/KHKE, University of Northern Iowa, Cedar Falls, IA 50614-0359.

**News director** for start-up AM in beautiful Williamsburg, Virginia. Immediate. Send tape, resume and salary requirements to Steve Batton, WMBG-AM, P.O. Box 380, Williamsburg, VA 23187. EOE.

**News director**, three person department, able to work with interns, AM/FM in Northern Illinois; T&R to WLBK/WDEK, P.O. Box 448, DeKalb, IL 60115.

**Graduate assistant:** to produce public service radio programs, news stories, and PSAs while studying for MA in mass communications. Beginning spring term (Jan. 1, 1987), with annual stipend of \$8,500. Individual with undergraduate degree in broadcasting or related field, and professional experience in radio and/or TV broadcast production, writing, and announcing are invited to apply. Acceptable applicant must be approved for graduate study admission by the University College of Journalism and Communications. Send resume to Mr. Bob Smith, G022 MacCarty Hall, University of Florida, Gainesville, FL 32611.

**Aggressive reporter/anchor** needed for southern New York AM/FM, with reputation for hard hitting news. 914-856-5185. Morn. only.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Western Kansas NPR/APR affiliate** seeks program director. Send tape, resume: Judy Seligson, KANZ, Box 57 Pierceville, KS 67868.

**Humanities producer** for New Hampshire public radio. Produces weekly features about history, literature and other humanities disciplines for daily news magazine programs. Excellent writing, reporting and production skills. Salary commensurate. Resume, audition tape and letter to WEVO-FM, 26 Pleasant, Concord, NH 03301. EOE/AA.

#### SITUATIONS WANTED MANAGEMENT

**Fifteen years in radio**, including station manager and programing. Searching for genuine opportunity as general manager. Box J-64.

**GM**, strong sales, programing, and engineering background desires sweat equity opportunity. Currently top 30 market, but any market considered. Turn arounds especially attractive. Box J-57.

**Successful well experienced** general manager looking for a new rewarding challenge. Strong on sales training and revenue production. Box J-143.

**Radio TV-Cable** sales manager employed, major market, seeks upward move. Well qualified. 415-731-0395.

**Sales rep**, six years experience, medium markets, college grad, CRMC, seeks first management position. Looking for long term association with broadcast group leading to GM job. Desires people oriented environment. Team concept a must. Currently employed in top 70 market. Available April, '87. Reply Box J-159.

**Top broadcaster** 25 year pro: sales - national sales - major market programmer - corporate management, engineering - first FCC. I will increase your revenues, lower overhead - raise ratings and I will increase your bottom line. Call now 305-225-0761.

**Very experienced general manager** seeks to relocate. 12 years management experience in top-50 markets. Strong background in management, sales, programing, advertising, promotion, and engineering, Box J-24.

#### SITUATIONS WANTED SALES

**Sales manager position wanted:** able to organize, motivate and train. Good sales philosophy/proven track record. Experienced in all phases of broadcast operations including satellite stations. Box K-15.

#### SITUATIONS WANTED ANNOUNCERS

**Available now.** First rate announcer with three years experience seeks move to larger market as announcer or to lateral market as PD. Excellent production and on-air. Call Drew anytime 601-445-5260/442-4895.

**Solid and fun to listen to** afternoon drive talent available today. Medium market experience. Call Craig 718-343-2192

**Part time lover.** UH jock available now for N.Y., N.J., C.T., Long Island. Call C.J. at 718-343-2192.

**Combo chief engineer announcer** MOR or CW. 20 years exp. Consider all offers. Lets talk. 703-344-5451.

**Humorous air personality/novelty** production for medium market drive. Dennis Staples 419-255-5665(work); 255-1221(home).

#### SITUATIONS WANTED TECHNICAL

**Engineer.** Experienced AM/FM. FCC Gen. certified. Good references. Tim Low. 65 Cod St. Eureka, CA 95501. 707-443-1621.

**Chief engineer.** 30 years broadcasting, RF, non-RF, design, construction, maintenance, operation, equipment salesman, teaching creditial. Answering machine: 805-298-1220.

**Canadian chief engineer**, major market. 15+ yrs. in all aspects of radio seeks position in warmer climate. Box K-20.

**Currently working CE.** First. general, amateur extra class licenses. SBE certified. Nine years experience in AM directionals, FM stereo. Studio, RF satellite construction. Maintenance, proofs, troubleshooting, rules and regs. Seeking new position, challenges. Box K-32.

#### SITUATIONS WANTED NEWS

**Former news director/operations manager** wishes to re-enter the media. Fifteen years, all size markets. Familiar with DJ, PBP, production, talk. Prefer Midwest, but will consider anything. Call John Adams 316-685-7585. Available immediately.

**Newsman** looking to work for management with hands-off attitude. Experienced, dedicated, aggressive, professional. Prefer Midwest. 309-833-3129.

**News pro** and play by play whiz with dramatic delivery and excellent production skills seeks opportunity to enhance your station's news/sports programing. Extensive newsanchor and field reporting experience with 4 years P-B-P of NCAA basketball, football and pro soccer. Will relocate. Andrew 516-484-4128.

**Sportscaster**, experienced talk host, PBP college baseball, football, basketball. Enthusiastic, hardworking, off-beat, fun. Let my philosophy help you ratings soar. Kevin 631 N. Sierra Drive, Beverly Hills, CA 90210 or call 213-276-3944.

**Veteran on air sports talent** with 10 years experience in Boston market, play-by-play, sports talk, drive time reports, television anchor regional cable net, winner of 3 awards, seeks new opportunity top 20 market. Play-by-play basketball is a priority, but will certainly listen to your situation. If you need a pro, call 617-523-6562.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Major programer/personality** AC-CHR urban, pioneered the power format. Successful track record, top ratings all formats. Former national PD for immediate increase in ratings and revenues call 305-225-0761.

**Double your money** with solid programmer and air talent. Available yesterday. Call Craig at 718-343-2192.

#### MISCELLANEOUS

**We buy records**—45s and LPs - No quantity too large. Immediate payment; all sounds and vintages; for export: can travel. Florida-Rock Distributors, 7315 NW 79 Terrace, Miami, FL 33168.

**RADIOBOOK.** Affordable, accurate, usable audience surveys for small and medium markets. Full demographics and dayparts. Call 406-752-7857.

**Silent partner** willing to buy an interest in your station or help you raise operating capital. Prefer MI, IN, OH, or IL. Send confidential inquiry to Box K-2.

## TELEVISION

#### HELP WANTED MANAGEMENT

**General sales manager.** Southwest independent. The leader in this large, great-to-live-in market needs a hands-on, creative, high energy GSM. Must have independent experience. A good station with stable ownership and management. Send employment history with compensation requirement to: Box J-155. EOE, M/F.

**National sales manager** Midwest NBC affiliate. Must have NSM or rep. sales experience. Send resume. Box J-161. EOE, M/F.

**Marketing director.** The Independent Television Association is seeking candidates for the position of marketing director in its Los Angeles office. Qualified candidates will have a broad understanding of independent television, understand applications of marketing research and be able to communicate with VPs marketing at client level. This is a highly visible assignment within the industry. You will work with the best people in Independent television. Forward resumes to: Ron Inman, VP Marketing, INTV, 1140 6th Avenue, NY 10036.

**General manager.** Needed for LPTV station in Honolulu. Proven track record, and experience with market required. Resume and income requirements to K-16.

**National sales manager.** Responsible for all national revenues, supervising national sales representatives and maintaining a station presence in the national marketplace. Solid understanding of pricing, inventory control, and research and sales promotions are essential. Individual should be bright, able negotiator with good writing skills and previous national sales experience. Resume to Todd T. Wheeler, 4100 City Line Avenue, Philadelphia, PA 19131. EOE. No phone calls.

**National sales manager** for strong independent in Southeast. Must be highly motivated, a leader, possess excellent organizational skills and have a deep understanding of ratings. Candidate should have strong background in independent television. Send resume in strictest confidence to Box K-34.

**Television group** is looking for an individual to manage one of its highly attractive properties. Station is #1 in market. We wish an aggressive individual with commitment to broadcasting and desire to associate with growing television company. EOE. Send resume to Box K-28.

#### HELP WANTED SALES

**Local television account executive:** Must be aggressive, personable, have neat, professional appearance, working knowledge of Nielsen & Arbitron ratings, and a desire to succeed. Television or radio experience preferred. Live in one of Florida's most beautiful cities & prosper with the fastest growing station in the market. Outstanding opportunity for the right person. No phone calls, please - send resume & salary history to: Mr. Rob Fields, Gen. Sales Manager, WNFT-TV, 2117 University Blvd., S., Jacksonville, FL 32216. WNFT is an EEO employer.

**Local-regional sales manager:** Medium market CBS affiliate seeks a creative, self-motivator with the skills and desire to lead a young, aggressive sales team. If you possess a proven track record and can demonstrate a leadership role in TV sales, send resume and salary requirements to Box K-12.

**TV sales manager for Southwest indy.** An organized planner with high motivational skills to direct sales staff. Must have aspirations of succeeding with a growing broadcast group. All benefits paid. Salary + commissions commensurate with skill. Box K-30.

**Account executive:** 3 years sales experience with proven track record in broadcast. Must have strong presentation skills/weekly travel. Send resume to: Adams Communications, 2242 N. Great Neck Road, Virginia Beach, VA 23451.

**Southeast network affiliate: account executive.** We are seeking two energetic, career oriented account executives for this sunbelt CBS affiliate. The first position requires 2-3 years successful local/regional broadcast sales (active list), while we are looking for a recent college graduate with a degree in marketing/advertising (with some practical experience at school) for the second, new business position. Our growing group owned broadcast/cable company is looking for an ability to grow with the organization as well as present performance. Excellent benefit package: EOE. Please send resume in confidence to General Manager, WTZH P.O. Box 5185, Meridian, MS 39301.

**Attention sales pros:** Join a fast-growing company at a developing indie in a very competitive market. Looking for people who want to live in a wonderful area of New England and work for a progressive company. Commissions start at 17% and increase with your sales. If you are ready to answer a challenge, earn top dollars and live in a great area, send resume to Box K-24.

## HELP WANTED TECHNICAL

**Maintenance engineer:** experienced on CMX editing systems. GVG switchers. Excellent working conditions; full benefits package; salary commensurate with experience. Send resumes to Norman Rosenstein, VP/Chief Engineer, Unitel Video, 515 W. 57th St., New York, NY 10019.

**Assistant chief engineer:** Immediate opening at upstate NY UHF stereo TV station. Must have strong technical maintenance background; Ampex quads, Sony 1" and Beta, BVE-5000 editor, Betacart, ADO, American Data switching, 3M character generator, Harris cameras, Harris transmitter. Transmitter experience helpful. FCC General License required. Salary commensurate with experience. Send resume and salary requirements to: Chief Engineer, WUHF-TV, 360 East Avenue., Rochester, NY 14604. EOE.

**Transmitter maintenance engineer** for medium market PBS affiliate in Northeast. Previous UHF experience preferred. Send resume to Box K-19.

**Videotape editor** needed for new state of the art suite: Ampex VTRS, Grass Valley editor, switcher; ADO, Chyron. Experienced required. Producer relation skills important. Send resume to: Fran Abramowicz, CT, Public Broadcasting, 24 Summit Street, Hartford, CT 06106.

**Chief engineer** needed for CBS affiliate in medium sunbelt market. Must be strong, aggressive manager with talent for supervising people and working effectively with department heads. Hands-on technical expertise in maintenance and operation of television station VHF transmitter and studio equipment a prerequisite. Reply Box K-18. EOE.

**Immediate opening:** Tape maintenance technician to work in major market television station/production house. Must have experience with 1" and 2" format machines. Only qualified persons need apply. Send resume to Box K-5. EOE.

**Audio technician** sought by KPBS-TV, San Diego's public television station. Responsibilities include the planning, installation, maintenance and skilled repair of broadcast audio systems; performance of complex studio audio mixes for live broadcast and recorded productions; remote audio productions; multi-track recording and post-production. Minimum one year of journey-level experience in audio production engineering required. Must have highly developed diagnostic skills and a good writing knowledge of modern solid-state electronics. Demonstrable abilities in live stereo broadcast and recording techniques needed. Equivalent to one year of collegiate study in electrical engineering, telecommunications or other related field is preferred. Salary range: \$1972 - \$2427/month. Excellent benefit package. Applications must be received no later than 3:00 p.m. on Wednesday, November 19, 1986. Apply directly to: San Diego State University Employment Office, Third Floor-Administration Building, San Diego, CA 92182. EOE/AA/Title IX employer.

**Broadcast engineering supervisor.** Responsible for supervision, installation, operation, and overall maintenance and major repair of the technical systems and facilities. BS or specialized technical degree with 5-7 years of broadcast experience required. Supervisory experience desired. Equivalent education or experience accepted in lieu of degree. Submit application and/or resume to UNM Personnel, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad on your application and reference requisition #722A. AA/EOE.

**TV maintenance engineer.** Maintain latest state-of-the-art video broadcast equipment, including Sony one-inch machines. Experience in RCA TK-47s and TCR-100 cart machines desirable. Salary commensurate with experience. Send resume to Chief Engineer, P.O. Box 400, Hampton, VA 23669. A Belo Broadcasting Company. An equal opportunity employer.

**TV broadcast maintenance engineer** for one of top 5 rated ABC affiliates. Minimum 5-7 years recent experience with state of the art studio equipment plus AE degree or equivalent. Must work with minimum supervision. Resume to Chief Engineer, KOAT-TV, P.O. Box 25982, Albuquerque, NM 87125.

## HELP WANTED NEWS

**Photographer/editor;** self-starter who understands news. Requires ENG experience. Aggressive NBC affiliate. Tapes and resumes; Assistant News Director, WCSH-TV, One Congress Square, Portland, ME 04101. EOE.

**Reporter** qualified to handle general news assignments plus weekend sports and/or weather. South Texas VHF. EOE Box K-33.

**Two position:** general assignment reporter, strong writer and communicator with 1-2 years experience. 10 pm newscast producer with 1-2 years experience. Resume with salary requirements and tape to: News Director, WEAR-TV, 4990 Mobile Highway, Pensacola, FL 32506.

**Meteorologist** with good technical background, able to present weather in clear, crisp manner. Texas VHF. EOE. Box K27.

**WSAV Television** in Savannah, Georgia is looking for a news director. We want to make a good news department even better by hiring someone with a track record of working well with others. We want someone with strong journalistic and administrative skills who believes in community involvement. Send resume and cover letter to Dave DeArmond, General Manager, Box 2429, Savannah, GA 31402. EOE.

**Top rated station** on the Gulf Coast is looking for an assistant editor, producer and reporters. Send resume and salary requirements to: Box J-136.

**Large Southeastern market** network affiliate is seeking an experienced, no-nonsense assignment editor. We recognize this as one of the most difficult and important jobs in the newsroom and we'll provide you with everything you need to do a top-notch job, including management support. You'll be working in an extremely competitive news market in one of the South's best cities. The successful candidate will demonstrate three traits we consider essential in an assignment editor: organization, creativity and tenacity. In return, we offer an excellent salary and benefits package and a great place to work. Reply in confidence to Box J-133. EOE.

**Weather anchor.** Midwestern, network affiliate is seeking knowledgeable, glib, authoritative weather anchor for expanding news operation. Send tape, resume and salary history to Larry Young, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. An equal opportunity employer.

**News producer** needed for 11:00 PM newscasts, Monday - Friday. DAY ASSIGNMENT EDITOR also needed. Two years experience required. No telephone calls accepted. Send resume/salary requirements to Personnel, WPEC-TV-12, Fairfield Dr., West Palm Beach, FL 33407. EOE, M/F.

**New anchor position** for 6 and 11 o'clock newscast. CBS affiliate/top 50 market - Action News format. Minimum 5 anchoring years experience. No phone calls. Send resume and 3/4" videotape to: WOWK-TV, 555 5th Ave., Huntington, WV 25701. Equal opportunity employer.

**Kiplinger fellowships.** Broadcast journalists with three or more years experience are invited to apply to Kiplinger graduate program in public affairs reporting at Ohio State University. Yearlong mid-career program, beginning Sept 23, 1987, leads to master's degree. Fellows produce news documentaries and minidocs for air. One week reporting trip to Washington is included. The ten appointed receive free tuition plus monthly stipends. Selection is competitive. Write or call Prof. John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 West 18th Ave. Columbus OH 43210. Prospective candidates may schedule interviews with the director at Atlanta Marriott Nov. 13-15 during SDX Convention.

**News producer** Top five market. Must be excellent writer, capable of crafting highly visual, fast-paced newscasts. Resume and letter explaining why you're the best person for the job to Edward Schimmel, Assistant News Director, 4100 City Lane Avenue, Philadelphia, PA 19131. EOE. No phone calls.

**French TV TF1** is looking for a fulltime editor, good experience and professionalism required. Call 202-342-0295.

**News editor** with good writing and editing skills, sound news judgment and supervisory ability. EOE. Box K-23.

**Move into management!** Dominant medium market affiliate needs executive producer. Must be able to handle day to day operations and many special projects. People skills and ability to direct and motivate producers and reporters essential. Perfect opportunity for major market producer who wants to move into management. Box J-95.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Promotion producer/writer** for major market ABC affiliate needed to create innovative on-air, print and radio advertising for all facets of station promotion. Work with a multi-talented promotion team including director, videographer and art staff. Two years television promotion or agency related experience preferred. Send tape and resume to Sherri Tolar Rollison, Promotion Director, KTVI-TV, 5915 Berthold, St. Louis, MO 63110.

**Production manager** to head up 13 member department handling production for commercial, promo's and PSAs. Must have strong administrative skills and be creative to help guide this department. Send resume listing salary requirements to: Norman Johnson, VP/GM, WAGM-TV, Box 1149, Presque Isle, ME 04769.

**Experienced promotion manager** capable of creative audience and sales promotion. EOE. Send resume and salary requirements to Box J-152.

**Production manager.** Independent station in Southwest needs a hands-on individual to oversee a small production unit with emphasis on production of commercials. At least two years directing experience is necessary. Send resume with salary requirements to: Box J-156. EOE, M/F.

**Direct promos and commercials** for indy. 1", ADO, and Aurora 75 experience helpful. Send salary requirements, tape and resume to Jack McGee, KDEB-TV, 3000 Cherry St., Springfield, MO 65802-2698.

**Christian television-program director.** Established full time religious station seeking capable professional to be responsible for program schedule, traffic, program promotion and be producer of station generated programming. Looking for hands-on manager to upgrade current efforts with immediate results. Attractive northern California location. Excellent salary and benefits. Send detailed resume with specific employment experience and salary information to: TRC Box-66. Los Gatos, CA 95031.

**PM Magazine videographer/editor:** Fulltime position. Experience required in field camera shooting, lighting and 3/4 inch videotape editing. Creative writing and story production skills are preferred, Erratic working hours due to 'shooting on-location' requirements. Qualified applicants should send tape and resume by October 17th to: Marijane Landis, WGAL-TV, P.O. Box 7127, Lancaster, PA 17604. WGAL-TV is an equal opportunity employer.

**Southern Minnesota** production center housed within PBS station seeks producer/director with demonstrated experience with industrial corporate & commercial production and client service. Candidate must demonstrate scripting, videography, multiple camera, and one inch editing skills. Minimum 3 years experience. Salary to \$25,000 plus benefits. Send resume only to: General Manager, KSMQ-TV, 1900 8th Avenue N.W., Austin, MN 55912.

**Writer/producer** of commercials and promotion with strong background in graphics, digital effects, editing and client relations is needed for progressive New England station. Send resume to William Martin, WMUR-TV, 1819 Elm Street, Manchester, NH 03104.

**TV producer** for nationally broadcast Catholic television magazine. Field production experience, writing skills and lots of traveling required. Salary competitive and commensurate with experience. Tape and resume to: Real to Reel, 850 Sligo Ave. Suite 602 Silver Spring, MD 20910.

**Public information supervisor** for leading Southwest television station. Responsible for the broadcast and non-broadcast, overall promotional, publicity, and public relations activities of the station. Good writing and editing skills a must along with enthusiasm and creativity. Supervisory experience desired. BA in broadcasting with at least 3 years experience in media promotion, of which at least 2 years should be in television. Application deadline is 10/17/86. Submit resume to UNM Personnel, 1717 Roma NE, Albuquerque, NM 87131. Mention this ad and reference requisition #843A. AA/EOE.

**Chief producer/advertising & promotion** We need a self starter with exceptional creative talent, whose writing/production skills are sharp. Duties include creating and executing news, entertainment and special event promotion. Two years TV experience a must. Radio background helpful. Send tape and resume to: Ginny Morris, KSTP-TV, 3415 University Ave., Minneapolis, MN 55414.

## SITUATIONS WANTED MANAGEMENT

**Productive national sales manager** with five years television sales experience seeks change with progressive company. Energetic...young, creative, goal setter. Consistently achieves top sales status! Box K-11.

**Seeking GM or station manager position** in medium/small market. Twenty + years in major market. Sunbelt preferred. Currently managing news operations. Heavy experience in operations/capital budgets. Bottom line oriented. Union and other contract negotiations. Experienced in all aspects of station operations including news operations, production, engineering including satellite and m/w trucks, remotes, program development, sales coordination. Computer knowledge. Agency knowledge. Strong leadership and organizational skills. Success oriented motivator. Full details first letter. All replies confidential and answered. Headhunters welcome. Seriously seeking a growth opportunity. Box J-62.

**Radio-TV-cable sales manager**, employed, major market, seeks upward move, well qualified. 415—731-0395.

**General Manager**, 34 years practicing television, since age 25! For 7 stations, including 2 groups, has achieved quick turnarounds; produced spectacular sales, news, programming; promotion. Nationally recognized, quality manager. Compensation based on superior performance. Box K-13.

**Business economist** with considerable (20 years) broadcast experience for TV stations, network, and cable desires consulting assignments in market and sales forecasting, pricing, business planning, sales analysis, etc. Ph.D plus M.B.A. Box K-22

**Start-up TV general manager:** Have already successfully started two stations whose combined value within four years exceeds \$50,000,000. Experienced all phases, unquestionably a producer. Looking for a new challenge. Reply in confidence Box K-25.

## SITUATIONS WANTED TECHNICAL

**Technical manager engineer**, 30 years broadcasting, RF, non-RF, design, construction, maintenance, operation, equipment, salesman, teaching credential. Answering machine: 805—298-1220.

## SITUATIONS WANTED NEWS

**Reporter**, Two years radio experience, television intern in top 20 market. Excellent writer, responsible and have degree. 717—838-6076.

**News management:** Super experience. Super people-person. Victim of high management shake-up. 25 years in journalism, most in TV news management. Latest technology. Anchor experience also. 40 years old. Box J-150.

**#1 rated anchor**, top 30's market, seeks to relocate. Excellent track record. Stable. Box J-172.

**Weathercaster**, personality and skill: Please see display classified section.

**Chief assignment editor** at large market looking to move up to an executive producer position or as a news director in a medium market. I'm a young, strong motivator and organizer with 12 years broadcast experience, including #1 newsradio news director. Looking to build a quality operation for a station wanting to be at the top. Box K-1.

**Challenge me!** Small market ND or ND/anchor position sought by veteran medium market anchor/reporter. Ratings battle winner ready to lead a team of lions. Reached through: 513—825-4450.

**Canadian woman**, 23, journalism degree, reporting experience, seeks TV internship to build work-tape (promise not to say 'eh' on-air). Janice 416—935-5895.

**British (Scottish)** evening news anchor seeks challenge. Sense of humour. 212—866-5931.

**Anchor**, Getting restless in radio. Attractive 29 year old male radio personality. Excellent vocal skills. Mature voice. Good writer. Eager to conquer the challenge of TV news anchor. Much radio and TV. Box K-17.

**Sports anchor/reporter/producer**. Currently part time producer in top 21 market. Hopkins grad., single, will go anywhere. Small/medium markets wanted. Craig Brooks, day 301—338-7485; evening 301—687-3214.

**Seeking entry level position** in TV news department of medium market. Have internship experience. BA in broadcasting communications and political science. Very hard worker and willing to move anywhere for the right opportunity. Call Robin Ring, 501—229-4360.

**Sincere weatherman** with 25th market experience seeks new position. Medium and small markets welcome. Call Peter 602—230-2576.

**Network news senior producer** seeks reporting job in local. Please see Situations Wanted display ad.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Need an art director?** The Broadcast Designers' Association Employment Service can send you, at no charge, members' resumes - some of the most experienced, talented designers in the business. If you need an art director, graphic designer and/or video designer, call the BDA office at 415—788-2324.

**Top gun!** Award-winning writer, producer, promotions director with hands-on experience. Looking for move up. For promotions that work, respond now! Box J-137.

**Enthusiastic director-editor-shooter:** recently CMX factory trained, know DVE, GVG, one inch, audio, much more. Dedicated employee, willing to work my way up. Kenneth Stainton 512—335-0644.

**Director**. Fresh approach, eye catching spots, efficient, responsive to client's needs. Available November 15th. 914—331-8601.

## MISCELLANEOUS

**California, Washington, Oregon** TV newsletter monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

**Primo People** now seeking outstanding sportscasters. Must appeal to non-sports fans too! Send tape and resume to Steve Porreelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203—637-3653.

**Immediate staffing capabilities** for employers. Television and radio. All areas. Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813—786-3603.

# ALLIED FIELDS

## HELP WANTED INSTRUCTION

**Assistant professor** to teach radio and television production and writing courses in an established broadcasting program within a comprehensive communications department. Minimum requirements: two years of professional broadcasting production experience; masters degree in broadcasting or related area; evidence of participation in scholarly/professional activities and of future scholarly promise/professional growth. Preferred qualifications: doctorate in broadcasting or related area; experience in academic setting including college classroom teaching experience, evidence of ongoing publication/scholarly activity. Salary competitive. Send letters of application, resume, and names, addresses, and telephone numbers of three references to Office of Employee and Staff Relations, State University of New York College at Brockport, Brockport, NY 14420. Deadline November 17, 1986.

**Texas Christian University**. The department of radio-TV-film has two full-time, tenure track openings beginning August 1987. Position #1: Chairperson to provide academic and scholarly leadership to a department with ten full-time faculty and staff. Rank and salary dependent upon qualifications. Ph.D., record of teaching excellence, record of teaching excellence, record of scholarly activity, and evidence of administrative ability required. Position #2 Assistant Professor to teach a wide range of radio, television, and film courses. Ph.D. required (may consider ABD). Teaching experience, capacity for scholarly activity, and commercial broadcast experience highly desirable. Salary negotiable. The search committee will begin reviewing applications in December. Send letter of interest, current vita, and names of three references to: Dr. R.T. Ellmore, Acting Chairman, Department of Radio-TV-Film, P.O. Box 30793, Texas Christian University, Fort Worth, TX 76129. TCU is an EO/AA employer.

**Television production:** Full-time tenure track. Rank/salary negotiable. MA and extensive experience required. PH.D preferred. Teach undergraduate classes in studio and ENG production; other courses. Appointment begins January 1987. Send resume and letter of application to Tom Draper, Director, Mitchell Telecommunications Center, Kearney State College, Kearney, NE 68849-0527.

## HELP WANTED SALES

**Post production sales.** A major post production facility located in the NY area has positions open for sales representatives in both the NY and Chicago market-places. The positions are available immediately and offer lucrative commission packages. If you would like to be selling the services of an award winning, established facility, respond to Box K-31.

## HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Senior editor** familiar with Grass Valley switcher and DVE.ADO. CMX 340. Baltimore/Washington market. Send resume to Box K-26.

## RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303—795-3288.

**Exciting new radio formats:** oldies, country, MOR. Or, complete format consultation, hourly fee plus expenses. American Music Formats, 15205 W. Lynwood, New Berlin, WI 53151.

## MISCELLANEOUS

**For sale:MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria Texas. Any time slot available for video and/or data programs. For info call Judi at 512—223-6383.

## EMPLOYMENT SERVICES

**The Hot Sheet** lists attractive career opportunities. Television, radio, corporate communications. Available from Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512—723—3331.

**Instant cash-highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404—324-1271.

**Equipment wanted:** ACR-25 with TBC (not buffer), 1977 or later model preferred. Box J-142.

## FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215—884-0888.

**Harris SX-1**, 1KW AM, 1985, mint, going up in power. Transcom Corp. 215—884-0888

**Quality Media has moved!** We have moved to Louisville, Colorado (Denver) to serve you better. Thanks for another 10 million in sales this year. We are growing bigger and better! Our firm policy - no unhappy customers. Call us for a list of satisfied TV station owners who keep coming back. We now specialize in RF and turn-key TV stations, financing, and station brokerage. Thanks again. Bill Kitchen, Quality Media 303—665-3767

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303—665-3767.

**Silverline UHF transmitters new, best price, latest technology.** 30kw - \$195,000, 60kw redundant - \$385,000, 120kw redundant - \$585,000. Bill Kitchen, Quality Media, 303—665-3767.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 303—665-3767.

**New RCA TTG-30H Hi-band VHF transmitter.** RCA closeout. Fast delivery. Price reduced to \$125,000. Bill Kitchen, Quality Media, 303—665-3767.

**CCA 10Kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen. Quality Media, 303-665-3767.

**Townsend UHF TV transmitter:** 110KW, immediate availability. Possible financing. Call Bill Kitchen, Quality Media, 303-665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110kw, 55kw, 30kw-used; 10kw, 5kw, 1kw-new; 1kw AM, 5yrs old-perfect! Grass Valley 950/955 sync, 1400-12 switcher; Ikegami HL-77-immaculate! Laird 3615A; Sony VO-2800s: Antennas-TX line; much more! Call Ray LaRue 813-685-2938.

**Major production house** has bought new GV300. Now need to sell Grass Valley 1600-7K switcher with 3 M-E's plus downstream mix/keyer, bus, quad split, rotary wipes, and RGB keyer, Encoded chrome keyer option available. \$29,500. Call Clint 215-568-4134.

**Chyron RGU-2** graphics generator. 2 years old. \$11,500. Call Clint 215-568-4134.

**Copper!** For all your broadcast needs. #10 ground radials; 2, 4, 6, 8" strap flyscreen, counter poise mesh. 317-962-8596. Ask for copper sales.

**FM transmitters:** 25kw-Harris FM25k(1986), Harris FM 25k(1982), Sparta 625(1975)\*\*20 kw-CCA 20,000DS\*\*10kw-Harris/Gates 10G, \*\*5kw Bauer 605B, RCA BTF 5E1, AEL 5KE, CSI 5000E, RCA BTF 5B \*\*1kw-Syntronics 1.5kw Gates FM1B, Gates FM1C, Transcom Corp. 215-884-0888.

**AM transmitters:** 25kw-CSI(1985)\*\*10kw-RCA BTA 10H\*\*5kw-Harris BC5H, \*\*1kw-Harris SXI, Harris BC1H\*\*250W-Collins 250G, Transcom Corp. 215-884-0888.

**50kw AM-** GE 4BT50A2, on air, excellent condition, w/over \$15,000 in spares, Transcom Corp. 215-884-0888.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. Elcon are rated, wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video Inc. collect 301-238-4300.

**Bosch TVS-TAS-1000** 20X20 routing switcher audio-video w/control head & multiplexers \$7500; TEK 529 Waveform \$500. Video-It 213-876-4055.

**Crystals:** Save a bundle on guaranteed T12A of BH8 types in stock, with trade-ins taken. Also new or replacement crystals for oven type holders for AM, FM and TV transmitters. 51 years in business! Edison Electronic Co. 817-773-3901.

**Several 5spot mono/stereo boards,** QRK/Russco TT's TEAC R/R, cassette decks available up to 50% off cost. Lewis, 213-659-5776.

**Ampex 1200S AND 2000s,** TR-70Bs, TK-44s, Vital 114 and Grass switchers, RCA TP-66s, TP-7s, still stores, Clarcom intercoms, BVU-800, Ampex ACR-25, NEC Elifex, Sony DXC-6000. Needs on TK-47 camera. Call for a complete list Lynwood Taylor or Marvin Luke 919-977-3600.

**Over 100 AM/FM transmitters in stock.** AM - 50kw thru 1kw, FM 40kw thru 1kw. All complete - all books - all spares. Besco International, 5946 Club Oaks DR, Dallas TX 75248. 214-630-3600. New # 276-9725.

**Used or new equipment...** from cart machines to towers. For your specific needs, call Dale Hendrix, Holt Technical Services at 215-866-2131. A division of the Holt Corporation.

## ATTENTION

### BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

## RADIO Help Wanted Management

### SALES MANAGER WANTED FOR MAJOR MARKET FACILITY THAT DOESN'T HAVE MAJOR MARKET HAEADACHES

If you had a 100,000 watt Class C-FM, with a 900 ft stick, A CHR format, and were #1 in Adults 18-49 and 25-54 in the Lincoln-Hastings-Kearney ADI, could you add \$20,000 per month to our billing?

We're looking for someone who really knows how to develop, sell and service clients who will be with us for the long term. If you're the person who can do it and have the references to prove it, we'll make you an offer you can't refuse. Send your resume to:

Cindy Borron  
General Sales Manager  
KSYZ-FM  
3280 Woodridge Blvd.  
Grand Island, NE 68801

*Great 108*  
KSYZ

EOE

### TOP 20 MARKET SPANISH FM

Outstanding opportunity for general manager to assume full responsibility and authority of 100,000 watt station in a very desirable growing market. Excellent income and benefits package. Fluent Spanish helpful. Rush resume and references to Box J-127. EOE.

## Help Wanted Technical

### CHIEF ENGINEER for Florida-Based Radio Group

The Chief Asti wants bucks the system to make it work for him, juggles budgets to spend the money that's needed, is an innovator who uses "Company Time" to experiment, has fun and speaks his mind to the boss. Experience should be with directional AM, stereo AM, uplinks, downlinks and RPU's (that work from the strangest locations). A pilot's license would be helpful, but not required. Please do not send a resume. On one page tell me what you think the broadcaster's prime responsibility is, what your part of that responsibility is, the 3 biggest mistakes of your career and 3 people (with phone numbers) who know you inside and out. Send this to:

Bruce Micek  
Asti Broadcasting  
1910 Tanglewood Drive, NE  
St. Petersburg, FL 33702

## Situations Wanted Management

### VICE PRESIDENT & G.M.

Over a dozen years with the same group. Now ready for next opportunity. Sales background as well as a great cheer leader, and very people oriented. Rounded background, including FCC rules.

Box K-3

## Situations Wanted Management Continued

### GENERAL MANAGER

Sold my own radio properties. Huge profits! Knows bottom line! Available Now!

Box K-35

### MANAGER/SALES MANAGER TEAM

Getting higher rates is our specialty. If you want to start getting return on your investment, let's talk. S.E. opportunities only. 912-888-3758

## Miscellaneous

### NEWS HORIZONS Radio News Consultants (818) 506-5793 (914) 241-3120

## TELEVISION Help Wanted Sales

### GENERAL SALES MANAGER SOUTHWEST INDEPENDENT UHF STATION IN TOP 100 MARKET

Super growth potential and great opportunity for hard hitting take charge person to lead young aggressive sales team. Must have successful background in local sales. National or rep experience also very helpful.

Send complete resume and salary in confidence to:

Box K-21

### TV SYNDICATION

Crowley Broadcasting, Inc. seeks vice president of sales to compliment our rapid growth in television news programming. Sales background should include TV-radio and/or syndication. Extensive travel is required. Compensation includes salary, commission, and expenses. Send letter, resume and income requirements to: Walter K. Gilbride, President, Crowley Broadcasting, Inc., Box 401, Lexington, MA 02173.

### THIS PUBLICATION AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

## Help Wanted Sales Continued

### LOOKING FOR AN

aggressive, bright salesperson required to sell TV advertising time to ad agencies and advertisers. Position is located in Manhattan and has attractive commission opportunities. Reply to:

**Box K-9**  
An equal opportunity employer

### GENERAL SALES MANAGER

New TV group needs high-powered professional to play key role in start-up UHF indy, Syracuse, NY. Must have extensive indy background in both local and national sales. Opportunity to get in on the ground floor of the Flatley Company's newly created Media Division. Send resume (No phone calls please) to:

Vincent Arminio, GM  
WSYT TV  
P.O. Box 6968  
Syracuse, NY 13217-6968  
RE: General Sales Manager

The Flatley Company. An equal opportunity employer.

## Help Wanted Technical

### C-SPAN

Seeking **ENGINEER** with 2 years' experience and FCC General Radio Telephone license to maintain production equipment and operate new transportable KU-Band Uplink. Some travel, flexible schedule.

Seeking **ENGINEERING SUPERVISOR** to oversee operations, including transportable KU-Band Uplink. 3 years' experience, management skills.

Unique opportunity with innovative company. Salary commensurate with experience. Resumes to Personnel, 444 N. Capitol St. NW, Ste. 412, Washington, DC 20001.

### TV TECHNICAL DIRECTOR

The Christian Broadcast Network, Inc., located in Virginia Beach, Virginia, has an immediate opening for a Technical Director in their production services division. The qualified candidate will have 5 years experience in live television production. News experience helpful. Position requires audio/video routing, digital video effects, and all areas of production... camera, audio, lighting, videotape. Must have the ability to work well under pressure. Must be willing to work nights, holidays and weekends. If CBN's mission excites you, send resume and salary requirements, in confidence, to:

**The Christian Broadcasting  
Network, Inc.**  
**Employment Department- Box TD**  
**CBN Center**  
**Virginia Beach, VA 23463**

## Help Wanted Programing, Production, Others

### VIDEOTAPE OPERATOR

The Christian Broadcasting Network, Inc. has an immediate opening for an experienced Videotape Operator. Must be familiar with RCA TR70C, TR600, TCR100, VPR2, Sony BVU 800 and 200 series VT recorders. Four years experience as a Videotape Operator with at least 3 years at a major production or broadcast facility. If CBN's mission excites you, send resume and salary requirements, in confidence, to:

**The Christian Broadcasting  
Network, Inc.**  
**Employment Department**  
**Box VTO**  
**Virginia Beach, VA 23463**

## Help Wanted Programing, Production, Others Continued

### CREATIVE SERVICES DIRECTOR

New TV group needs highly experienced professional to play key role in start-up UHF indy, Syracuse, NY. Must have extensive background in all phases of indy promotion. Opportunity to get in on ground floor of the Flatley Company's newly created Media Division. Send resume (No phone calls please) to:

Vincent Arminio, GM  
re: Creative Services Director  
WSYT TV  
P.O. Box 6968  
Syracuse, NY 13217-6968

The Flatley Company. An equal opportunity employer.

## Situations Wanted News

### NETWORK NEWS

Senior producer seeks reporter position in local. Unique opportunity to bring a young dynamic, high energy journalist to your newsroom. Experience counts, and I've gotten mine covering stories for one of the most respected news operations in the world. Now it's time to step to the other side of the camera. Casual inquiries welcome. 202-332-2754.

### KYW-TV 3

Philadelphia, the 4th largest market, is looking for a highly motivated leader to be a production coordinator for our local programming department. Duties would include being an associate program producer for Evening Magazine. Scheduling crews, handling budgets and supervising the purchase of equipment for several local shows. Must be able to contribute to creative direction of shows and staff. Directing skills preferred. Please send resumes to: KYW-TV Local Programming Dept., Independence Mall East, Phila., PA 19106. EOE M/F.

**For fast  
Action Use  
BROADCASTING'S  
Classified Advertising**

### WEATHERCASTER

Presently working in L.A. Will relocate this fall. All inquiries confidential. Box J-140.

## ALLIED FIELDS

### Help Wanted Sales

### DIRECTOR OF SALES BROADCAST EQUIPMENT MANUFACTURER

Growing manufacturer of high-tech radio and TV broadcast equipment seeks an ambitious resourceful EXPERIENCED SALES PROFESSIONAL to assume full 'hands-on' responsibility for organization, planning and execution of our sales efforts, both direct and through distributor/rep.

A working knowledge of broadcast equipment and the radio/TV marketplace are required, along with prior demonstrated sales achievement. Limited travel required.

Our mid-size company, located in the Northeast, offers a stimulating and supportive work environment along with an attractive salary/benefits package. The timing is excellent... our newest product is out of the lab and ready to be launched. Come aboard and grow with us!

Send resume (in confidence) to: Box K-4.

## Help Wanted Instruction

### INDIANA UNIVERSITY

The School of Journalism at Indiana University, Bloomington, invites applications for an assistant or associate professor (tenure track) in broadcast news, beginning with the fall semester, 1987. (Pending funding.) Successful applicant will teach radio and television writing, reporting, and editing. Also expected to teach in another area such as journalism history, communications law, media management, or public opinion, and demonstrate commitment to scholarly research or other creative activity. Must have appropriate television news experience. Graduate degree highly desired.

The position is for 10 months a year with the possibility of summer teaching adding 15% to 20% of the base salary. Indiana University is an equal opportunity employer. A letter of application, resume, and three letters of reference should be sent to Professor Ralph L. Holsinger, Chairman of the Search Committee, School of Journalism, Ernie Pyle Hall, Indiana University, Bloomington, IN 47405. Deadline for application is November 17, 1986.

## Employment Service Continued

### WANTED

#### ENTRY LEVEL

- Announcers (Male and Female)
- Programmers
- Newspeople

B.T.A. wants you for radio stations that NEED you. For complete details and registration, send \$2.00 postage/handling to:




**Broadcast Talent Agency**

73-255 El Paseo  
Suite 9C  
Palm Desert, CA 92260  
(619) 341-0225

## Business Opportunities Continued

### FM APPLICATIONS

Satellite Systems Engineering, Inc. is now preparing FM radio applications for FCC BC Docket 80-90 (689 new FM locations).

Contact:   
Bob Napp,  
(301) 652-4660



## Help Wanted Management

### PRESIDENT PRODUCTION COMPANY

A mature, profitable television production company seeks individual qualified to provide business and creative management. New York based MBA preferred, salary open, stock options available. MF/EOE. Please respond to: P.O. Box 96, New York, New York 10185.

## Radio & TV Programing



### Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501/972-5884

### WANTED EQUITY PARTNER

Unique circumstances creates a desirable situation in one of America's fastest growing markets. Existing Indy has potential to dominate technically in major market. Need a partner for this growth situation. Box J-123.

Investor wishes to purchase small to medium-size affiliated television stations. Needs experienced General Manager and partner. All responses held in confidence.

Reply to Box K-39.

## Employment Services

NEW LOW SUBSCRIPTION RATES! For \$30 you get six weeks of MediaLine job leads in NEWS, PRODUCTION, ENGINEERING, PROGRAMMING, PROMOTION, SALES AND ON-AIR TALENT. Learn more. 312-855-6779.



### We Place Engineers ALL LEVELS, BUT NOT OPERATORS

Ten Years Nationwide Service  
(TV Stations, Production, Corporate, Mfg.)

FOR INFORMATION PHONE OR WRITE  
Alan Kornish

**KEY SYSTEMS**  
479 Northampton Street  
Kingston, PA 18704  
**(717) 283-1041**

### NEW MULTI-ETHNIC RADIO PROGRAMING

Now on air 24 hrs/day, 7 days/wk  
Hear it on Satcom 1-R  
For information, contact:

**SAGAMORE SATELLITE SYSTEMS**  
516-922-4477

## Consultants

### FM 80-90 APPLICATIONS

Exclusive applications guaranteed \* Special price on group of 12. \* 180 page Demographics book available for \$100.00. Contact Darrell Baugess.



Telecommunications and Broadcast Consultants  
4401 East-West Highway, Suite 308  
Bethesda, MD 20814, 301-654-0777

## Business Opportunities

### BROADCAST BROKERAGE FIRM

interested in talking to a seasoned professional with an extraordinary track record in radio and/or TV. Candidates should be advised that they must be financially self-sufficient during the development period. We've had great fun and made some money. Come join us.

Box K-40

## Wanted to Buy Stations

Experienced broadcaster looking to purchase Class A FM Florida "turnaround". All cash for right opportunity. Replies treated in strict confidence.

Box J-179

## For Sale Stations

### JACKSONVILLE, FLORIDA

Stereo AM. 50,000 watts daytime. Great market, great station to develop. Real estate. Network affiliate. MOR \$650,000 cash or \$750,000 terms. Must sell now. Call Art Dees, 615-475-7993, or write P.O. Box 709, Jefferson City, Tennessee, 37760.

- Fulltimer. Middle Tennessee. Nice size town. \$175,000.
- Powerful FM plus fulltimer. Western Maryland. \$1.75 million. Favorable terms.
- AM/FM. Minnesota. Resort area. \$340,000. Terms.

**Business Brokers Associates**  
615-756-7635, 24 hours

## FOR SALE

AM/FM radio station. Northern Sacramento Valley in California. Small town, only radio stations in two counties. Priced for quick sale.

Reply Box K-36.



**KOZACKO •  
HORTON  
COMPANY**



**MEDIA BROKERS/APPRAISERS**

Attractive New England market FM facility. Growing and profitable. Price of \$750,000 all cash.

Contact Mel Stone in our Portland office:

Lafayette Town House 638 Congress Street  
(207) 774-6561 Portland, ME 04101

**The Holt Corporation**

**MAJOR MARKET FM**

Excellent opportunity... growing market...\$16 million cash. To discuss this confidential listing and other exciting major market FM opportunities currently listed with our company, call Bernie Fuhrmann at the Bethlehem office at 215-865-3775.

<b>Suite 205</b>	<b>Washington Office:</b>	<b>Box 2869</b>
<b>The Westgate Mall</b>	<b>7809 Freehollow Drive</b>	<b>One Tower Park</b>
<b>Bethlehem, PA 18017</b>	<b>Falls Church, VA 22042</b>	<b>Winchester, VA 22601</b>

Mississippi Gulf Coast Class A FM. Growing Market..Priced right. Class A FM. Growing Market..Priced right. Class A FM in Georgia Market. AM/FM combos..Cable Systems.

**Call..Paul E. Reid..Broker**

(404) 882-1214. P.O. Box 2669  
LaGrange, GA 30240

**ALBUQUERQUE  
FULL POWER CLASS C FM  
OFFERED ON A "BEST BID" BASIS**

#62 ADI, \$17 million in revenue, fast growth

Well equipped facility, excellent growth opportunity. Owner selling to take advantage of capital gains. Bids must be submitted by October 22, 1986. Brochure sent upon proof of financial qualifications. Contact Elliot Evers at (415) 495-3516



**MARYLAND  
FULLTIME AM/FM**

Profitable, stable community, 60 miles from Wash, DC, 90 miles from Balto. Dominant position in (3) county area.

\$1,950,000. Cash

Box 16834, Baltimore, MD 21206

**NETWORK VHF**

This fast rising affiliate won't be on the market long. Located in a thriving small market; well equipped. Small positive cash flow this year with 30% increase in sales over 1985. Excellent future prospects. \$5.5 million.

Box K-38.

**MIDWEST FM FOR SALE**

Underdeveloped, absentee owned FM stereo station in great college town. top staff, equipment, ratings, hot format. The surface has just been scratched in sales potential. Owner has other interests and will sell at bargain price of \$850,000. Hurry - don't miss the buy of '86 - it won't last long! Write Box J-7.

**MAINE**

**CLASS B FM AND CLASS IV AM**

WRDO AM/FM offers a challenging opportunity for a community minded broadcaster. \$500,000 cash. \$625,000 terms Call Walter Maxwell 914--331-8200.

**LARGEST AND BEST  
SINGLE STATION MARKET  
IN CONN.**

Daytimer with fulltime authority. Strong signal into Hartford. Very valuable real estate. Best offer over \$600K net cash. Call M. Hassan 203--582-7999, or Box 1627. Bristol, CT 06010.

**LOOKING FOR A STATION?**

512/327-9570

**JAMAR RICE CO.**

Media Brokerage & Appraisals

110 Wild Basin Rd. # 245 • Austin, TX 78748

*R.E. Meador & Assoc.*

**MEDIA BROKERS**

**IOWA DAYTIME 500 W.**

**DISTRESS SALE \$200,000**

P.O. BOX 36

LEXINGTON, MO 64067 KANSAS CITY, MO.

816-259-2544

816-455-0001

**SOUTHWEST CLASS A FM**

In city of 10,000. Great potential for owner operator. Can go to Class C with simple FCC application, and cover nearby major market. Must sell soon. \$250,000 will consider terms to qualified buyer. This station won't last long at this price. Box J-175.

*R.E. Meador & Assoc.*

**MEDIA BROKERS**

**MISSOURI CLASS IV AM**

**REAL ESTATE \$450,000**

P.O. BOX 36

LEXINGTON, MO 64067 KANSAS CITY, MO.

816-259-2544

816-455-0001

**CENTRAL FLORIDA AM  
DELAND-VOLVIA CO.**

**\$260,000 TERMS AVAILABLE**

Station dark. 5,000 watts - non-directional. 3 + acres + masonry building. 1310 kz. Deland - County seat. Growth market. Financing available.

David Hill 214-423-6562.

**MAJOR MARKET-MIDWEST**

Class B FM, Top 10 market. New antenna with greatly enlarged coverage area. Recently improved Arbitron ratings, substantial billings increase. Priced for fast sale at \$11,400,000.

**Barry Sherman & Associates**

202-429-0658

Midwest: H. Walter Westman

313-881-5432

Heart attack forces sale of long established 5kw AM stereo in top 100 markets. East coast location with dual network affiliation. Sizeable facility with all new equipment and 3 transmitters. Signal includes 700,000. Available on excellent terms due to health to qualified buyer. Class C FM application on file. Jack Rockwell 305-744-8751.

**MAJOR MARKET N.W.**

Television C.P. for sale. Channel Low 30's. Call (803) 895-1568 or (803) 895-3822 for details.

**NORTH CAROLINA CLASS A CP**

Buy and build your own FM station in a resort area on the coastal plains of North Carolina. Individual owner makes transfer quick and simple.

Reply Box K-10

**MICHIGAN  
TOP FIFTY MARKET**

Very under-developed 5kw full time AM billing \$160,000 per year: \$245,000 on terms. Substantial discount for cash and quick sale.

Box K-8

Location	Size	Type	Price	Terms	Contact	Phone
SE	Met	AM/FM	\$2800K	Terms	Ernie Pearce	(404) 998-1100
West	Reg	AM/FM	\$2600K	Terms	Greg Merrill	(801) 753-8090
MW	Sm	AM/FM	\$1100K	\$600K	Bill Lochman	(816) 941-3733
Rky. Mtn	Med	AM/FM	\$1100K	\$175K	Greg Merrill	(801) 753-8090
SE	Sub	FM	\$850K	Cash	Mitt Younts	(202) 822-8913
SE	Sub	FM	\$550K	\$150K	Ernie Pearce	(404) 998-1100
NY	Sm	AM/FM	\$500K	Cash	Randy Jeffery	(305) 295-2572
AZ	Sm	FM	\$450K	\$135K	Jim Mergen	(818) 366-2554
UT	Sm	AM/FM	\$400K	\$140K	Greg Merrill	(801) 753-8090
SE	Sm	AM	\$160K	\$60K	Ernie Pearce	(404) 998-1100

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



## BOB KIMEL'S NEW ENGLAND MEDIA, INC.

### FREE APPRAISAL

If you're a station owner and wonder what the fair market value of your property is—we'll tell you—no charge!

8 Driscoll St. Albans, VT 05478  
(802) 524-5963

## EARLY DEADLINE NOTICE

Due to holiday, Monday, October 13, 1986, the deadline for classified advertising for the October 20 issue will be noon, EST, Friday, October 10, 1986.

### RADIO STATIONS AVAILABLE

- Western Metro - FM/AM - Class C - \$500,000 cash flow - \$4 million.
  - Midwest Top 30 - Class B FM - includes studio building and transmitter site.
  - Southwest Top 100 - Class C FM - turnaround - growth market - terms.
  - Northwest Major - FM/AM - Class C - excellent facilities - some terms.
  - Rocky Mountain Major - FM/AM - Class C - new facilities - some terms.
  - Northwest Medium - FM/AM - Class C - positive c.f. - \$1.75 million - terms.
- For information, write Box K-37.



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

**Class A FM serving Southeastern coastal market. Format opportunities available. \$550,000 including real estate.**

508 Pineland Mall Office Center  
Hilton Head Island, South Carolina 29928  
803-681-5252

### BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted: 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue. No personal ads.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

## FOR SALE CLASS "C" FM STATION

- Existing cash flow.
- Quality modern facility.
- CP to move into a Duncan 'A' rated top 100 market.

Reply Box K-7

### BUYING A RADIO STATION?

WE HAVE EXPERTS IN MARKET RESEARCH AND STRATEGIC PLANNING PLUS CONSULTANTS WITH TREMENDOUS TRACK RECORDS IN DEVELOPING BIG AUDIENCE AND SALES NUMBERS

PLEASE CALL US FOR A FREE COST ESTIMATE.

(505) 247-3303 • (800) 247-3303



THE PROGRAMMING AND  
MARKETING STRATEGY TEAM  
ALBUQUERQUE LOS ANGELES

### MIDWEST MARKET

C.P. For sale. Good channel frequency/upper 20's. Call (803) 895-1568 or (803) 895-3822 for more information.

### OKLAHOMA AM-FM \$850,000 Terms

Joe M. Leonard, Jr. & Associates  
P.O. Box 222, Gainesville, TX 76240  
817-665-4076

### NORTHWEST BEAUTY EXCLUSIVE FRANCHISE

Single station market; projects \$250,000 cash flow. \$850,000.

The Montcalm Corporation,  
311 Norton Building, 801 2nd Avenue,  
Seattle, WA 98104. 206-622-6236.

### MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you

BURT  
**SHERWOOD** INC.  
3125 Maple Leaf Or. • Glenview, IL 60025  
**312-272-4970**



# Fates & Fortunes

## Media

**Henry R. Silverman**, senior VP. Reliance Group Holdings Inc. and president and CEO, Reliance Capital Group Inc., New York, named chairman of board of directors. John Blair & Co. there after Reliance's acquisition of Blair ("Where Things Stand," p. 75). **Howard E. Steinberg**, senior VP, general counsel and corporate secretary. Reliance Group Holdings, was also named to board of directors. Blair directors **Hugh R. Beath**, **Frank K. Mayers**, **Herbert M. Shayne**, **Jackson W. Smart Jr.**, and **Robert L. Stone** resign from board. **Jack W. Fritz**, president and CEO, Blair, and **Harry B. Smart**, corporate VP, Blair, and chairman and CEO, Blair's TV representation division, continue with present titles and as directors. **Peter J. Housman II**, VP and controller, Reliance Capital Group, joins Blair as VP and chief financial officer.

**Andrew W. Stabler Jr.**, president, Lamco Communications Inc., Williamsport, Pa.-based owner of one AM, one FM and two TV stations, assumes new titles, chairman of board and CEO. **Marshall R. Noecker**, senior consultant, Arthur D. Little Valuation Inc., Cambridge, Mass., replaces Stabler as president.

**W. Randy Odil**, VP and general manager, Park Communications' WLSL-TV Roanoke, Va., named VP, Park Communications, Ithaca, N.Y.-based newspaper publisher and owner of seven AM, seven FM and seven TV stations.



Odil



Neal

**Howard E. Neal**, general sales manager, KFI(AM)-KOST(FM) Los Angeles, named VP and general manager.

**Tom Hartman**, general manager, WKOW-TV Madison, Wis., and president and general manager, Wisconsin TV Network, which owns WKOW-TV, WAOW-TV Wausau, WXOW-TV LaCrosse and WQOW-TV Eau Claire, all Wisconsin, named president and chief operating officer of TAK Communications, Vienna, Va.-based group owner of WKIO(FM) Urbana, Ill., and 99% owner and general partner of Wisconsin TV Network Associates.

**Dennis Brown**, assistant to president, Henry Broadcasting, San Francisco-based owner of two AM and three FM stations, joins KDOC-TV Anaheim, Calif., as VP and general manager.

**F. Craig Magee**, president and general manager, WIL-AM-FM St. Louis, joins KIKK-AM-FM Houston as VP and general manager.

**John S. Mucha**, program manager, WBNG-TV Binghamton, N.Y., named general manager.

**Bob Garthwaite**, VP, programing and production, WJTC(TV) Pensacola, Fla., joins WJPR(TV) Lynchburg, Va., as general manager.

**David Armstrong**, general manager, Sentry Broadcasting's WILS-AM-FM Lansing, Mich., and WXTA(AM)-WYBR(FM) Belvidere, Ill., joins WSAU(AM)-WIFC(FM) Wausau, Wis., as VP.

**Sandy DiPasquale**, station manager, WIVB-TV Buffalo, N.Y., joins WGRZ-TV there as president and general manager.

**Paul Jensen**, president and general manager, KOLN(TV) Lincoln, Neb., and KGIN(TV) Grand Island, Neb., resigns as general manager. He will retain title of president. **Frank Jonas**, president and general manager, KTVO(TV) Kirksville, Mo., replaces Jensen.

**Thomas H. Shealy**, sales manager, WXC(R)FM Safety Harbor, Fla., named general manager.

**Ray Quinn**, general manager, WMJJ(FM) Birmingham, Ala., and WRKA(FM) St. Matthews, Ky., joins KSMG(FM) Seguin, Tex., as VP and general manager.

**Farid Suleman**, partner, Arthur Young & Co., New York, joins Infinity Broadcasting Corp., New York-based owner of four AM and six FM stations, as VP, finance and chief financial officer.

**Irene D. McPhail**, general manager, Cablevision of New Jersey, Bayonne, named general manager, Cablevision of Chicago.

**Steven J. Rabbitt**, regional general manager, Greater Media Inc.'s central Massachusetts cable system, joins Storer Cable as general manager, New Haven, Conn., system.

**Bill Walsh**, business manager, KRBK-TV Sacramento, Calif., named VP and station manager.

**Mark A. Halverson**, general manager, WKEI(AM)-WJRE(FM) Kewanee, Ill., joins WTNT-AM-FM Tallahassee, Fla., as station manager and general sales manager.

**Donald J. Palladino**, retired brigadier general, U.S. Army Corps of Engineers, joins NBC, New York, as VP, architecture and construction, relocation project.

**Chris Flor**, loan officer, communications lending group, Shawmut Bank of Boston, New York office, joins WFMT(FM) Chicago as finance director.

**Dianne Johnson**, senior word processing operator and personnel assistant, KATV(TV) Little Rock, Ark., named assistant to general manager and personnel director.

**Garry Denny**, assistant to programing director, noncommercial WHMM(TV) Washington,

joins noncommercial WHA-TV Madison, Wis., as traffic supervisor. **Diane Agans**, community access coordinator, Cablevision, Urban, Ill., joins WHA-TV as cable supervisor for WHA Cable 33, cable channel programed by WHA-TV. **Mary Darlington**, program and communications director, Complete Channel TV, Madison, joins WHA-TV as broadcast coordinator.

## Marketing

**Barbara Mullins**, senior VP and director, television production, and **Barry Wagner**, VP and assistant secretary, BBDO, New York, named to company's board of directors. Wagner was also named senior VP and secretary of board.



Mullins



Wagner

**Steve Grubs**, senior VP and associate director, network programing, named senior VP and director, national TV buying. **John Taliercio**, VP and assistant comptroller, named comptroller.

**Barbara J. Kaplan**, VP and associate creative director, Young & Rubicam Inc., New York, named senior VP. Appointed VP's there: **Tania Chamlian**, creative supervisor; **Brenda L. Bareika**, casting director; **Craig Hazen**, senior music producer; **Daryl M. Elliot**, **Frances Gormley**, **Harry J. Mosher** and **Evangeline Ames**, account supervisors.

**Terrence D. Martin**, senior VP and controller, Chemical Bank, New York, joins JWT Group Inc. there as executive VP, finance and administration.

**Alan Goodman**, VP and associate creative director, FCB/Leber Katz Partners, New York, named senior VP and creative director. **Liz Greene**, account director, named VP.

**David B. McCall**, chairman of board and creative director, McCaffrey & McCall Inc., New York, resigns as creative director, remaining chairman of board. **Bruce McCall**, creative director on firm's Mercedes-Benz account, named creative director. Two men are not related.

**William F. Wine**, from Bozell, Jacobs, Kenyon & Eckhardt Advertising, Dallas, joins D'Arcy Masius Benton & Bowles, St. Louis, as VP, broadcast producer. **Matthew E. Savage**, senior copywriter, DMB&B, New York, named VP. **H. Alan Wolfgang**, from Lowe Marchalk Advertising, Houston, named ac-



**Humanitarian award.** Thomas Murphy, chairman and chief executive officer, Capital Cities/ABC Inc., was honored by National Conference of Christians and Jews at its 23d annual Humanitarian Award Dinner at New York's Sheraton hotel. Hundreds of actors and entertainment industry executives attended. Pictured (l-r): Peter Jennings, anchor and senior editor, *World News Tonight with Peter Jennings*, (who served as master of ceremonies); Grant Tinker, former chairman of board and chief executive officer, NBC; Charlton Heston, star of ABC's *The Colbys*; Murphy; Sid Sheinberg, president and chief operating officer, MCA Inc.

count executive, DMB&B, St. Louis.

**Vincent Nigro**, VP and executive art director, BBDO, New York, joins Geers Gross Advertising Inc. there as VP and associate creative director.

**Peter A. Bevacqua**, senior art director, Cunningham & Walsh, New York, joins DFS Dorland there as VP and group creative head.

**Mary Ann Spitaletta**, manager, creative services, LBS Communications, New York, named director, creative services.

**Mary Hunt**, senior account executive, entertainment group, J. Walter Thompson USA, New York, named account supervisor.

**Joseph Gallo**, art director, and **Paul Gregor**, copywriter, DDB Needham Worldwide, Chicago, named associate creative directors. **Dawn Hudson**, management supervisor, Tatham-Laird & Kudner, Chicago, joins DDB Needham Worldwide as management representative.

**Joseph L. De Rocco**, account executive, WTIC-TV Hartford, Conn., joins Katz Continental Television, New York, as sales executive.

**Gene Thompson**, from TeleRep, Chicago, joins Seltel there as sales manager.

**Art Jones**, from KFVB(AM) Los Angeles, joins McGavren Guild Radio there as account executive.

**Damian Rajkovich**, sales manager, Roslin Radio, Chicago, and **Karen Snyder**, assistant buyer, Campbell Mithum, Chicago, join Weiss & Powell Inc. there as account executives.

**Sherry Armotrading**, assistant supervisor and senior spot negotiator, Wells, Rich, Greene Inc., New York, joins Independent Television

Sales Inc. there as account executive.

**Ann Sellers**, public relations coordinator, Cable AdNet, New York, joins McAdams & Ong Inc., Philadelphia advertising agency, as account executive. **Delores A. Hardy-Bowman**, broadcast traffic assistant, Ketchum Advertising, Pittsburgh, joins McAdams & Ong, as traffic assistant.

**Margaret Duffy**, assistant account executive, Abramson Associates Inc., Washington, named account executive.

**Cy Bridges**, sales executive, KIRO-TV Seattle, named general sales manager, KIRO-AM-TV and KSEA(FM).

**Jack Hutchinson**, general sales manager, Group W's KQZY(FM) Dallas, joins co-owned KFVB(AM) Los Angeles as general sales manager. **John Ryman**, sales manager, KQZY, replaces Hutchinson.

**Allen Barrows**, general manager, KPEJ(TV) Odessa, Tex., joins WNAC(TV) Rehoboth, Mass., as general sales manager.

**Bill Klusman**, sales service manager, KTLA(TV) Los Angeles, joins KTTV(TV) there as director, commercial operations.

**Robert G. Salat**, national sales manager, WCJB(TV) Gainesville, Fla., named local sales manager.

**Rob Branham**, account executive, WFSB(TV) Hartford, Conn., named local sales manager.

**Andy L. Graham**, account executive, WKDD(FM) Akron, Ohio, named local sales manager.

**Leslie Schaffer**, local sales manager, KNIX-AM-FM Tempe, Ariz., named national sales manager. **Bob Bernstein**, senior account executive, replaces Schaffer.

**Cindy Plazek**, from WTRF-TV Wheeling, W. Va., joins WPGH-TV Pittsburgh as account executive.

**Byron Baylog**, from WLTF(FM) Cleveland, and **David Moody**, from WERE(AM) there, join WOIO(TV) Shaker Heights, Ohio, as account executives.

**Steve Wells**, from WBAL-TV Baltimore, joins WYSP(FM) Philadelphia as account executive.

## Programing

**Richard Colbert**, executive VP, domestic syndication, Colbert Television Sales, Los Angeles, named president, Access Syndication there. Colbert Television Sales recently acquired Access Syndication.

**Thomas P. Pollock**, senior partner, Pollock, Bloom & Dekom, Los Angeles law firm, joins MCA Inc., Universal City, Calif., as corporate VP and chairman, motion picture group.

**Laurence A. Caso**, director, daytime programs, CBS Entertainment, New York, named VP, daytime programs.

**Lawrence A. Jones**, VP, program and talent relations, NBC-TV, Los Angeles, named VP, business affairs, prime time programs.



Newton

**John Newton**, VP, film programming, HBO Inc., New York, named senior VP, film programming. Appointments at HBO's Los Angeles office: **Tom Hammel**, director, production, supervising production operations, HBO Pictures, to VP, production; **Susan Fitzgerald**, production coordinator, to production manager.

**Sheldon A. Saltman**, independent consultant, Los Angeles, joins Lorimar-Telepictures, Culver City, Calif., as VP, sales/special projects, perennial syndicator.

**John Rohr**, sales research/promotion executive, Blair Television, New York, named VP and associate programing director.

**James Krug**, VP, business affairs, and **Phillip Hermann**, VP, finance, The Disney Channel, Burbank, Calif., join International Creative Exchange, Hollywood-based production and distribution company, as executive VP's.

**Monia Joblin**, director, programing, USA Network, New York, named VP, original programing.

**Chantal Westerman**, movie critic, KHJ-TV Los Angeles, joins ABC Entertainment there as Hollywood correspondent for *Good Morning America*. **Nancy Platt Jacoby**, West Coast producer, CBS News, Los Angeles, joins *GMA* as producer, "Hollywood Reports by Chantal," segments.

Appointments at The Learning Channel, Washington: **Harold E. Morse**, VP, marketing and finance, to senior VP and chief financial officer; **John McLaurin**, marketing manager, central region, to marketing director; **Joanna Lee Harbert**, account executive, Arts & En-

ertainment Network. New York, to marketing manager. central region: **Richard D. Wiles**, national sales manager. affiliate promotions. Christian Broadcasting Network. Virginia Beach, Va., to marketing manager. Southeast region.

**Pat George**, fashion editor. ABC-TV's *Good Morning America*, establishes Pat George Productions. New York production company.

**Nelsa Gidney**, VP. programing. Lionheart Television. New York, forms Gidney International. TV programing firm there.

**Rockey Flintermann**, general manager and director. advertising. Group W. Los Angeles, joins Madison Square Garden Network. New York. as senior VP. production.

**Lucy Wander-Perna**, director, personnel, Vidal Sassoon division. Proctor & Gamble subsidiary Richardson-Vicks Inc.. New York, joins Columbia Pictures Industries Inc., Los Angeles. as VP. human resources, West Coast.

**Ken Williams**, national sales manager. D.I.R. Broadcasting Corp., New York-based production company. named managing director of new Los Angeles office.

**Steven Alvarado**, senior financial analyst, 20th Century Fox Film Corp.. Los Angeles, joins Hal Roach Studios there as assistant controller.

**Kate Hayes**, co-program director, KKCX(FM) San Francisco. named program director with resignation of co-program director **Tom Yates**.

**Chuck Riley**, afternoon announcer. WGSF(AM) Memphis, named program director.

**Beverly Wood**, producer. WAAM(AM) Ann Arbor, Mich., named program director.

Tex., correspondent. to San Antonio, Tex., correspondent.



Caputo

**Greg Caputo**, VP and news director. Fox Broadcasting's WNYW (TV) New York. named VP and news director. Fox's WTTG(TV) Washington. He replaces Betty Endicott who was named general manager, WTTG. last month ("Fates & Fortunes." Sept. 22.)

**Carol Hope Rueppel**, news director, KMTV(TV) Omaha, joins WTKR-TV Norfolk, Va., in same capacity.

**Larry Stirewalt**, VP and news director. WDAU-TV Scranton, Pa., joins WCJB(TV) Gainesville, Fla., as news director.

**Maureen Burke**, reporter. WLEV(FM) Easton, Pa., joins Service Electric Cable TV. Allentown. Pa., as news director and anchor.

**S. Paul Conti Jr.**, special projects manager. WNYT(TV) Albany, N.Y., named assistant news director.

**Henry Florsheim**, senior news producer. ABC-owned WLS-TV Chicago, joins ABC's WABC-TV New York as managing editor.

**Lynn Mathis**, investigative reporter. WAFB-TV Baton Rouge, joins KTNV-TV Las Vegas as managing editor.

**Kevin Sullivan**, news director. WTVA(TV) Tupelo, Miss., joins WALA-TV Mobile, Ala., as

assignment editor.

**John McKean**, news director. KGGM-TV Albuquerque, N.M., joins WTHR(TV) Indianapolis as managing editor.

**Bob Lewandowski**, from Wayne (Mich.) Cablevision. joins WUHQ-TV Battle Creek, Mich., as sports director.

**Jerry Azar**, weekend sports anchor-reporter, WABC-TV New York. joins WPLG(TV) Miami as sportscaster.

**Mickey Redmond**, formerly of National Hockey League's Detroit Red Wings. joins Pro Am Sports System. Troy, Mich.-based local cable sports network. as color commentator for Red Wings games.

## Technology

**Crawford (Mac) McGill**, VP. operations and technical maintenance. NBC. Washington. named VP. technical operations. East Coast. New York.



Schwenk

**Kenneth R. Schwenk**, VP, product management and development. Harris Corp., Quincy, Ill., joins Rohde & Schwarz-Polarad Inc.. Lake Success, N.Y., U.S. subsidiary of broadcasting equipment manufacturer Rohde & Schwarz. Munich, West Germany, as

## News and Public Affairs

Appointments at CBS News: **Terrence Smith**, Washington correspondent. *CBS Morning News*, to White House correspondent; **Deborah Johnson**, foreign producer. *NBC Nightly News*, to executive producer. *Nightwatch*; **James McManus**, correspondent, Atlanta bureau. to Miami bureau: **Richard Wagner**, Seattle correspondent. to London; **Steve Young**, Boston correspondent. to New York; **Ned Potter**, Chicago correspondent. to Boston; **Victoria Corderi**, reporter, New York, to Los Angeles.

**Henry Champ**, NBC London correspondent, named foreign editor NBC's *Today*. **Paul Kirrkamm**, manager. network news operations, Washington. retires after 37 years with NBC News. Assistant producers named producers. NBC News's 1986: **Polly Powell**, Burbank, Calif., and **Marijo Dowd**, Washington. **Lance Sherman**, manager, production administration and control, NBC Sports, New York, named associate coordinating producer, Olympics.

**Robert Zelnick**, Tel Aviv correspondent, ABC News, named Pentagon correspondent, Washington.

Appointments at Associated Press: **Peggy Walsh**, assistant chief. Los Angeles bureau. to San Francisco bureau chief; **Larry Gerber**, Vienna bureau chief, to chief, Nordic services, Stockholm; **David Sedeno**, Harlingen,

# Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting** Magazine

3 years \$175  2 years \$125  1 year \$65  6 mos. \$32.50

(International subscribers add \$20 per year)

**Broadcasting** Cablecasting Yearbook 1986

The complete guide to radio, TV, cable and satellite facts and figures—\$90 (if payment with order \$80) **Billable orders** must be accompanied by company business card or company purchase order. Off press April 1986. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

Name \_\_\_\_\_  Payment enclosed  
 Company \_\_\_\_\_  Bill me  
 Address \_\_\_\_\_ Home? Yes  No   
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_  
 Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
 (required)  No

For renewal or address change  
place most recent label here

president and CEO.

**Colin J. Brown**, senior manager, Rank Cintel Ltd., Ware Herts, England-based manufacturer of TV graphics equipment, named executive VP, Rank Cintel Inc., New York subsidiary.

**Phillp M. Godfrey**, manager, special projects, ABC-TV, New York, joins Ikegami Electronics (U.S.A.) Inc., Maywood, N.J., in newly created position, director of professional products development and engineering. **Don Marr**, salesman, Midwest Visual Equipment Co., Chicago, joins Ikegami, Elmhurst, Ill., as Midwest regional salesman.

**Chet Collier**, former executive VP, Metromedia Producers Corp., Hollywood, forms Target Productions Inc., Boston video and post-production facility.

**Alan Zeth From**, technical writer, ABC, New York, named writer/instructor, broadcast operations and engineering.

**John Parke**, director, TV sales, Harris Corp., Quincy, Ill., joins Acrodyne Industries Inc., Blue Bell, Pa., manufacturer of TV transmitters, as VP, sales and marketing.

**Roger Reid**, associate director, tape quality control, HBO, Los Angeles, and **Bob Hackl**, post-production supervisor, Tri-Star Pictures, Los Angeles, named directors, post production, HBO.

**Tom BonDurant**, director, engineering, High Point, N.C.-based Mann Media's two AM and two FM stations, joins WFMR(AM)-WMAG(FM) High Point as chief engineer.

**Diane Bush**, from noncommercial WNED-TV Buffalo, N.Y., joins WKBW-TV there as still photographer, graphics department.

**Bob Derryberry**, director, field operations, KATV(TV) Little Rock, Ark., named director, remote operations. **John Hughes**, film editor and studio camera operator, replaces Derryberry.

## Promotion and PR



Bagin

**Rich Bagin**, director, association development, National School Public Relations Association, Arlington, Va., joins Earle Palmer Brown Public Relations, Bethesda, Md., as VP.

**Rosiland Jarrett**, publicist, ABC public relations, Los Angeles, named manager, mov-

ie/mini-series publicity.

**Bonnie Hathaway**, manager, affiliate public relations, Southern region, HBO, Atlanta, named director, affiliate public relations, New York.

**Genevieve M. Pliturro**, production assistant, Group W Productions, Los Angeles, joins All American Television, New York, as manager, promotion and publicity.

**Fern Krauss**, manager, public affairs, Tribune-United Cable of Montgomery County (Md.), joins The Learning Channel, Wash-

ington, as director, corporate communications; **Ferne Barrow**, assistant publicist, National Public Radio, Washington, joins The Learning Channel as manager, promotion/affiliate relations.

**Diane M. Mattioli**, from Maher/Hartford, Hartford, Conn., public relations firm, joins Mintz & Hoke Advertising & Public Relations, Avon, Conn., as public relations account executive. **Anne-Marie Papandrea**, recent graduate, Smith College, Northampton, Mass., joins Mintz & Hoke as public relations assistant.

**Lisa Sherman**, publicist, noncommercial WNET(TV) Newark, N.J., joins MTV Networks Inc., New York, as manager, program publicity.

**Richard Farrester**, assistant promotion director, KATV(TV) Little Rock, Ark., named program director. **Marda Olson**, camera operator and production assistant, named program/promotion/marketing assistant.

## Allied Fields

**Frank Stanton**, president emeritus, CBS Inc., named first recipient, Douglas Edwards Award, sponsored by St. Bonaventure (N.Y.) University mass communication department. Stanton will be honored Oct. 10 at St. Bonaventure University Mark Hellingner Awards Luncheon, Plaza hotel, New York.

**John F. Kamp**, special assistant, congressional relations, to FCC Chairman Mark Fowler, named director, FCC Office of Congressional and Public Affairs. **Dale Brown**, staff member, Senate Communications Subcommittee, replaces Kamp.

**Mark G. Pomar**, chief, USSR Division, Voice of America, Washington, joins Board for International Broadcasting there as deputy executive director.

Appointments at Arbitron Ratings, New York: **Alan Tobkes**, senior VP, marketing services, Eastman Radio, New York, to VP, sales development, Arbitron Radio; **Howard S. Fischground**, account executive, advertiser/agency sales, San Francisco, to Northwest regional manager, San Francisco; **Rhonda Amoe**, account executive, advertiser/agency radio sales, New York, to Southeast regional manager, Atlanta; **Fran Cordova**, media planning supervisor and director, computer programming, NW Ayer Inc., New York, and **Tom Hantzarides**, account executive, Harrington, Righter, Parsons Inc., New York, to account executives, New York; **Gene Huet**, marketing manager, National Car Rental, Atlanta, to client service representative, New York; **Ruth Kaufman**, account executive, WBAM-FM Montgomery, Ala., to Arbitron, Chicago, as account executive, advertiser and agency sales.

**Ted Turner** was among those receiving first United Nations Award for International Cooperation, Peace and Security of Mankind Sept. 27., during U.N. ceremony marking 40th anniversary of Nuremberg trials.

Of 259 representatives eligible to vote for their stations, 201 participated in election of three National Public Radio board members and confirmation of three public directors.

Board members, elected to three-year terms, are **Kathryn Jensen**, general manager, KUAC-FM Fairbanks, Alaska; **Ward Chamberlin**, president, WETA-TV Washington, and **Dale Ouzts**, general manager, WOSU(AM) Columbus, Ohio. Public directors are **Reuven Frank**, executive producer, NBC News (three years); **Ignacio Lozano**, publisher and editor, *La Opinion* (one year), and former Corporation for Public Broadcasting board member **Howard White**, executive vice president and general counsel, ITT Communications and Information Services (three years). Two nonboard members were confirmed for three-year terms as members of technology/distribution committee: **Thomas Kigin**, vice president for administration and general counsel, Minnesota Public Radio, and **Steve Rathe**, director, Murray Street Enterprises.

**Ed Shaffer**, from TeleRep Inc., Atlanta, joins Chapman Associates Inc., there as media broker.

**Carol Schatz**, president, National Federation of Community Broadcasters, Washington, resigns. No replacement has been named.

**Karen Sherry**, assistant to president and director, public relations, American Society of Composers, Authors & Publishers, New York, named assistant to president and director, public affairs. **Ken Sunshine**, assistant public relations director, named manager, public relations. **Lauren Iossa**, public relations coordinator and editor, *ASCAP in Action*, company newsletter, named assistant to director, public affairs.

## Deaths



Gates in 1969

**Parker Smith Gates**, 79, inventor, died Sept. 17 at Blessing hospital, Quincy, Ill. In 1922 Gates was engineer at newly formed Gates Radio Co. in Quincy, at age 14. His parents were officers of company which designed and manufactured broadcast equipment. Among inventions by Gates for Gates Radio were transcription turntable in 1929 and remote amplifier, which was used to broadcast live from locations outside studio, in 1932. In early 1930's he designed one of first radio station master consoles. Under Gates's leadership Gates Radio supplied U.S. Army with radio transmitters during World War II and in 1952 constructed studio and master control for Voice of America, Washington. In 1950's, company began developing television transmission equipment and high-wattage radio transmitters. Harris Corp., Quincy, acquired Gates Radio in 1957, and Gates remained as president, Gates division, which later became Harris broadcast division. He is survived by wife, Mildred, and three daughters.

**Judith Fousse Kurtich**, 45, retired chief, news media division, FCC's Office of Congressional and Public Affairs, died Sept. 30 of cancer at Fairfax (Va.) hospital. Kurtich retired in July for health reasons after 23-year career at FCC. She is survived by daughter.

## The sky's no limit for GTE's Waylan

Jerry Waylan knows a lot about communications satellites—how to design them, how to put them in orbit, how to operate them. That knowledge, garnered mostly while he was a Naval officer during the 1970's, helped propel him to the top of GTE Spacenet, the second largest domestic satellite carrier, two years ago.

But for the president of the wholly owned GTE subsidiary in 1986, technical expertise is not enough. The principal challenges currently facing GTE Spacenet have more to do with sales and marketing than with the mechanics of satellite communications.

GTE Spacenet now has four satellites (Spacenet I, Spacenet II, GSTAR I and GSTAR II) in orbit and plans to launch two more (Spacenet III and GSTAR III) next year via Arianespace. Under Waylan's leadership, GTE Spacenet must sell or lease as much of the capacity as possible. The six birds represent a capital investment of around a half a billion dollars, and the parent company wants to get that big bait back.

Sitting in his traditionally furnished office in the Washington suburb of McLean, Va., the 45-year-old Waylan acknowledges that he has had no sales or marketing background. But, he says, he has been so involved with the users of domestic satellites for the past 15 years that he believes he understands what they need and, more important, how to satisfy that need.

What's more, Waylan says, he has brought together a marketing and direct-sales staff that is "very sensitive to market needs," that is geared to "trying to solve a problem rather than to selling a solution." He says he spends a lot of time "brainstorming" with the staff to come up with new and different services.

To put all its satellite transponders in play, GTE Spacenet recognizes that it has to do more than offer raw satellite time, he says. The company's current thrust is to create telecommunications services in which the satellite time is but one of many elements.

The satellite newsgathering services put together for CNN, ABC and CBS are examples of the service-oriented marketing strategy. GTE has promised to provide not only satellite time for the networks' newsgathering activities but also interexchange for voice communications and, to varying degrees, traffic control.

While Waylan appears content with the road taken, had he been a better football player, his career might have been radically different.

He had been offered a football scholarship to a small college, but he wanted to go to the University of Kansas. And since his football skills were not good enough to win a Kansas scholarship and since his farm family didn't



**CECIL JEROME WAYLAN**—President, GTE Spacenet Corp., McLean, Va.; b. Sept. 13, 1941, Harrington, Kan.; BS, engineering physics, University of Kansas, Lawrence, Kan., 1965; MS, electrical engineering, and PhD, Naval Postgraduate School, Monterey, Calif., 1972 and 1974, respectively; U.S. Navy, commander at retirement, 1959-79; communications engineering consultant, 1979-81; vice president, satellite programs, Southern Pacific Communications Co. (SPCC), 1981; vice president-general manager, Southern Pacific Satellite Co., subsidiary of SPCC, 1981-83; executive vice president-general manager, GTE Spacenet, 1983-84; present position since January 1984. m. Karen Freeman, June 2, 1963; children—Todd, 21.

have the money to pay his way, he joined the Navy with the idea of earning the money.

That turned out to be a better idea than he thought. After two-and-a-half years on a flight crew, he was selected to participate in an educational program for enlisted men that allowed him to enroll and study physics full-time at the University of Kansas. He was still in the Navy, he said, but his "only duty was to go to school." There was just one hitch: six years.

After being graduated, Waylan served two six-month tours in Vietnam—in 1966 and 1967—aboard a guided missile frigate whose primary mission was to guide pilots flying in and out of North Vietnam and to attempt to rescue pilots who bailed out over the Gulf of Tonkin.

Following the second tour, Waylan was stationed in Coronado, Calif., where he helped outfit and maintain the electronics systems on the Navy's amphibious ships, including the helicopter carriers involved in the recovery of Apollo space capsules.

Waylan decided to stay in the Navy and continue his education at the Navy Postgraduate School in Monterey, Calif., where he earned a masters in electrical engineering in

1972 and a doctorate in 1974. It was in graduate school that Waylan started working with communications satellites, helping to develop a position-locator system that employed the Lincoln Labs' experimental LES-6 satellite.

Armed with the doctorate, Waylan went to Washington, where he assisted in the development of several satellite and space projects—some classified. Those he can talk about include the Fleetsatcom and the Leasat satellite communications systems, which are still in operation today and used by the Navy and other segments of the government.

In 1979, with 20 years of service under his belt, Waylan retired from the Navy and took his expertise in satellite communications to the marketplace. As a consultant, Waylan helped design the Spacenet series of hybrid (C-band and Ku-band) satellites for Southern Pacific Communications Corp. He eventually joined Southern Pacific full time and, when it formed Southern Pacific Satellite Co. to manage its satellite system in early 1981, he became its vice president and general manager.

GTE absorbed SPCC in July 1983 and formed GTE Spacenet to launch and operate the SPCC's Spacenet and GTE's GSTAR satellite systems under one umbrella. Waylan not only survived the merger, but prospered in its aftermath. In January 1983, he was named president of GTE Spacenet.

It's difficult to measure the job Waylan has done for GTE Spacenet since taking over the reins—GTE refuses to break out the operating results for the subsidiary—but the indicators are all positive. A GTE spokesman said that GTE Spacenet shows an operating profit and is considered one of the Diversified Product Groups' "leading edge" growth businesses. According to Waylan's estimate, 70% of the Spacenet and GSTAR capacity now in orbit is in use and earning revenue for the company. That's quite an accomplishment, considering the satellite industry's general oversupply of satellite capacity and dwindling long-distance telephone traffic from U.S. Sprint (formerly GTE Sprint).

Even though most of the telephone traffic GTE Spacenet now carries will be moving to more economical fiber optic lines over the next year or so, Waylan is confident he can keep his transponders saturated. The big growth area is private satellite networks involving hundreds of thousands of small on-site earth stations for video or two-way data communications or both, he says.

As well as anyone, Waylan realizes it takes more than technical expertise to operate a satellite system in today's competitive marketplace. And he also realizes it takes more than knowing how to package and sell a product. "Managing an organization of creative, ambitious people and recognizing and rewarding their contribution is also very important," he says.

**Adelphia Communications has bought** Prime Cable Corp.'s 125,000-subscriber cable system serving suburban Buffalo, N.Y., for \$172.5 million. Acquisition would bring number of subscribers owned or managed by Coudersport, Pa.-MSO to over 338,000.

**Ragan Henry**, president of **NEWSystems Group**, has sold four of company's six radio stations to president of NEWSystems radio division, **Charles D. Schwartz**, for \$28.5 million. Schwartz will head new company, **Panache Broadcasting**, which will operate WWDB(FM) Philadelphia, WTUX(AM)-WTLC(FM) Indianapolis and WBLZ(FM) Hamilton, Ohio. Schwartz was sales manager in CBS radio group before joining NEWSystems in 1980. In announcing sale, Henry said he would remain active in station operation and would spend next three months raising funds on behalf of National Black Media Coalition. WWDB(FM) is on 96.5 mhz with 18 kw and antenna 850 feet above average terrain. WTUX(AM) is 5 kw daytimer on 1310 khz. WTLC(FM) is on 105.7 mhz with 50 kw and antenna 445 feet above average terrain. WBLZ(FM) is on 103.5 mhz with 19 kw and antenna 790 feet above average terrain. Communications Equity Associates represented buyer.

**In first reported quarterly operating results of Fox Television Stations**, group of six TV stations posted revenue of \$93.5 million, operating profit of \$23.8 million, and net loss of \$16.1 million. Report, filed with Securities and Exchange Commission, said that operating cash flow provided by stations between March 3—when they were purchased by Fox—through year-end was insufficient to meet required dividend payments on April 1 and July 1, and that "required funds were advanced to Fox Television by News America [parent company of Fox Television]." Interest expense for fourth quarter, ended June 29, was \$39.9 million and noncash charges of depreciation and amortization were \$11.5 million. Company did not disclose results for comparable previous period. Year-end report of co-owned 20th Century Fox Film Corp. showed its joint venture with CBS, CBS/Fox, continued to be profitable. For 10 months ended June 28, home video operation reported revenue

of \$295.4 million and pre-tax earnings of \$46.3 million. During same period Fox Film had revenue of \$549 million and net income of \$30.4 million.

Los Angeles-based **Telstar has reached agreement** to buy Richmond, Va.-based **Resort Broadcasters Inc.**, owner of **22 radio stations and construction permits for two others, for \$71 million**. If sale were approved, it would represent most stations sold by single seller to single buyer. Resort will become division of Telstar, Los Angeles-based satellite TV programming distributor, and will continue to be headed by Resort chairman and CEO, Ellek Seymour. Telstar, apparently bent on diversifying its media profile, has two other deals in works: It has signed preliminary agreement with New York-based Golden West Television Productions Inc., to purchase production and distribution company for \$13.5 million in cash and securities, and has formed partnership with Donaldson, Lufkin & Jenrette Securities Corp., Wall Street investment banker that represents Telstar in negotiations with Golden West and Resort, to assume controlling interest in Terasat Inc., satellite operations and leasing company that has launch reservation agreement with People's Republic of China.

**Petitioners are seeking to block \$301.5-million sale of Spanish International Communications Corp.'s five TV's and five low-power TV's to Hallmark Cards and First Chicago Venture Capital.** Consensus among petitioners appears to be that if stations are sold, they should end up in hands of minorities. Among those filing petitions to deny were Susan M. Jaramillo; Coalition for the Preservation of Hispanic Broadcasting; United States Hispanic Chamber of Commerce; TVL Corp.; Sangre de Cristo Communications Inc.; Cuban American National Foundation, and Spanish American League Against Discrimination. Hearing has been scheduled for today (Oct. 6) in federal district court in Los Angeles to consider TVL's request that bidding process for stations be reopened. FCC Review Board last week approved settlement clearing way for SICC to sell (see page 59).

**The early line.** After the first four nights of last week, it appeared that NBC would win week two in the prime time race of the new season. The standings, through Thursday evening, were: NBC, 17.7/28; ABC, 17.3/27.5, and CBS, 14.9/24. NBC won premiere week by 3.5 rating points (see ratings box, page 48).

It's NBC's strength on Thursday and Saturday nights that has led the network to victory so far this season, just as those two nights enabled it to win the race last season. But ABC has shown surprising strength in the early part of both weeks in the new season. In both weeks, ABC led after the first three nights and last week it won the first three nights of the week. On Monday, ABC won with an average 19.3/30. Its MacGyver did not perform well, averaging a 14/22 from 8 to 9, but Monday Night Football picked up the slack, averaging, from 9 to 11, a 21.8/33. CBS was second for the evening with an average 18.8/29 and NBC was third with a 15.5/24. From 8 to 8:30, Kate & Allie won the time period with a 19.3/30, beating Alf (13.8/21) and the first half of MacGyver (12.8/20). From 8:30 to 9, CBS's Better Days won with an 18.1/27, beating NBC's Amazing Stories (15.4/23) and the second half of MacGyver (15.1/24). From 9 to 9:30, CBS's Newhart won with a 21.9/32, beating the first half hour of an NBC made-for-TV movie (15.3/22) and the first half hour of MNF (20/30). From 9:30 to 10, Designing Women on CBS averaged an 18.8/28, beating the second half hour of the NBC movie, but losing to MNF. Cagney & Lacey on CBS at 10 averaged a 17.3/29, beating the NBC movie, but losing to MNF.

ABC also won Tuesday (Sept. 30) with an average 21.5/34 from 8 to 11. Who's the Boss averaged a 22.5/36 from 8 to 8:30, beating the first half hour of both NBC's Matlock (17.3/26) and CBS's Wizard (10.9/17). From 8:30 to 9, ABC's Growing Pains was first with a 22.7/34, beating Matlock (17.3/26) and Wizard (11.5/17). From 9 to 10, ABC's Moonlighting won with an average 25.4/38, beating Crime Story on NBC (10.5/15.5) and the first hour of a CBS movie

(15.7/23.5). From 10 to 11, Jack & Mike on ABC won with a 16.4/28.5, beating NBC's 1986 (12.1/21), and the last half of a CBS movie (15.2/26.5).

On Wednesday (Oct. 1), ABC won the night with an average 17.8/29, beating NBC's 15.6/26 and CBS's 13.6/22. From 8 to 9, two ABC comedies took the hour, while two CBS comedies took a nose dive. ABC's Perfect Strangers (8-8:30) averaged a 16.5/28, while CBS's Together We Stand in the same time period averaged a 10/17. At 8:30, ABC's new Head of the Class averaged an 18.5/30, almost double the rating that CBS's Better Days received, 9.7/16. On NBC, Highway to Heaven averaged a 17.3/29 for the hour. From 9 to 10, ABC's Dynasty dominated with an average 18.7/29. CBS had a two-hour Magnum, P.I. show that averaged a 15.4/25 from 9 to 11. At 9:30, NBC's You Again averaged a 15.7/25. From 10 to 11, ABC's Hotel beat NBC's St. Elsewhere in head-to-head competition with a 17.1/29, while Elsewhere racked up a 13.3/23.

On Thursday, NBC's powerful comedy lineup carried the evening for the network. For the night, NBC averaged a 26.5/42, while CBS had a 13.2/21 and ABC a 10.7/17. From 8 to 10, Cosby averaged a 35.5/55, Family Ties a 33.4/51, Cheers a 29.7/45, and the season premiere of Night Court a 26.8/41. On CBS, Simon & Simon averaged a 11.8/18 from 8 to 9, and Knots Landing averaged a 14.7/22 from 9 to 10. On ABC, Our World averaged a 6.5/10 from 8 to 9, and The Colbys averaged a 10.5/16 from 9 to 10. From 10 to 11, CBS's new Kay O'Brien averaged a 13.1/23, while NBC's Hill Street Blues averaged a 16.9/29 and ABC's 20/20 pulled in a 15.1/26.

In other dayparts, third-quarter ratings are in for early morning: Today, 4.7/23; Good Morning America, 4.4/22, and CBS Morning News, 2.8/14. However, Good Morning America has won or tied for first the last two weeks. Year ago: Good Morning America, 4.5/23, Today, 4.0/20, and Morning News, 2.8/14. Daytime third quarter: CBS, 6.2/22, ABC, 5.8/20, and NBC, 5.2/19. Year ago: ABC, 6.2/22, CBS, 6.1/22, and NBC, 4.8/18.





**Cameras in the court.** Supreme Court history was made last week when court, under its new chief justice, William Rehnquist, permitted television cameras inside building for purposes other than interview with justice. C-SPAN cameras on Friday (Oct. 3) videotaped roundtable discussion in which Supreme Court reporters discussed prospects for court's new term. Shown participating in roundtable are (l-r): Aaron Epstein, Knight-Ridder; Tony Mauro, USA Today; Andrea Neal, UPI; Steve Nevas, Mutual Broadcasting, and Connie Doiebele, C-SPAN. Cameraman is Vernon Herald. Supreme Court observers saw camera-in-room as substantiation of speculation that departure of Warren E. Burger as chief justice would lead quickly to radio and TV coverage of Supreme Court proceedings.

Sensitive to negative publicity about cable television. **National Cable Television Association is preparing to spend hundreds of thousands of dollars annually starting in 1987 to generate positive publicity.** Funds, which are expected to be approved when NCTA board meets in November, will be used to conduct research and to hire few new staffers to spread word on cable's good points. Staffers may join public affairs department or may form new department. Need to bolster industry's image through NCTA was apparently recommendation of ad hoc industry committee formed early this year to address image problem.

**Negotiations between Viacom and Movielab Inc. for merger broke off Friday afternoon** (Oct. 3) and trading in Movielab stock was halted. New York-based post-production services company said it and Viacom were unable to reach terms but were negotiating possible long-term lease for use of space in Movielab building.

**Third-quarter ratings for late night** are in: **Tonight Show**, 6.8/22; **Nightline**, 5.1/16; **CBS Late Night**, 4.7/18; **Eye on Hollywood**, 1.2/5. For its first week on air (ended Sept. 26), ABC's new late-night programs hosted by Dick Cavett and Jimmy Breslin averaged 1/6.

Conservative watchdog **Accuracy in Media**, in its September newsletter, **urged its readers to write their congressmen demanding congressional investigation of Public Broadcasting Service programming**, and to write Walter Annenberg, whose grant to CPB/Annenberg Project helped fund PBS's **The Africans**, asking that he keep CPB from funding "distorted, inaccurate and unbalanced programs [like *The Africans*]." (PBS's nine-part series has been subject of much controversy recently [BROADCASTING, Sept. 29].) Also opposed to series was Coalition Against Black Exploitation, Los Angeles, which claimed series reinforces stereotypes of blacks and omits important historical information.

Assurance by Senator Barry Goldwater (R-Ariz.) that **Corporation for Public Broadcasting board nominee Daniel Brenner** could "consider yourself approved, and we'll figure out some way to bring that about," was diminished by position of Communications Committee Democrats that they had been given too little time to consider nomination. □ Last Thursday, President Reagan announced his intention to nominate **Sheila Burke Tate**, former press secretary to Nancy Reagan, for seat on **CPB board**.

CBS-owned **wcau-TV Philadelphia** said it **will cancel its subscription with Nielsen for local markets rating**, effective May, 1987. Unnecessary duplication of services (given existing commitment with Arbitron) was cited as reason for cancellation, according to station vice president and general manager, Steve Cohen, in announcement. Station said advances in ratings technology could possibly cause renewal of ratings service.

□ **Charles A. Steinberg** has been named president and chief executive officer of **Ampex Corp.**, replacing **Roy H. Ekrom**, who was appointed president of another unit of Ampex parent company, Allied-Signal, Garret Corp. Steinberg, 23-year Ampex veteran, had been executive vice president of company since 1977 and held earlier positions as general manager of audio-video systems, magnetic tape and data systems divisions. **Max O. Mitchell**, Ampex vice president of manufacturing and administrative services, succeeds Steinberg.

□ **Public Broadcasting Service settled its claim with St. Paul Mercury Insurance Co.** last week over **fire** that destroyed organization's Technical Center and computer operations in October 1984 (BROADCASTING, Oct. 22, 1984). Mercury will pay PBS \$18.5 million cash and will have damaged equipment cleaned and repaired. PBS will apply money toward rebuilding technical center.

**Hartman saying goodbye to 'Good Morning.'** *David Hartman, host of Good Morning America for the last 11 years, is quitting that role as soon as the show finds a suitable replacement. Hartman has agreed to stay on the air until February, if it takes that long to find someone. Until then, he will spend about half his time traveling on special assignments to allow candidates for his replacement to be tested in the anchor seat. For the same reason, Hartman is also taking off Fridays. He'll be leaving for Africa on Oct. 10 for two weeks to shoot a special "on safari" travel segment for GMA. Several replacement candidates have emerged from within ABC, including GMA correspondent Steve Fox and ABC News correspondents Stone Phillips and Charles Gibson. All three have substituted for Hartman in the past and will do so in the following months. Gibson will fill in when Hartman is in Africa. A fourth ABC newsmen, Ernie Anastos, anchor for WABC-TV New York, may also get a shot at the GMA host slot, sources at the network said. However, Philip Beuth, the network's vice president in charge of early morning television, declined to confirm or deny the names of candidates. He said there were several within ABC and that he expects more candidates will surface, perhaps from outside.*

*Both Hartman and Beuth publicly denied last week that Capital Cities management had asked Hartman to take a cut in salary or to relinquish a substantial portion of the day-to-day control he reportedly holds over the broadcast. "No one from Capcities ever discussed" cutting Hartman's salary, Beuth said last week. As for the issue of control, he said, "we were going to talk about that, but we never discussed it." Beuth added that the issue never came up because when the initial contract renegotiations with Hartman began more than a month ago, the anchor stated at the outset that he wanted to leave. "He said that he'd been thinking about it for a long time and that it was time to make a change," said Beuth. "David is a workaholic [but] when you get up at four in the morning every day for 11 years, I can understand" wanting a change, said Beuth.*

*Hartman has signed a new contract with ABC that calls for him to continue to do special reports for GMA after he leaves the anchor post. The new pact also calls for him and his production company, Rodman-Downs Ltd., to develop and produce prime time specials over the next two years, as well as a pilot for a prime time series. The new contract gives ABC the right of first refusal of Hartman's services, if another network offers him a regular stint on a television program.*

# Editorials

## On using a scalpel instead of an axe

There's a new wind blowing through the executive suites of the major broadcast companies. It's a cold wind, so far, and frightening to those who have devoted their professional lives to helping create this nation's premiere instruments of communication. Jobs are lost, budgets are scrapped, whole units are discarded as new managers address their own priorities and agendas.

The end is not in sight. At Capcities/ABC, where the fiscal shaping up began, some 1,000 positions have been terminated and the fine tuning goes on. At CBS, before and after Laurence Tisch's takeover, some 1,200 casualties have occurred with the prospect that more will fall later. NBC, for the moment, is the luckiest of the network organizations. Its new owner, GE, has yet to take off the velvet glove.

But these developments may not be all bad. Anyone close to the TV network economy over the past 20 years has been aware of the fat in the system. It was a period of constant inflation—as much in profits as in costs—and those lucky enough to have been associated with ABC, CBS, NBC or most of their supplier companies grew to expect going first class. Moreover, they could afford going first class.

Then things changed. New competition crowded in. Network shares eroded. Worse still, the inflationary economy gave way to zero growth or thereabouts, and revenues began to slide. And compounding it all was the advent of the takeover, fueled by FCC deregulation and marked by a mountain of debt. Something had to give.

The danger, now, is not in being fiscally prudent; the danger is in cutting through the fat into the muscle or even the bone. There is, somewhere below all those bottom lines, an essence of broadcasting that must be preserved. Not all the wisdom about running this business resides with those who were here first; newcomers also can belong to the Fifth Estate. But it may be hoped that those who would be the medium's new leaders will extend their vision beyond the next quarterly report.

## Bad week

The press and the Reagan administration both emerged as losers last week in the administration's confrontation with Russia over Nicholas Daniloff and its confrontation with the Fourth and Fifth Estates over "disinformation" intended to imperil the regime of Moammar Gadhafi.

True, Daniloff was returned to the staff of *U.S. News and World Report* after his arrest in Moscow on espionage charges, but at what cost to the future security of American correspondents working in foreign countries where there is little respect for human rights? For all of the administration's protestations that Daniloff's release had nothing to do with the U.S. acceptance of a plea bargain and free trip home by the Russian spy who had been arrested in New York, it will be read otherwise in foreign capitals. Next time a foreign agent is caught in the act in New York, will a U.S. correspondent in the agent's country be fair game as a sure-fire hostage?

For that matter, can it be said that the Reagan administration's assurance that Daniloff was not a U.S. spy was reinforced by what was clearly an exchange for a Russian UN staffer who was, if U.S. authorities are to be believed, caught red-handed?

And are U.S. authorities to be believed if high U.S. officials have intentionally distributed disinformation that victimized organs of the American press? Has it reached the point that no

source can be trusted?

The answer to that last question is: yes, especially if the source insists on confidentiality. Any careful journalist who is slipped a tip that the U.S. is thinking of another Libyan bombing will want confirming and persuasive evidence before going on the air or into print.

This page pretends to no knowledge of foreign affairs that would qualify it to suggest another course of action that the administration could have taken in the Daniloff case. There must have been a course that would have clearly disengaged any deal on the Russian spy from the recovery of Daniloff.

As to the Libyan affair, the administration must be less dissembling than it was as of late last week if it expects anything it says to be taken at face value for the rest of its term.

## A break in the clouds

The marketplace won last week—although not without a giant assist from Jim Mooney and the National Cable Television Association. Efforts to push scrambling legislation through the Senate received the fate this page had urged for them. Considering the passions on this issue, and its coming but five weeks before the election, it was a remarkable feat.

The result for now: a five-to-six-month window during which programing entrepreneurs may get their various acts together and take advantage of the opportunity that has been won for them.

This is a greater priority than many realize. It takes time to mount these efforts, and those who are only at the thinking stage in terms of marketing their product to earth stations are already conspicuously behind. For as sure as it is that cable won in the Senate last week, so also is it certain that the foes of scrambling will be back next year. If nothing concrete has happened to assure their constituents that all will be well with their satellite-borne television menus, a new series of demands will be made. That tide will be far harder to stem.

Readers should not be misled that all scrambling legislation is behind us. There remains in the House the so-called superstation scrambling bill that, although virtually certain not to make the cut this session, will as certainly be back. Broadcasters—and particularly the constituents of Preston Padden's Association of Independent Television Stations—oppose the measure because it establishes yet another compulsory license for satellite carriers to retransmit scrambled superstation signals to earth station owners. The beat goes on.



Drawn for BROADCASTING by Jack Schmidt  
 "How much did you bid? You just bought the station."

# NOW FOR BROADCASTERS



## 2 HOME SHOPPING NETWORK

INNOVATIONS IN LIVING



**INNOVATIVE-LIVE-VIEWER ACTIVE**

## STRIP BLOCK OVERNIGHT WEEKENDS FULL TIME

- **HSN Is Now In Its 5th Year**
- **18 Million Packages Delivered**
- **500,000 Satisfied Buyers**
- **Best Bargains - Best Format**
- **Best Customer Service**

### **\$SHARE THE \$UCCE\$\$**

The Home Shopping Network brings "Millions in Bargains™" and "Thousands in Prizes™" to viewers across the nation, live, 24 hours a day. Home Shopping Network 2, "Innovations in Living™" is broadcast via SatCom IV Transponder 1. Programming originates from our 40,000 sq. ft. studio complex and uplink in the greater Tampa Bay area.

On a typical shopping day club members buy fashions, jewelry, tools, collectibles, housewares and electronics - all at discount prices and without leaving their homes.

In addition to the bargains and fun, HSN viewers compete for thousands of chances to win valuable prizes.

Our show hosts display each bargain one at a time and give detailed descriptions. Club members then

call in on one of 600 toll-free lines. Callers can chat with the show's host and offer testimonials, ask questions about an item or place an order by issuing a personal check or using any major credit card.

Every purchase is entered into our computer which transmits the information to our distribution centers. Shipment of orders occurs within 48 hours via U.P.S.® and delivery is completed within 4 to 7 working days.

### **AFFILIATE COMPENSATION**

The Home Shopping Network provides an ongoing compensation plan, paying you, THE BROADCASTER. Full time Affiliates will find the compensation plan very viable.

Every item of merchandise is computer tracked and a percentage of all sales attributed to your station is paid directly to you, monthly.

### **MARKETING SUPPORT**

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

Our campaigns include direct mailings personalized with your own logo and channel number. Home Shopping Network also provides a series of 30 & 60 second promo commercials, and a co-op Newspaper Advertising Program.

**Affiliation agreements with compensation are available in areas where HSN has no cable affiliate.**

Contact: Chuck Bohart, V.P. Corp. Development  
Executive Offices: The Home Shopping Network, Inc.  
1529 U.S. 19 South, Clearwater, Florida 33546-2792  
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455



# The DYNAMAX<sup>®</sup> family of cartridge machines

## New models, good looking, great listening



**T**hirty years of experience is working for you. In 1954, Fidelipac invented the endless loop tape cartridge, and we've been in the business ever since. We've focused our experience to develop a complete line of innovative, state-of-the-art cartridge machines.

### CTR100 Series

The ultimate cartridge machine. You can intermix standard, high output, mono, stereo, matrix and discrete format cartridges using our Cartscan™ system. Even warn a jock to read live tags or automatically turn on external functions. Create special effects with Vary Speed. Time carts with ease, even in fast forward, with our real time digital clock. Other features include DC servo motor. Blackout status display. Splice finder. On-board diagnostics. SMPTE time code compatibility. Phase correcting

matrix system. Optional Maxtrax<sup>®</sup> format. And audio you'd never expect from a cart machine.

### CTR10 Series

Our idea of basic utility. 3 cue tones. Automatic fast forward. Audio search. Audio switcher and mixer. 1 kHz defeat. Constant current recording. Low voltage 2-inch air damped solenoid. Ball-bearing self aligning pressure roller. Azimuth independent head bridge assembly. Superb audio.

### CTR30 Series

A 3-Deck that records. The recording system is standard, and the complete unit is priced below most play-only 3-decks. The CTR30 Series offers 3 cue tones, audio switcher and mixer, and a constant current recording system for the cleanest audio you'll ever put on a cartridge.

### ESD10 Eraser/Splice Detector

Cleanest erasure ever! Dual constant current precision erase heads. No heat generating, tape stretching degaussing coils. Continuous duty operation. Reliable, adjustment-free, patented splice finding.

### All you'll ever need

The inventor of the tape cartridge has invented a complete family of cartridge machines. Let our experience work for you. For more information, contact Fidelipac or your authorized DYNAMAX distributor.



**DYNAMAX<sup>®</sup>**  
BROADCAST PRODUCTS BY FIDELIPAC<sup>®</sup>