

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Apr 1



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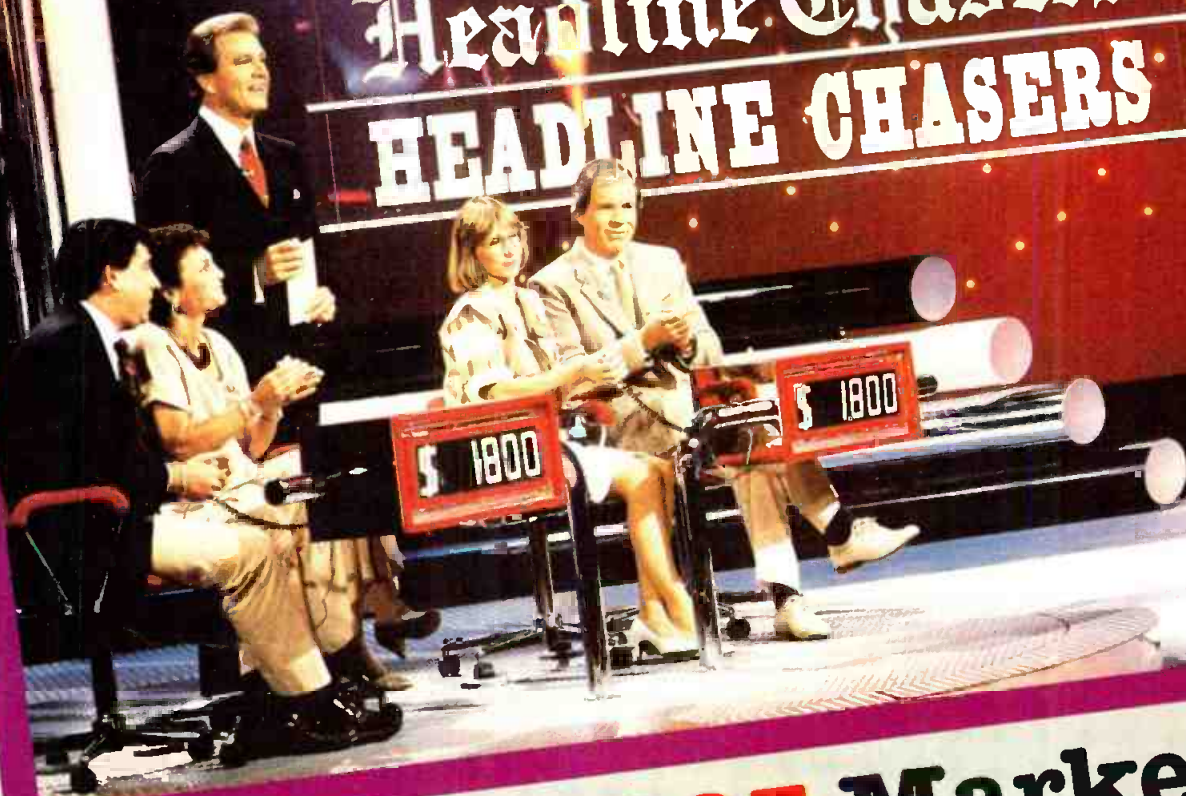
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# Broadcasting Apr 1

## A preview of the 99th Congress, according to Tim Wirth The management approach at CBS Coverage of the CAB conference

**WIRTH VIEWS** □ House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.) sees fewer showdowns with Fifth Estate in this congressional session and seeks cooperation with broadcasting industry on programming, public broadcasting areas. Subcommittee's emphasis to shift from telecommunications matters to those of finance and international trade. **PAGE 39.**

**DEAL RECAP** □ Brokers estimate what particular stations will get on the market when CCC/ABC divests its media properties in order to meet FCC regulations. **PAGE 43.**

**LOCAL PRE-EMPTION** □ FCC moves to pre-empt state and local zoning laws concerning earth stations, makes further housecleaning moves in AM technical rules area. **PAGE 45.**

**CBS STORY** □ In view of the increased attention paid to television networks by the financial community, strength and stability—in short, management—have taken on a new urgency. Gene Jankowski has applied the collegial approach to assembling his management team. In this special report, **BROADCASTING** looks at the way the CBS/Broadcast Group president has chosen and positioned key executives to meet the increasing challenge and complexity of media management. **PAGE 48.**

**AD CAMPAIGN** □ Cabletelevision Advertising Bureau convention stresses educating advertisers and agencies to benefits of cable. **PAGE 60.** General Foods' Mitchel discusses targeted marketing. **PAGE 64.** Needham Harper Worldwide's Reinhart urges creation of cable advertising excellence award. **PAGE 65.**

**SWEEPING RESULTS** □ CBS affiliates first, NBC second and ABC third in February sweeps. Only NBC shows household gain. **PAGE 72.**

**END OF LINE** □ WNYC(AM) New York loses appeal at Supreme Court to operate nighttime service. **PAGE 75.**

**GOVERNMENT INTERVENTION** □ Storer seeks FCC help in combating proxy fight by group of stockholders. **PAGE 75.**

**HILL CONCERNS** □ Senate questions Fowler on Capacities/ABC waivers. **PAGE 76.**

**SATELLITE STRATEGY** □ Intelsat Director Colino outlines measures to protect satellite carrier's services. **PAGE 78.** Intelsat cuts service rates and approves new services. **PAGE 80.**

**INTERNATIONAL NIGHTLINE** □ Ted Koppel and company spend one week exploring South African issues in *Nightline* segments from Johannesburg. **PAGE 86.**

**FIRST RIGHTS** □ Appeals court decision further widens cable's First Amendment rights. **PAGE 88.**

**PUMPING MONEY** □ Tele-Communications Inc. continues to infuse DBS operator USCI with cash; ATC shows interest in joining TCI's DBS plans. **PAGE 89.**

**HIGH RATING** □ James Lyons, president of A.C. Nielsen's Media Research Group, is helping that company keep pace with the proliferating delivery services. **PAGE 119.**

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*Broadcasting* (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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# Entertainment: Coast to Coast

## EXPLODING ACROSS AMERICA WITH SUPER STARS

(here are just a few of the many already heard)

### ...SUPER STATIONS

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| Anderson, IN       | WHBU    | Coquille, OR     | KSHR-FM |
| Asbury Park, NJ    | WJLK-FM | Cumberland, MD   | WCBC    |
| Bartlesville, OK   | KWON    | Donbury, CT      | WINE    |
| Bedford, PA        | WAYC    | Dayton, OH       | WVUD-FM |
| Blairstown, NJ     | WFMV    | Detroit, MI      | WHYT-FM |
| Boston, MA         | WHTT-FM | Dodge City, KS   | KDCK-FM |
| Brevard, NC        | WPNF    | Dubois, PA       | WOWQ-FM |
| Burlington, VT     | WQCR-FM | Durango, CO      | KDGO    |
| Bulte, MT          | KOPR-FM | Elsworth, ME     | WWMJ-FM |
| Cadillac, MI       | WKJF-FM | Elmira, NY       | WLVY-FM |
| Cape Girardeau, MO | KGMO-FM | Gallup, NM       | WQNM-FM |
| Casper, WY         | KTWO    | Garden City, KS  | KWKR-FM |
| Cedar City, UT     | KSSD-FM | Glens Falls, NY  | WENU-FM |
| Cedar Rapids, IA   | WMT-FM  | Gloversville, NY | WENY    |
| Cheyenne, WY       | KKAZ-FM | Great Falls, WI  | KQDI    |
| Chicago, IL        | WBBM-FM | Green Bay, WI    | WDUZ    |
| Chillicothe, OH    | WBEX    | Greenville, SC   | WFBC    |
| Chinaok, MT        | KRYK-FM | Hanover, NH      | WTSL    |
| Columbia, TN       | WKRM    | Hartford, CT     | WCCC    |
| Concord, NH        | WKXL-FM | Hastings, NE     | KHAS    |

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- RICHARD CHAMBERLAIN
- CHICAGO
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- HAL LINDEN
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- JAMESON PARKER
- JOE PENNY
- JOE PISCOPO
- STING
- SYLVESTER STALLONE
- JACK WAGNER
- WHAM!

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- Jamestown, NY
- Juneau, AK
- Keene, NH
- Kingston, NY
- Lakeland, FL
- Lake Placid, NY
- Lansing, MI
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- Los Angeles, CA
- Louisville, KY
- Lynchburg, VA
- Madison, WI
- Manchester, VT
- Manhousen, FL
- Mobile, AL
- Morehead, KY
- Mt. Pocono, PA
- Napoleon, OH
- Norfolk, VA
- Omaha, NE
- Osage Beach, MO
- Pennington Gap, VA
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- Pittsburgh, PA
- Pittsfield, MA
- Platteville, WI
- Port Clinton, OH
- Portland, OR
- Providence, RI
- Quincy, CA
- Redfield, SD
- Richmond, KY
- Rochester, NH
- Rock Island, IL
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- WTPI-FM
- WKSJ
- KTKU-FM
- WNBX-FM
- WBPM-FM
- WYXY
- WIRD/WLPW
- WMMQ-FM
- KRQU-FM
- KKHR
- WKJJ-FM
- WKZZ-FM
- WIBA
- WEQX-FM
- WMAE
- WKRQ-FM
- WMOR-FM
- WPCN
- WNDH
- WWDE-FM
- KOIL
- KYLC-FM
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- WYDD-FM
- WBEC
- WKPL-FM
- WOSE-FM
- KSKD-FM

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- San Bernardino, CA
- Seattle, WA
- Somerset, KY
- Springfield, MA
- St. Louis, MO
- Stuart, FL
- Summersville, WV
- Terre Haute, IN
- WPRO
- KPCO
- KQKD
- WEKY
- WXKZ-FM
- WHBF-FM
- KWOD-FM
- WSAM
- KSLM
- KSL
- KMEN
- KLSY-FM
- WSPC
- WHYN-AM/FM
- KHTR-FM
- WSTU
- WCWV-FM
- WVTS-FM

- Tulsa, OK
- Utica/Rome, NY
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- KYZZ-FM
- WTAG

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THE PROGRAMMING  
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## Pay-off prevention

FCC Chairman Mark Fowler has directed staff to draft proposal seeking legislative authority to thwart outsiders who file, or threaten to file, petitions to deny transfers or renewals and complaints about equal employment opportunities as devices to "extort" money from licensees. As it stood last week, proposal would give commission authority to dismiss petitions filed as threats or retaliations in case broadcaster refused to pay petitioners off. Proposal also would create "right of action" for licensee to sue parties filing such petitions. Proposal would also bar licensee from settling with petitioner for more than petitioner's actual costs of pursuing petition. "We don't want our processes to be abused," FCC source said.

## Staying the course

FCC Chairman Mark S. Fowler, who had been anticipated by many to exit post later this year, is now telling friends he will fill out his entire term, through June 1986. Although principal portion of his deregulation agenda has already been accomplished, he wants to implement marketplace philosophy to furthest reaches, anticipates active agenda in 15 months remaining. Fowler cites both psychic rewards of chairmanship and challenge of seeing through such major policy changes as Capcities/ABC merger, plus significant common carrier issues, as attractions to stay.

Beyond that, there's strong possibility Fowler—despite offers to enter law practice—will seek reappointment next year, although without commitment to complete seven-year term. Such decision would put severe crimp in chairmanship ambitions of two sitting Republican commissioners, Mimi Weyforth Dawson and Dennis Patrick. Democrat Henry Rivera still anticipates leaving in next month or so, has already recused himself from cases involving two law firms—Fisher, Wayland, Cooper & Leader and White & Case—with which he's had discussions.

## Goldwater's choice

FCC Commissioner Henry Rivera has yet to announce his expected resignation, but name of possible successor has already surfaced. It is that of Derek A. Humphries, partner in firm of Brown & Finn, counsel to SPACE (Society for Private and Commercial Earth Stations).

Senator Barry Goldwater (R-Ariz.), chairman of Senate Communications Subcommittee, is said to have recommended Humphries in letter to White House. Goldwater's support is part of pattern of cooperation between senator and SPACE. Goldwater has spoken at SPACE functions, played major role in passage of SPACE-sought legislation legitimating backyard earth stations and, at start of current session, introduced resolution aimed at protecting backyard earth station owners from what they consider unreasonable zoning restrictions on installations of their dishes.

Goldwater's support of Humphries, who is black, is consistent with position he has expressed that seat now held by Rivera should be reserved for minority member. Humphries, former FCC attorney, was counsel to Congressional Black Caucus before joining Brown & Finn in 1980.

## Intentional defiance

Movement is minuscule at present, but some broadcasters are seriously talking about airing cigarette advertising to force court challenge of broadcasters' right to carry advertising for legal products. Proponents of test case argue that First Amendment rights of commercial speech have advanced dramatically in decade and half since cigarette advertising restrictions were imposed. Object, of course, would be to erect defense against discriminatory effort to ban beer and wine advertising from electronic media while allowing it to continue in print media.

## Unripe

Knight-Ridder's Viewtron videotex experiment in south Florida appears still very much in experimental stage after year and half of operation. Based on experience there, roll-out of business in other markets had been expected, beginning with October start-up in Boston. Three weeks ago, however, K-R officials called up Viewtron New England partner, Affiliated Publications, and said they were not ready to have plans approved by Affiliated board, which met last Thursday. As result, October starting date now appears unlikely and next chance for decision whether to start up Boston operation will not come before June. Among recent changes that K-R officials want to appraise before committing to Boston plans are reduction in monthly Viewtron charge, from \$39.95 to \$24.95, initiated March 1; expansion of national

advertising sales effort, with offices in Chicago and New York, within past six weeks, and development of software so that owners of personal computers other than IBM-compatible models can access Viewtron. Company is also considering reduced use of graphics.

## New bird

If Tele-Communications Inc. acquires United Satellite Communications Inc. (see story, page 89), it will probably offer multichannel satellite broadcasting service via GSTAR 1, GTE Spacenet's new Ku-band satellite scheduled for launch by Arianespace on April 23. From outset, USCI had planned to move service from Telesat Canada's Anik C-II to GSTAR 1. TCI seems content to stick with plan.

Satellite, in most likely configuration, will allow TCI-USCI to broadcast at least five channels through each of two spot beams—one covering West Coast states, other covering Northeastern megalopolis from Richmond, Va., to Maine. Signal in those areas would be strong enough to be received on one-meter or 1.2-meter dishes.

## Westen to UCLA?

Search is under way for successor to Charles Firestone as director of University of California-Los Angeles Communications Law Program. Former FCC attorney will leave this summer after seven-year stint as adjunct professor of law at UCLA Law School. Insiders say Los Angeles-based communications lawyer, Tracy Westen, one-time protege of former FCC Commissioner Nicholas Johnson, has inside track among applicants, who also include San Francisco-based attorney, Michael Couzens, also FCC alumnus. Firestone is already in private law practice in Los Angeles and chairs city's new Board of Telecommunications Commissioners.

## Gong for Chang

Dr. C. Morris Chang, president, chief operating officer and director of General Instrument Corp. (GI), will resign those offices effective April 15, 1985, as result of "understanding" reached with Frank G. Hickey, chairman and chief executive officer. Resignation of Chang, who will continue as consultant to New York-based manufacturer of cable television equipment, semiconductors and other hardware, comes just over one year since he joined GI from Texas Instruments.

**“The answer is ...”**





NEW YORK	WPIX	DENVER	KDVR	SPOKANE	KHQ-TV
LOS ANGELES	KTLA	SACRAMENTO	KCRA-TV	JOHNSTOWN	WTAJ-TV
CHICAGO	WGN-TV	HARTFORD	WHCT-TV	TUCSON	KZAZ
PHILADELPHIA	WPHL-TV	PHOENIX	KUTP-TV	LAS VEGAS	KVVU-TV
SAN FRANCISCO	KTVU	PORTLAND, OR	KPTV-TV	BINGHAMTON	WBNG-TV
BOSTON	WLVI-TV	ORLANDO	WMOD-TV	YAKIMA	KIMA-TV
WASHINGTON, D.C.	WDCA-TV	RALEIGH	WPTF-TV	WILMINGTON	WJKA
DALLAS	KTVT	SALT LAKE CITY	KSTU	RENO	KAME-TV
CLEVELAND	WUAB	HARRISBURG	WLYH-TV	BOISE	KTRV
MIAMI	WCIX	GREENSBORO	WGGT	MACON	WMGT
MINNEAPOLIS	KMSP-TV	ALBUQUERQUE	KGSW	FORT SMITH	KHBS
ATLANTA	WATL-TV	FRESNO	KSEE	LAKE CHARLES	KVHP
SEATTLE	KCPQ	JACKSONVILLE	WJXT	MANCHESTER	WGOT-TV
TAMPA	WFTS	OMAHA	TBA	FAYETTEVILLE	WFCT

# The question ... Who's got Carson's Comedy Classics?



A St. Cloud Corporation Production  
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## Copyright relief

As expected, Turner Broadcasting System Inc. asked the Copyright Royalty Tribunal last week to launch a proceeding solely to consider lowering the 3.75% compulsory license rate some cable operators must pay to carry Turner's superstation WTBS(TV) Atlanta.

The 3.75% rate is so high, the petition said, that it inhibits the carriage of the superstation. "A substantial number of . . . cable systems, representing more than 1.2 million subscribers, has discontinued carriage; hundreds of other cable systems have de-

clined to carry WTBS."

The CRT set the 3.75% (of gross basic revenues) rate in 1982 to offset the impact on copyright holders of the deletion of FCC rules that limited the number of distant signals, like WTBS, that a cable system could carry. Cable systems must pay the 3.75% rate only for signals added after the distant signal rules were dropped—that is, after June 24, 1981.

According to the petition, Turner feels cable systems picking up WTBS should be exempted from paying the full 3.75% rate because the superstation already pays a premium for programing because of its national cable au-

dience.

The imposition of the 3.75% rate on cable systems carrying the superstation "represents a windfall double payment to copyright holders who had entered into voluntary program exhibition contracts with TBS at prices reflecting the value of the national superstation audience plus the statutory royalty rate," the petition said.

Judging from the initial reaction from the CRT, the Turner petition may not get very far—at least not on its own. "I don't think it is a realistic approach," said CRT Chairman Marianne Hall. It's not practical for a government agency to go through the time and expense of a proceeding to render a decision that will apply to just one station, she said.

However, the CRT will probably not have to decide whether to take up Turner's petition on a stand-alone basis, Hall said. Others are likely to petition for a broader review of the 3.75% rate, she said, and the Turner petition could be handled in that context. "This is probably going to snowball into a full-blown review and I'm looking forward to it."

The Motion Picture Association of America, which would oppose any proceeding to reduce the rates for WTBS, questions the basis of Turner's petition. MPAA's Fritz Attaway said Turner's superstation may pay "some premium for some programing" because of the station's national audience, but probably not as much as it would if the program suppliers were not receiving money from cable operators' compulsory license fees. TBS has circulated promotional material among programers telling them that some of their compensation for licensing product to the superstation will come from the copyright office, he said.

## Cable program notes

HBO said it has renewed four original series, including *Fraggle Rock* (24 new episodes ordered), *Not Necessarily the News* (16 new episodes), a mystery-suspense series, *The Hitchhiker* (10 episodes), and *First and Ten* (six episodes), the situation comedy about the female owner of professional football team. . . HBO's original programing chief, Bridget Potter, has also announced that the pay service will feature considerably more original "family programing" this month (25 extra hours totaling 107 hours) as a way of promoting to viewers that HBO is for all family members. . . Both CNN and Arts & Entertainment are marking the 10th anniversary of the communist victory in Vietnam with special programing. CNN correspondent Peter Arnett, who covered the Vietnam war for the Associated Press from 1962 to 1975 (winning a Pulitzer Prize for his coverage in 1966), has returned to the country for five weeks to generate a series of reports throughout April. A&E will air the BBC docudrama, *The Last Day*, which explores the final days of the American presence in Vietnam in 1975. . . Financial News Network said it will begin running *Biznet News Today*,



**C-SPAN week.** At a dinner at Washington's Sheraton-Grand hotel last Wednesday night, C-SPAN President Brian Lamb (left) named Robert P. Reuss, chairman and chief executive officer, Centel Corp., as C-SPAN Super Citizen for his support of the public affairs network, which turned six years old on March 19. According to C-SPAN, Centel, under Reuss's direction, was the first MSO to promise to carry C-SPAN on all of its systems and the network's first corporate underwriter. In addition, C-SPAN said, Centel has donated telephone equipment and the time of its top executives to the cable public affairs network.

The honoring of Reuss was just one of several C-SPAN-related activities in Washington last week. Earlier on Wednesday, Centel President and C-SPAN Chairman John P. Frazee told the members of the Washington Metropolitan Cable Club that cable operators should stop thinking of C-SPAN as "that nice public service we offer" and start thinking of it as an important marketing tool. On Thursday afternoon, the C-SPAN board lunched at the Capitol and was addressed by Senator Albert Gore (D-Tenn.), a strong advocate of opening the Senate for radio and television coverage. (The cornerstone of C-SPAN's current programing is its live coverage of the House; C-SPAN has long wanted to buttress its service with live coverage of the Senate.)

According to Susan Swain, C-SPAN's public relations director, Gore, in his speech, said he is optimistic that radio will be allowed in by the end of the year and that television will be permitted by the beginning of the 100th Congress in early 1987. According to Swain, Gore said he took a seat on the Senate Rules Committee primarily to work to admit microphones and cameras into the Senate.

During its meeting, the C-SPAN board put off voting on additional funds to permit C-SPAN to move to new, larger quarters a few blocks away from its current location on Capitol Hill. It also re-elected its current officers, including Frazee, and voted to increase the size of the board by one seat and elected former National Cable Television Association President Tom Wheeler to fill it.

produced by the U.S. Chamber of Commerce, weekdays at 8 a.m.-9 p.m. . . USA Network said it has obtained the rights to the *Yogi Bear* cartoon series for two years beginning in October 1985 from Taft Entertainment in a package that also includes *Thundarr the Barbarian*. *Yogi* will air at 8-9 a.m. as part of USA's *Cartoon Express*, while *Thundarr* will be included as part of the network's *Sunday Cartoon Express* starting at 11:30 a.m. . . ESPN has acquired the exclusive television rights to the United States Olympic Committee's National Sports Festival for three years beginning in 1985. Next summer, from July 22 to Aug. 4, the network will carry 35 live hours of coverage from the games, which are described as a showcase of potential Olympians. ESPN has also announced the debut this month of *Julius Erving's Sports Focus*, a half-hour magazine show, and the addition of race car driver Jackie Stewart to the roster of announcers for its *Auto Racing '85* series, which will include over 60 races from nine racing circuits this year.

### San Diego suit

Cox Cable of San Diego has filed suit against the city of San Diego over the city's refusal to deregulate Cox's rates under California's cable deregulation laws.

The city has argued that because San Diego is classified as a "charter city" under state laws, it does not have to comply with the 1980 legislation. Cox is asking for a declaratory ruling forcing the city to comply with deregulation legislation that would allow it to raise basic and lower pay service rates. The cable company said it had delayed seeking state deregulation because it had hoped federal cable legislation would result in immediate rate decontrol.

Nine other California communities served by Cox, including at least one other charter city, have deregulated the company's rates. San Diego city attorneys were scheduled to file their reply to the cable MSO's action late last week.

### String 'em up

The California Court of Appeal in Los Angeles has ruled that cable systems may string cable on existing utility poles without obtaining easements from homeowners. Had the three-judge panel ruled to the contrary, said John Kobara, director of operations, Falcon Communications, the defendant, "it would have been a major obstacle to construction and provision of cable service in the state."

The ruling stemmed from a 1982 lawsuit filed by Benjamin Salvaty, an attorney and Alhambra, Calif., homeowner. Salvaty argued that the utility companies had the easement on his property, but not Falcon. Superior Court dismissed the suit in December 1983, but Salvaty took his case to the Court of Appeal, which heard arguments March 14. In his opinion, Presiding Justice Arleigh Woods said: "Although the cable television industry did not exist at the time the easement was granted [1926], it is part of a natural evolution of communications technology. . . . We fail to see how the addition of cable equipment to a pre-existing utility pole materially increased the burden on the appellate's property."



**Colony representation.** At the Cabletelevision Advertising Bureau's conference in New York last week, Cable Networks Inc., a national cable representative, and the Providence, R.I.-based Colony Communications announced a deal whereby CNI will represent two of Colony's interconnects, in the Boston and Providence, R.I.-New Bedford, Mass., markets, and seven other systems owned or represented by Colony. The Boston interconnect reaches 99,000 cable subscribers and the Providence-New Bedford system reaches 218,000 subscribers. The individual systems that CNI will represent for Colony reach about 295,000 subscribers, and are located in Los Angeles; Miami; Indianapolis; Grand Rapids, Mich.; Evansville, and South Bend, both Indiana, and Peoria, Ill. Shown, closing the deal, from left, are Douglas Moss, national sales manager, CNI; Donald Olson, executive director, broadcast operations, Colony, and John Kramer, vice president and director of sales, CNI.

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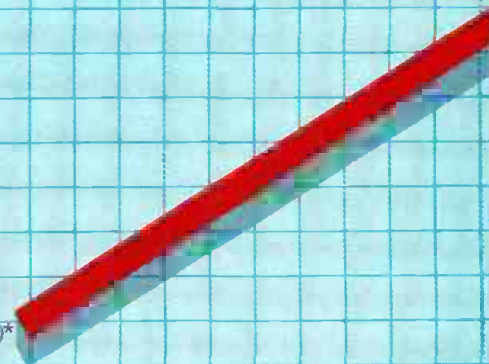


**BROADCAST FINANCIAL MANAGEMENT ASSOCIATION**  
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# Transtar's Format 41 Has Gone . . .

**3.1**  
(April-May-June)\*



## ...Gone through the roof in ratings:

The ratings are in for Joy 107 FM scoring #2 in Adults 25 to 54 in the Miami-Ft. Lauderdale Fall 1984 book... its first book on Transtar's **FORMAT41**\*. The growth since it started has been chronicled in the monthly Arbitrends. Starting with a Spring 1984 share of 3.1 (12+), Joy 107 now earns a 5.6 (12+) share... and it's all concentrated in the money demo's

\*A service mark of Transtar Radio Network.

4.9

(June-Oct-Nov)\*

4.1

(May-June-Oct)\*

5.6

(Fall 1984)\*\*

## ...Gone through the roof in sales:

Joe Amatore, Owner and President of Joy 107 FM, says it best: "This is a lucrative format because it focuses on the 'Earnings Boom.'

Both the listeners and the buyers love it. This station made an immediate impact in South Florida in audience and sales gains... significant gains. This is a marvelous format, but it's tricky. Until Transtar came along we found doing the format was not as easy as it seemed. It's damned hard to get the right songs, the exact right sequence, and just the right talent approach. Transtar knows how to make this tricky format win big."



Joe Amatore  
Owner/President Joy 107 FM

## ...Gone to exclusive affiliates in these major markets:

Miami-Ft. Lauderdale (FM), Washington D.C. (FM), Sacramento (AM), New York (FM), Chicago (FM), Minneapolis-St. Paul (FM), Portland, Oregon (FM), New Orleans (FM), and in many medium and small markets. Call us now before it's gone in your market.

\*Arbitrend Shares 12+ AQH M/S 6A-12M

\*\*Fall 1984 Arbitron 12+ AQH M/S 6A-12M

1-800-654-3904

**TRANSTAR**

The Quality Satellite Network

# Business Briefly

## TV ONLY

**Sundor Brands** □ Sunny Delight juices will be highlighted in four-week flight beginning in late April in 38 markets. Commercials will be placed in daytime, fringe, prime and sports periods. Target: adults, 25-49; 25-54. Agency: Gumpertz/Bentley/Fried, Los Angeles.

**BMW of North America** □ Six-week flight is set to start this week on about 54 stations. Fringe, prime and sports periods will be used for commercials. Target: men, 25-54. Agency: Ammirati & Puris, New York.

**Kiwi Shoe Polish** □ Campaign for shoe polish will be conducted in five markets, starting in late April. Daytime and fringe periods will be used for commercials. Target: adults, 25-54. Agency: Lewis, Gilman & Kynett, Philadelphia.

## RADIO ONLY

**Continental Airlines** □ Four-week flight is scheduled to begin this week in Los Angeles and San Francisco.

Commercials will be placed in all dayparts. Target: men, 25-54. Agency: Scali, McCabe, Sloves, New York.

**AMC Jeep Renault Dealers** □ Second-quarter campaign is set to start in mid-April in 15 Southeastern markets. Commercials will be slotted in all dayparts. Target: adults, men, 25-49. Agency: Mace Advertising, Memphis.

**Frederick & Herrud** □ Thorn Apple Valley line of processed meats will be highlighted in flight starting this week in nine Midwestern markets for one week. Commercials will run on weekdays during periods between 6 a.m. and 7 p.m. Target: women, 25-54. Agency: Deleeuw & Associates, Southfield, Mich.

**Sabena Belgian World Airlines** □ Three-week flight will start in mid-April in Boston, Chicago, Detroit, New York and Atlanta and will be followed by similar flight in October. Commercials will be carried in all dayparts. Target: men, 35-64. Agency: McDonald & Little, Atlanta.

**TV boosts health.** One of television's fastest-growing advertising categories in 1984 was professional health services, which increased its use of television advertising by 39%. According to the Television Bureau of Advertising, the medical-dental subclassification expanded its investment in 1984 by 51% to \$62.1 million. The optical services sub-group raised its TV spending in 1984 by 17% to \$27.5 million. Estimates were based on data supplied by Broadcast Advertisers Reports.

**Martlett Importers** □ Molson Golden Ale will be spotlighted in four-week flight to start in April in more than 30 markets. Commercials will appear in all dayparts. Target: men, 25-34; 25-44; 18-24. Agency: Dancer Fitzgerald Sample, New York.

**Toyota Trucks** □ Three-week flight is set to start in late April in nine markets, including Boston, Dallas, Houston and Washington. Commercials will be broadcast in all dayparts. Target: men, 25-34. Agency: Dancer Fitzgerald Sample, New York.

## RADIO AND TV

**Teleflora** □ As part of \$750,000-campaign, Easter Buffet Caddy Bouquet flowers with containers for many uses is to be promoted this week on network television and advertising is available for sponsorship on radio via local dealer participation. Commercials will be carried in all dayparts. Target: adults, 21-54. Agency: Dailey & Associates, Los Angeles.

## AP SALABLE UPCOMING FEATURES

### WIRECHECK: AP RADIO WIRE

**MAJOR LEAGUERS HEAD SOUTH FOR SPRING—APRIL 1—** AP previews the '85 baseball season. Find out who's hot, and who's not, in our 5-part report from Spring training in Florida. 90-second scripts run in advance March 30.

**THE MASTERS—APRIL 6—**The greatest names in golf battle it out April 11. Learn what to expect when the heavyweights start swinging in Augusta in our pre-tournament report. Three 60-second scripts run one time only on April 6.

**AFTER THE FALL—WEEK OF APRIL 22—** AP analyzes the impact of one of America's most bitter conflicts, The Vietnam War. Ten 90-second scripts describe the effect it's had here at home as well as in Southeast Asia. Scripts run in advance April 13.

### AIRCHECK: AP RADIO NETWORK

**VIETNAM, 10 YEARS LATER—APRIL 22—** David Melendy reports on the U.S. and Vietnam ten years after the fall of Saigon. Based on interviews with soldiers and civilians, he explores the feelings of those whose lives were most drastically changed by the war in this 10-part series.

**CASH AS CASH CAN—APRIL 26—** Mary Belton explains how small investors can make the most of declining interest rates in her 10-part series of 90-second reports entitled, *New Money Strategies*.

For more information call (800) 821-4747

**AP ASSOCIATED PRESS BROADCAST SERVICES**

## Rep Report

Kiss(FM) San Antonio, Tex.: To Katz Radio from McGavren Guild.

□

WJIZ(FM) Albany, Ga.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

KWNZ(FM) Reno: To Hillier, Newmark, Wechsler & Howard from Weiss & Powell.

□

**New in Minneapolis.** Hillier, Newmark, Wechsler & Howard has opened office in Minneapolis at 700 South Third Street, suite 301, 55415. Phone: (612) 339-2626. Paddy O'Brien, who has been account executive in HNW&H's Chicago office since 1983, has been named regional manager of new Minneapolis office.

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EMBASSY TELECOMMUNICATIONS

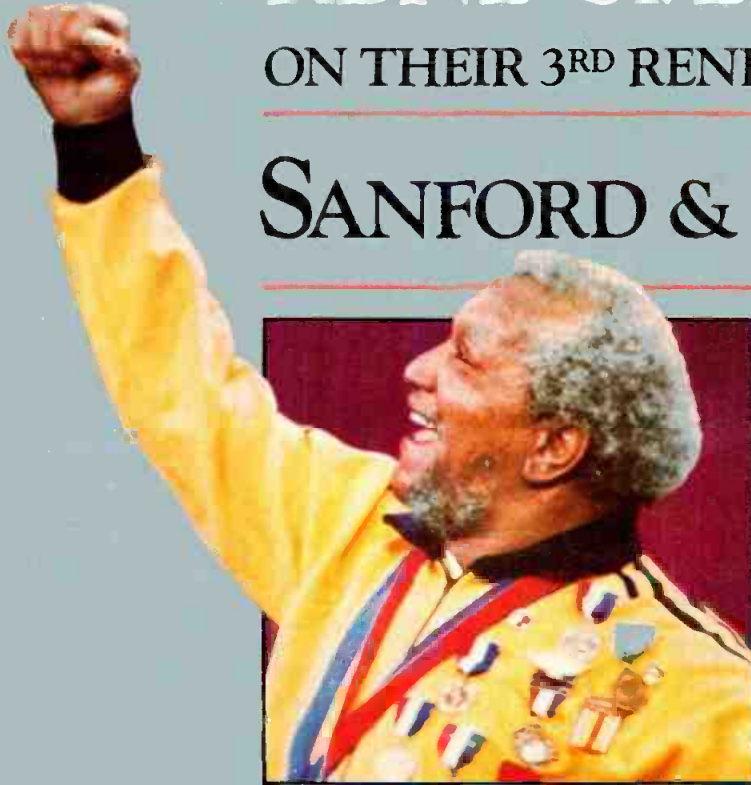
*Congratulates*

KDNL-ST. LOUIS

ON THEIR 3<sup>RD</sup> RENEWAL OF

SANFORD & SON

---



---

*Like fine art, good programming endures.*

*At Embassy, where comedy is king, we continue in the tradition of timeless, quality programs, that work.*

*We salute KDNL, and offer our best wishes for continued success.*

---

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AND HOUR MAGAZINE SCORES ITS

# BEST RATINGS EVER!

7 Rating / 24 Share

Unweighted Feb. 1985 NSI

**HOUR  
MAGAZINE**

Host Gary Collins with Bonnie Strauss.





## BETTER THAN A YEAR AGO IN MARKET AFTER MARKET!

*Los Angeles / KTLA*

1PM Hour Rating **+50% BETTER**

*Washington / WDVM*

4PM Hour Rating **+40% BETTER**

*Dallas / WFAA-TV*

9AM Hour Rating **+80% BETTER**

*Cleveland / WJKW-TV*

9AM Hour Rating **+50% BETTER**

*Pittsburgh / KDKA-TV*

4PM Hour Rating **+10% BETTER**

*Tampa-St. Petersburg / WTVT*

4PM Hour Rating **+9% BETTER**

*St. Louis / KSDK*

3PM Hour Rating **+17% BETTER**

*Denver / KUSA-TV*

9AM Hour Rating **+25% BETTER**

*Baltimore / WJZ-TV*

10AM Hour Rating **+17% BETTER**

*Indianapolis / WISH-TV*

5PM Hour Rating **+20% BETTER**

*Milwaukee / WISN-TV*

3PM Hour Rating **+17% BETTER**

*Orlando / WCPX-TV*

10AM Hour Rating **+50% BETTER**

*Raleigh-Durham / WRAL-TV*

9AM Hour Rating **+33% BETTER**

*Harrisburg-Lancaster / WGAL-TV*

10AM Hour Rating **+40% BETTER**

*Norfolk-Portsmouth / WTKR-TV*

10AM Hour Rating **+17% BETTER**

*Charleston-Huntington / WCHS-TV*

4PM Hour Rating **+11% BETTER**

*Greensboro-High Point-*

*Winston-Salem / WFMY*

9AM Hour Rating **+33% BETTER**

*Shreveport / KTBS-TV*

3PM Hour Rating **+71% BETTER**

*Syracuse / WTVH*

9AM Hour Rating **+33% BETTER**

*Richmond / WXEX-TV*

9AM Hour Rating **+25% BETTER**

*Flint / WNEM-TV*

11AM Hour Rating **+33% BETTER**

*Wichita / KSNW-TV*

9AM Hour Rating **+75% BETTER**

*Mobile / WKRG-TV*

3PM Hour Rating **+125% BETTER**

*West Palm Beach / WPTV*

10AM Hour Rating **+25% BETTER**

*Jacksonville / WJXT*

10AM Hour Rating **+60% BETTER**

*Des Moines / KCCI-TV*

4PM Hour Rating **+22% BETTER**

*Roanoke-Lynchburg / WDBJ-TV*

9AM Hour Rating **+14% BETTER**

*Rochester / WHEC-TV*

5PM Hour Rating **+30% BETTER**

*Omaha / WOWT*

4PM Hour Rating **+10% BETTER**

*Chattanooga / WTVC*

9AM Hour Rating **+20% BETTER**

*Jackson / WJTV*

8AM Hour Rating **+29% BETTER**

*Tucson / KOLD-TV*

3PM Hour Rating **+20% BETTER**

*Evansville / WEHT-TV*

4PM Hour Rating **+8% BETTER**

*Burlington-Plattsburgh / WCAX-TV*

9AM Hour Rating **+50% BETTER**

*Peoria / WMBD-TV*

3PM Hour Rating **+43% BETTER**

*Monterey-Salinas / KNTV*

3PM Hour Rating **+33% BETTER**

*Fort Myers / WINK-TV*

9AM Hour Rating **+14% BETTER**

*Amarillo / KVII*

9AM Hour Rating **+27% BETTER**

*Terre Haute / WTHI-TV*

9AM Hour Rating **+67% BETTER**

*Reno / KCRL-TV*

4:30PM Hour Rating **+100% BETTER**

*Wausau-Rhineland / WAOW-TV*

9AM Hour Rating **+20% BETTER**

*Boise / KBCI-TV*

4PM Hour Rating **+50% BETTER**

*Sioux City / KTIV*

4PM Hour Rating **+36% BETTER**

*Bakersfield / KBAK-TV*

9AM Hour Rating **+33% BETTER**

*Topeka / KSNT*

9AM Hour Rating **+33% BETTER**

*Quincy / WGEM-TV*

4PM Hour Rating **+33% BETTER**

*Abilene-Sweetwater / KRBC*

3:30PM Hour Rating **+8% BETTER**

*Medford / KTVL*

12N Hour Rating **+40% BETTER**

*Idaho Falls / KIDK-TV*

2PM Hour Rating **+33% BETTER**

*Billings / KULR-TV*

4PM Hour Rating **+40% BETTER**

*Lima / WLIO*

5PM Hour Rating **+6% BETTER**

*San Angelo / KACB-TV*

3:30PM Hour Rating **+33% BETTER**

*North Platte / KNOP-TV*

4:30PM Hour Rating **+8% BETTER**

Source: NSI Feb. 1985, Feb. 1984



*Imitators come and go but*  
**HOUR MAGAZINE keeps getting BETTER AND BETTER!**

**Target demos.** Demographics most sought by national radio advertisers changed little from 1983 to 1984, according to *Eastman Marketing Services* study of availabilities requested by agencies in fourth quarter and for full year. Primary demographic for national advertisers was 25-54 age group, accounting for 38% of all avails, while 18-49 came in second with 19%, followed by 18-34 with 12%. Youth avails dropped to 4% from 6%, and 35-64 category, added last year, produced 3% of all requests. Officials said random sampling indicated that 60-second commercials accounted for 80% of all requests and 30-second spots accounted for 20%.

**DDB views media.** Doyle Dane Bernbach, New York, has issued 1985 edition of "MediaTrends," annual report on trends and forecasts on major media. Report predicts that total advertising expenditures in all media will increase in 1985 by 10.6% to \$96.2 billion. Other forecasts: television will continue to be leading medium among national advertisers with 27.4% share of national advertising investments, down slightly from 28% last year; total television advertising spending is expected to rise by 9.7% in 1985; cable television advertising in 1985 will grow by 42.9% but will still only represent 3.7% of total advertising expenditures; radio advertising investment will rise by 9% in 1985; radio listenership has decreased by almost one hour per week since 1980 among persons, 12 and older, with sharpest decline among women. Copies of report can be purchased from DDB in New York for \$50.

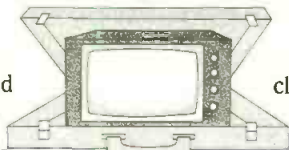
**TV commercial cost trends.** Association of National Advertisers has issued report titled "Television Commercial Production Cost Trends—1979-1984." Study evaluates extent to which costs of key production components have increased, analyzes reasons for increases and outlines procedures for better management and control of costs. Cost data and trend information are based on survey conducted by Robert Klugman of Adolph Coors Co. and member of ANAs agency relations committee which prepared study. Report may be ordered from ANA publications department, 155 East 44th Street, New York 10017 at \$5 per copy for members and \$10 for nonmembers. State and local taxes should be included when applicable.

## CONGRATULATIONS TO THE TV TIME-SALES INDUSTRY FOR 33 BRILLIANT DECISIONS.

Smart, successful companies are incredibly selective in their hiring. Before a decision is made, candidates are interviewed and re-interviewed, scrutinized, probed and evaluated.

In 33 recent hirings all across the country, one common denominator emerged. The person judged best, and hired, had been trained at the Antonelli Media Training Center.

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They knew how to package effectively and how to close. In short, it was obvious they could produce immediately.

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If you have a career that needs improving or a staff you want made more productive call about our various programs. Because the message is clear. Antonelli training pays. And we've got the references to prove it.

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Phone: 202-638-1022

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Anthony Sanders, *systems manager*.  
Jeanne A. Omohundro, Randall M. Sukow, *research assistants*.

Robert Orr, Todd F. Bowle, *production*.

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Rufus Crater (New York)

Editorial Consultant  
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting  
Yearbook

Mark Jeschke, *manager*.  
Joseph A. Esser, *associate editor*.  
David Seyler, *staff assistant*

### Advertising

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Robert (Skip) Tash, *Southern sales manager*.  
Doris Kelly, *sales service manager*.  
Christopher Moseley, *classified advertising manager*.

New York  
David Berlyn, *senior sales manager*.  
Charles Mohr, Ruth Windsor, *sales managers*.

Hollywood  
Tim Thometz, *sales manager*

### Circulation

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Patricia Waldron, Sandra Jenkins, Debra De Zarn, Joseph Kolthoff, Chris McGirr.

### Production

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Albert Anderson.  
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Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, *director*.

### Bureaus

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

Stephen McClellan, *associate editor*.  
Vincent M. Ditingo, *senior editor: radio*.  
John Lippman, *assistant editor*.  
Geoff Folsie, *staff writer*.

Marie Leonard, June Chauhan, *advertising assistants*

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

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



**ABP** American Business Press Inc

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

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PREMIER PRODUCTION OF  
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ROMEDIA TELEVISION, STORER COMMUNICATIONS, INC.  
TAFT RADIO AND TELEVISION COMPANY, INC.

# THE NEW MAD MAX RYAN BARR

Source: NTI 9/84-1/85.

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TELEVISION

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SOLD IN NEW YORK AND 32 OTHER MARKETS.

- ▲ Now in production for prime access Fall '85.
- ▲ Stars Dick Clark, TV's most popular game show host.
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  - ▲ "\$25,000 Pyramid" #1 in its CBS time period.
  - ▲ "\$25,000 Pyramid" – a 12-year network success.
  - ▲ Television's most exciting guest celebrities.
  - ▲ Let the "\$100,000 Pyramid" take your station to the top!

A Bob Stewart production in association with Twentieth Century Fox Television



A radio advertising commentary from Anthony Durpetti, McGavren Guild Radio, Chicago

## Radio sales techniques for the rest of the '80s

To increase radio's share of dollars, it is necessary to institute major account selling on both national and local levels in addition to the traditional transactional selling.

Transactional selling involves the process of learning of an avail and pitching your radio station (or a rep's client stations) to the buyer. This, of course, is not done in a vacuum. There has been regular pre-sell communication, and good relations have been developed between the buyer and the salesperson.

Major account selling goes several steps beyond transitional selling and involves an investment in time. Today we are "market driven" instead of "product driven." Market driven means finding the needs of the marketplace and fitting the product to meet those needs, while product driven implies taking merchandise (the station's time) and selling it at the best price. Sales tactics of the 1960's and 70's don't apply today. This is the age of marketing. Needs of advertisers are very precise, and a new array of opportunities, vehicles and ideas are available to meet those needs.

This article will touch on the importance of major account selling, when to use this approach and how to build a major account-selling effort.

Increasing share of dollars on your station obviously has an impact on its profitability. Businesses with higher market shares are generally significantly more profitable than those with lower shares. This is due to economics of scale; the cost of doing business does not rise in proportion to increased billing when more effective sales are produced. This means maximizing existing efforts, not increasing the sales force size.

There are various ways to build share. The quality of the product can be improved, but this is a continuing effort with much competition. A new product can be added; for a station it could be sports, special programming or new packaging. A possible long-range, self-destructive method is price cutting.

Even though it can have a short-term increase in share, it generally increases spot levels (many times with spot not appropriate to your programming) and has a negative effect on audience share. The best approach is investing in sales—not more, but better. The approach for the late 80's is major account selling.

When should major account selling be considered? This is a time-consuming effort and should be targeted to appropriate accounts. Seasonal short-term and small-budget advertisers are not prime prospects. These remain as transactional sales opportunities. Other examples are Avon's door-to-



Anthony Durpetti began his radio career in 1967 as a media buyer at D'Arcy Advertising in Chicago. Within two years Durpetti joined the Chicago office of McGavren Guild Radio as an account executive. He became sales manager in 1971 and regional manager of the Chicago region in 1973. In January 1975, Durpetti was named vice president, central division manager. Durpetti became executive vice president of the central division in January 1981. As chairman of the McGavren Guild management and sales training program, Durpetti is responsible for the design, direction and execution of all in-house programs.

door sales or a bank teller's exchange with customers. However, in that same bank with transactional sales taking place at one level, major account sales are taking place at another area. These are the customers (private and industrial) who are borrowing money and/or buying long-term investments. This is not done on a one-shot basis. The banks have developed deep relationships with those customers—they are aware of the history, the current assets and the future needs. Another example of major account selling is IBM. It is not selling a piece of equipment, but rather its service.

The target account chosen for major account selling should have large, long-term potential with at least a 60% probability of success. It should open the door for subsequent business and repeat business. The product should fit the programming, listener and pricing strategy of the station.

The last step is building a major account selling effort: a three-part process. The first part is recognizing that salespeople should wear two hats. As a transactional salesperson, he or she is seen by the customer as "one of many" salespeople. On the major account side, he or she will, in the long term, become the "preferred supplier."

Transactional selling is day-to-day, from one account to the next. Major account selling is building long-term relationships based on trust and service. The key tactic in trans-

actional selling is managing logistics; in major account selling it is managing the decision-making process in the buying unit, the second part of this process.

To manage the decision-making process in the client/customer buying center, you must first determine who the players are and clarify each of their roles and their profiles and needs, both personal and business. The buying center is the network of people who influence buying decisions. At an advertiser, the network usually begins at the top (president or owner) and may go as deep as secretarial help. Within the buying centers there are "deciders" who make the decision and "influencers" who influence the decision-makers. For each of those individuals ask yourself: How do they see my station? What is their power? What are their needs (social/political, business and personal)?

The third step is the development of a written account plan that contains five key ingredients: goals, theme, profile of the buying center, analysis of competition position and "leveraged" action steps.

The goal includes estimated annual billing for the account and an estimated completion date. As stated earlier, the goal should be big dollars. Major account sales take from six to 18 months. If the goal does not have 60% probability of being met within this time period, it may not be realistic. Major account plans should be reviewed regularly.

The theme is a brief statement of your financial strategy on this account to create value. What can you do for them? How will they benefit by association with you?

The profile of the buying center was discussed previously, and now must be put on paper. It may take several meetings to understand the key players: how they view you and your station and their power and needs.

The analysis of the competitive position will also require research: Who is the competition? Perhaps it's the newspaper. What share of dollars is it now getting? How far has it penetrated the buying center? Where are the competition's weaknesses—product, organizational and personal—that the client is aware of? And more important, what are your product, organization and personal strengths?

The last part of the plan is ongoing until success and then can be continued for repeat business and new opportunities. This is a list of your "leveraged" action steps. What needs to be done to develop your relationship with the client/customer and lead subsequently to the attainment of your account goals? How should these steps be sequenced and measured?

This process of major account selling is detailed and time consuming. However, the financial rewards for your station, and personally for your sales team, are tremendous. This is selling for the future and insuring its prosperity. ■

# TRANSTAR #1 AM In Las Vegas

KENO-AM, Las Vegas, at 1460kc is up again. . . its 4th straight book up using Transtar's Adult Contemporary satellite-delivered format. It's now the number one AM station in Las Vegas among adults 25-49 and—among all stations AM and FM—it's the leading adult contemporary.

Las Vegas, Nevada  
Arbitron AQH Share  
Fall 1984, M-S, 6A-Mid.

Adults 25-49      6.7

"I didn't know AMs could keep going up in share, but Transtar is doing it. Not only do we have super ratings all week, but we're the #2 station with adults—among all AMs and FM's—during Transtar's weekly Saturday Night Supergold (13.4 share of adults 25-49 Saturday 7PM-Mid). That's what I call very salable results!"

Nancy Reynolds  
Vice President and General Manager

Would you like ratings like this in your market? Call us now.\*

1-800-654-3904

**TRANSTAR**  
The Quality Satellite Network

Come see us at the NAB - TRANSTAR Suite, Las Vegas Hilton.

\*Transtar's adult contemporary format is available on a market-exclusive basis.

**THAT'S  
INCREDIBLE!  
PREMIERED ON  
KTLA LOS ANGELES  
AS A 7:30PM STRIP  
THE WEEK OF  
MARCH 18, 1985.**



**Now...**  
**The highest rated  
strip on KTLA.**

**Just one rating point  
out of 1st place  
in its time period.**

**Boosting the  
time period's rating  
by 33%.**

**THAT'S  
INCREDIBLE!**

**165 half hours of incredible entertainment  
An Alan Landsburg Production**

**MCA TV**

Source: Los Angeles NSI March 18-22 1985. Subject to qualifications on request.  
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# Datebook

## This week

**March 31-April 2**—SPACE/STTI satellite television seminar/trade show, sponsored by *Satellite Television Technology International*. MGM Grand hotel, Las Vegas. Information: 1-800-654-9276.

**April 1**—Deadline for entries in Major Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* with cooperation of *National Radio Broadcasters Association*. Information: Munire Terpis, Armstrong Foundation, Room 1342A S.W. Mudd Building, Columbia University, New York, N.Y., 10027; (212) 280-8703.

**April 1**—Deadline for entries in *International Radio Festival of New York*. Information: International Radio Festival, 246 West 38th Street, New York, 10018.

**April 2**—*Television Bureau of Advertising* regional sales training conference. Holiday Inn (Westport), St. Louis.

**April 2**—*Ohio Cable Television Association* annual meeting. Hyatt on Capitol Square, Columbus, Ohio. Information: Daniel Helmick, (614) 461-4014.

**April 3**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: public relations. National Association of Broadcasters, Washington.

**April 3**—*Society of Satellite Professionals, southern California chapter*, monthly meeting. Speaker: Richard Boylan, manager of broadcast services, RCA Americom, on RCA plans for two new K-band satellites and syndicated TV services. Sheraton Miramar hotel, Santa Monica, Calif.

**April 4**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Bob Metz, managing editor, Financial News Network. Copacabana, New York.

**April 4**—*American Women in Radio and Television, New York City chapter*, meeting. American Cancer Society, New York.

**April 5**—Deadline for entries in fifth annual Vanguard Awards, sponsored by *Women in Communications, Detroit chapter*. Information: Jo Charles, Detroit Free Press, 321 West Lafayette, Detroit, 48231.

**April 5-6**—Seventh annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

## April

**April 8**—Deadline for entries in Banff Television Festival, recognizing "excellence in television films and programs." Information: (403) 762-3060.

**April 8**—*Women in Cable, Dallas-Fort Worth chapter*, meeting. Steak and Ale, Dallas.

**April 8-9**—32d annual Unity Awards in Media (UAIM), recognizing excellence in-media reflecting "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

**April 9**—*Television Bureau of Advertising* regional sales training conference. Marriott (Bloomington), Minneapolis.

**April 9**—*National Academy of Television Arts and Sciences, International Council*, salute to RAI (Radio-televisione Italiana). Directors Guild of America Theater, Los Angeles.

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

**April 10**—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

**April 10**—*Women in Communications, New York chapter*, annual Matrix Awards luncheon. Speaker: Mario Cuomo, governor of New York. Waldorf-Astoria, New York.

**April 11**—*Television Bureau of Advertising* regional sales training conference. Hyatt Regency (Dearborn), Detroit.

**April 11**—*Women in Cable, Bay area chapter*, meeting. Speaker: Kathleen Schuler, executive director, Foundation for Community Service Cable Television, on "public access funding." Michael's restaurant, Sunnyvale, Calif. Information: Michal Dittrich, (415) 463-0870.

**April 11**—*General Instrument, Jerrold Division*, meeting of addressable users group of Denver area. Hilton Inn South, Englewood, Colo. Information: (215) 674-4800.

**April 11-12**—*Broadcast Promotion and Marketing Executives* board meeting. Loew's Anatole, Dallas.

**April 12-14**—"Economics II," journalism conference sponsored by *Foundation for American Communications*. Asilomar conference center, Pacific Grove, Calif. Information: (213) 851-7372.

**April 12-18**—11th annual Documentary Festival, sponsored by *Global Village*. New York City's Public Theater, New York. Information: (212) 966-7526.

**April 13**—*American Bar Association Forum Committee on Communications Law and National Association*

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

**April 20-25**—20th annual *MIP-TV*, Marche International des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

**May 5-8**—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

**May 7-11**—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

**May 11-15**—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

**May 12-15**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 15-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 15-18**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

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

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

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

**June 6-9**—*Broadcast Promotion and Marketing*

## Major Meetings

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

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

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

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

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

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

**Sept. 11-14**—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

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

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

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

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

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

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

**Jan. 5-9, 1986**—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

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

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

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

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

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

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

**IT'S ALL  
A MISTAKE!  
I SWEAR  
IT!**

We've heard that one before. But if your station doesn't get "Mad Movies with the L.A. Connection," you just might be attacked by your audience.

Why?

Because you'll be missing out on a hilarious new half-hour comedy, terrific ratings and viewer satisfaction.

Need we say more? Some of the markets "Mad Movies with the L.A. Connection" has already sold in include:

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WDIV; Hartford, WFSB; Jacksonville, WJXT; Las Vegas, KTNV; Seattle, KING; Portland, KGW; Spokane, KREM; Boise, KTVB; Milwaukee, WTMJ; Lansing, WFSL; Boston, WNEV; Tampa, WTOG; Charleston, S.C., WCIV; Minneapolis, WCCO; San Antonio, KENS; Philadelphia, WTAF; Denver, KCNC; San Diego, KFMB; Phoenix, KNXV; Albuquerque, KOB; Atlanta, WSB; Kansas City, KCTV; St. Louis, KDNL; and more.

Don't miss out. Contact your Four Star representative today.

**"Mad Movies with the L.A. Connection."  
It's a grabber.**



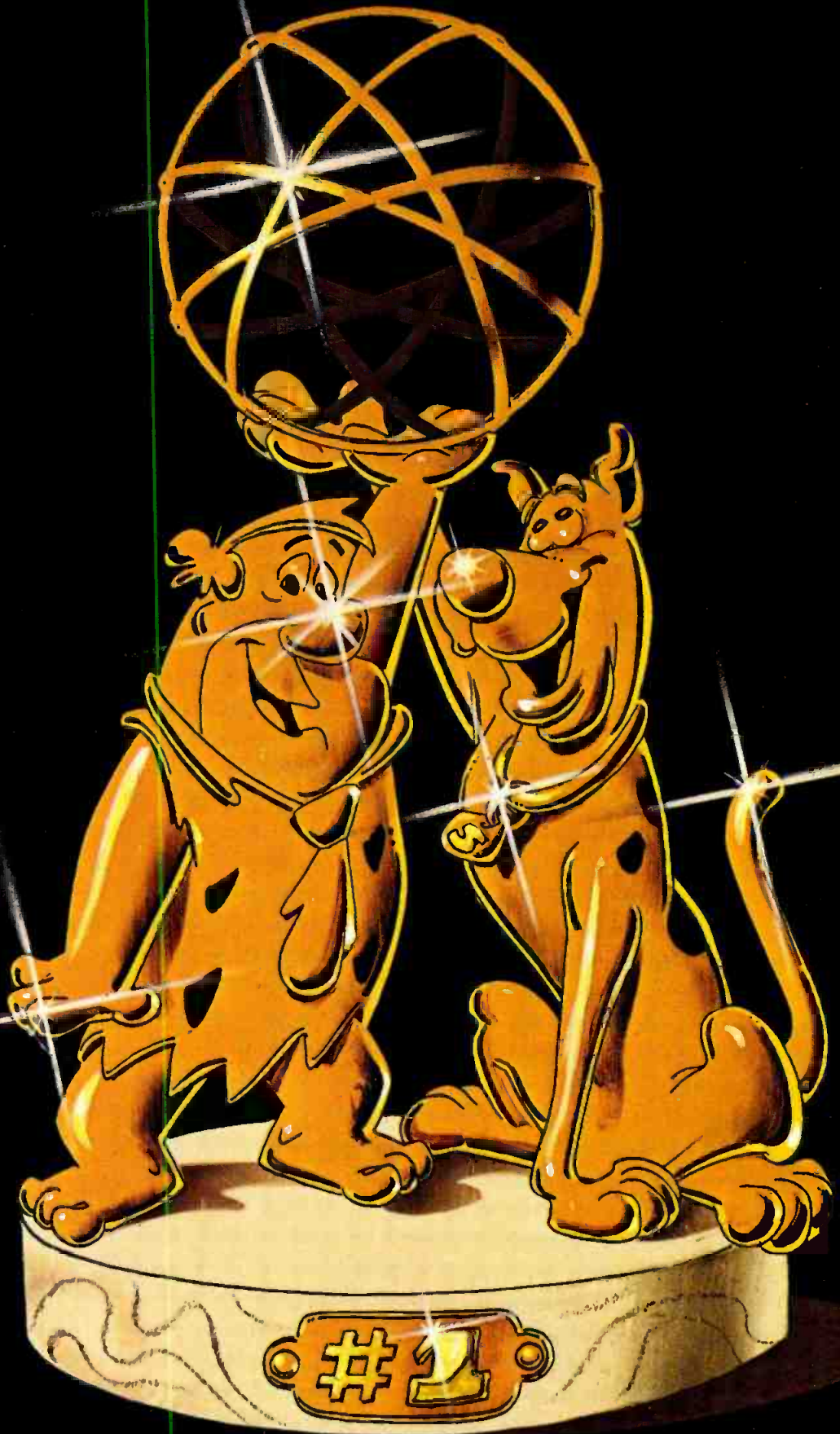
**FOUR STAR INTERNATIONAL, INC.**

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# BOOST YOUR RATINGS



# WITH THE #1 TEAM!



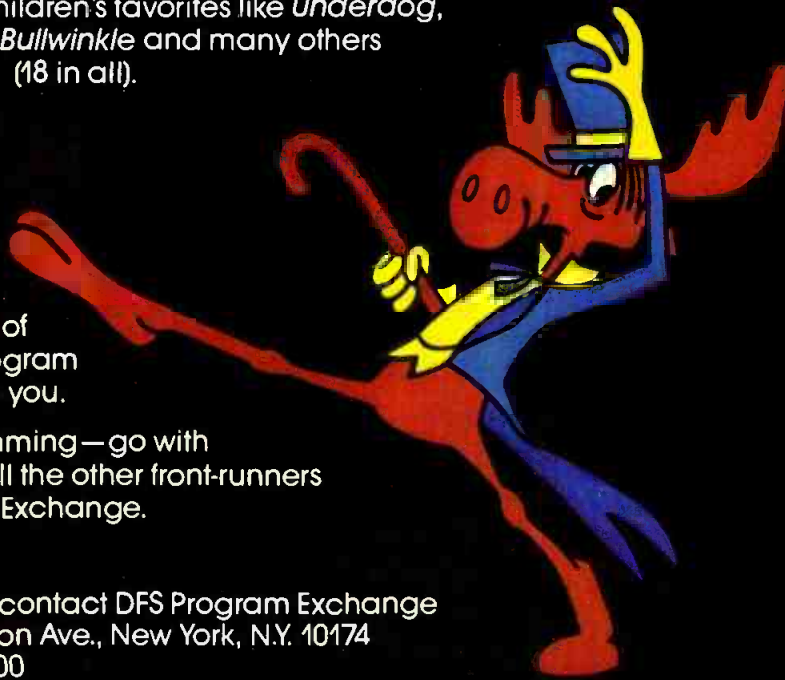
Scooby-Doo and Fred Flintstone are favorites in any programming race, because they make a rating-raising team that can't be beat!

Even with all the new entries in the children's programming market last year, Scooby had the highest national kid-rating of any syndicated show.\* And *The Flintstones* has proven itself to be a consistent top-five ranked program.

*Scooby-Doo* and *The Flintstones* are just part of our winning team. The DFS Program Exchange also offers other exciting top ranking children's favorites like *Underdog*, *Bullwinkle* and many others (18 in all).

We've even added something special for Bill Cosby fans... 430 inserts of *Bill Cosby's Picture Pages*. All of this can be yours through the DFS Program Exchange at no out-of-pocket cost to you.

So be a winner in children's programming—go with *Scooby-Doo*, *The Flintstones* and all the other front-runners in the DFS Program Exchange.



For details, contact DFS Program Exchange  
405 Lexington Ave., New York, N.Y. 10174  
(212) 661-0800

- 
- ★ Bullwinkle
  - ★ Rocky & His Friends
  - ★ Underdog
  - ★ Tennessee Tuxedo
  - ★ Roman Holidays
  - ★ Dudley Do Right
  - ★ Devlin
  - ★ Picture Pages

- ★ Wheelie & The Chopper Bunch
- ★ Valley of the Dinosaurs
- ★ Inch High, Private Eye
- ★ Uncle Waldo
- ★ Space Kidettes
- ★ Young Samson
- ★ Sealab 2020
- ★ King Leonardo



\*Source: Nov. '83—July '84 ARB Syndicated Program Analysis

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ation of Broadcasters fourth annual workshop for lawyers, "Representing Your Local Broadcaster," held in conjunction with NAB convention (see below). Dunes hotel, Las Vegas.

**April 13-14**—Society of Broadcast Engineers annual meeting, during National Association of Broadcasters' convention. Las Vegas Convention Center, Las Vegas. Information: (313) 842-0836.

**April 14**—Association of Maximum Service Telecast-

ers membership meeting. Las Vegas Convention Center, Las Vegas.

**April 14-17**—National Association of Broadcasters 63d annual convention. Las Vegas Convention Center, Las Vegas.

**April 14-18**—Computer Graphics '85, conference and exposition sponsored by National Computer Graphics Association. Dallas Convention Center, Dallas. Information: 1-800-543-8000.

## Stay Tuned

A professional's guide to the intermedia week (April 1-6)

**Network television** □ **ABC:** *Love Lives On* (drama), Monday 9-11 p.m.; *Me and Mom* (adventure), Friday 10-11 p.m.; *Walt Disney World's Happy Easter Parade*, Sunday 7-8 p.m. **CBS:** *The Lucie Arnaz Show\** (sitcom), Tuesday 8-8:30 p.m.; *Guilty Conscience* (mystery), Tuesday 9-11 p.m.; "Dead Men Don't Wear Plaid" (comedy), Wednesday 9-11 p.m.; *Stormin' Home* (drama), Friday 9-11 p.m.; *The CBS Easter Parade*, Sunday noon-1 p.m. **NBC:** *A. D.* (five-part mini-series), continuing Monday, Tuesday and Wednesday 9-11 p.m. and Thursday 8-11 p.m. **PBS** (check local times): *The Compleat Gilbert & Sullivan\** (operettas), Wednesday 9-11 p.m.; *Andrew Lloyd Webber: Requiem*, Friday 9-10 p.m.; *Here's to Your Health\** (consumer information series), Saturday 2-2:30 p.m.

**Network radio** □ **PBS** (check local times): *I'm Too Busy to Talk Now: Conversations With American Artists Over 70*, Thursday noon-12:30 p.m.

**Cable** □ **Arts & Entertainment:** *One By One\** (drama series), Monday 8-9 p.m.; *David: Glorious Bodies* (documentary), Wednesday 10-11 p.m. **CBN:** *Give Us Barabbas* (drama), Saturday 8:30-10 p.m., repeated Sunday 6-7:30 p.m.; *Superbook Easter Special* (animated), Saturday 8-8:30 p.m.; *Easter Is* (animated special), Sunday noon-12:30 p.m.; *The Flying House Easter Special* (animated), Sunday 12:30-1 p.m.; *I Am* (music special), Sunday 1-2 p.m.; *The Passion Play* (musical production), Sunday 2-3 p.m.; *The Passover* (documentary), Saturday 10-11 p.m.; *The Shroud of Turin* (documentary), Sunday 3-4 p.m.; *The Way of the Cross* (documentary), Sunday 5-6 p.m.; *3 Days* (drama), Sunday 7:30-8 p.m. **Cinemax:** *Mad As Hell* (documentary), Saturday 10-10:30 p.m. **The Disney Channel:** *Never Cry Wolf*



Robert Altman directs Carol Burnett (right) and Amy Madigan in a scene from HBO's *The Laundromat*.

(nature drama), Sunday 8-9:45 p.m. **ESPN:** *Julius Erving's Sports Focus\** (magazine), Tuesday 7:30-8 p.m. **HBO:** *The Laundromat* (drama), Monday 10-11 p.m. **Nickelodeon:** *National Geographic Explorer\** (documentary series), Sunday 5-8 p.m. **The Rainbow Service:** "Citizen Kane" (drama), Sunday 3-5 p.m. **The Nashville Network:** *Radio City Music Hall Welcomes The Nashville Network*, Saturday 9-11 p.m. **WTBS Atlanta:** *Cousteau/Mississippi: Reluctant Ally* (nature), Tuesday 8-10 p.m.; *1985 International Winter Special Olympics Games*, Saturday 10-11 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *Produced By... Herb Brodtkin: A Signature of Conviction and Integrity*, 50 dramatic teleplays, now through May 4. **Hallmark Hall of Fame:** *A Tradition of Excellence*, examination of key role sponsor has played in development of programming, focusing on 14 dramatic themes, now through April 18.

\*indicates premiere episode

**April 14-20**—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

**April 15**—Deadline for entries in 29th annual National Psychology Awards for Excellence in the Media, sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036; (202) 955-7710.

**April 15**—Association of Maximum Service Telecasters engineering breakfast. Las Vegas Hilton, Las Vegas.

**April 15-16**—National Association of Broadcasters second minority television programming exhibition, during NAB annual convention. Las Vegas Convention Center, Las Vegas.

**April 15-16**—Recording Industry Association of America workshop on transportation, distribution and warehousing. Harley hotel, Atlanta. Information: (212) 765-4330.

**April 16**—Academy of Television Arts and Sciences forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

**April 16**—Television Bureau of Advertising regional sales training conference. Americana Inn (Airport), Albany, N.Y.

**April 17-18**—University of Notre Dame's Red Smith Lecture, to be delivered by James J. Kilpatrick, columnist and author. Memorial Library auditorium. Notre Dame campus, Notre Dame, Ind.

**April 18**—Television Bureau of Advertising regional sales training conference. Hilton (Downtown), Philadelphia.

**April 18**—Women in Communications 15th annual Matrix Awards luncheon. Keynote speaker: New York Governor Mario Cuomo. Waldorf-Astoria, New York.

**April 18-20**—National Federation of Local Cable Programmers Central states region spring conference, "Promoting the Use of Cable." Holiday Inn, Farmington Hills, Mich. Information: Lark Samouelian, (313) 474-1017.

**April 19-21**—California AP Television-Radio Association 38th annual convention. Banquet speaker: Sander Vanocur, ABC News. Monterey Sheraton, Monterey, Calif. Information: Rachel Ambrose, (213) 746-1200.

**April 20**—New York Women in Film "Young Professionals Seminar on Opportunities for Staff Positions in the New York Film and Television Industries." YWCA, New York.

**April 20-25**—20th annual MIP-TV, international TV program marketplace. Palais des Festivals, Cannes, France.

**April 21-23**—West Virginia Broadcasters Association spring meeting. Marriott hotel, Charleston, W. Va.

**April 21-24**—13th annual Telecommunications Policy Research Conference, Equity: Social and Economic Issues." Airlie House, Airlie, Va. Information: (413) 549-4600.

**April 24**—International Radio and Television Society newsmaker luncheon. Speakers: Mel Harris, Paramount Pictures Corp.; Richard Block, Metromedia Television; David Henderson, Outlet Communications; Jerome Dominus, CBS Television Network, and Michael Moore, Benton & Bowles. Topic: "The Fourth Network Market—How Real? Who's in Charge?" Waldorf-Astoria, New York.

**April 24**—Presentation of 49th annual Ohio State Awards, for "excellence in educational, informational and public affairs programming." Awards administered by Ohio State University's WOSU-AM-FM-TV Columbus, Ohio. National Press Club, Washington.

**April 24**—American Women in Radio and Television, Washington chapter, newsmaker luncheon. Speaker: Sheila Tate, former press secretary to First Lady. National Press Club, Washington.

**April 24-26**—Ohio Association of Broadcasters spring convention. Kings Island Resort Inn, north of Cincinnati.

**April 24-28**—Third annual National Hispanic Media Conference, sponsored by National Association of Hispanic Journalists. Doubletree hotel, Tucson, Ariz.

# THE SMART MONEY IS ON SUPERNET. WE'RE NO.1 IN THE TOP 100 MARKETS.

When it comes to accurate demo targeting with your advertising budgets, the smart buyer knows which unwired network to go with.

Supernet.

The reason is clear. We're number 1 in the top 100 markets,\* and that includes these crucial demos:

Adults 18-49

Adults 25-54

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Backing Supernet is a strategy that's made winners of advertisers who have taken the trouble to cut through the hearsay and ballyhoo and discover the facts.

They've found that Supernet does the job, with the ease of buying network combined with the flexibility of spot. And, with over 1000 stations, Supernet is the largest network offering the greatest selectivity.

If you're looking for the winning combination in national demo targeting, put your money on Supernet. You simply can't lose. Call 212-308-8810.



**Supernet**



\*Arbitron—M-S 6A-12 Mid MSA AQH. Spring '84

TORBET RADIO, MASLA RADIO, SELCOM RADIO, EASTMAN RADIO.

Information: (213) 739-1721.

**April 25**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Frank Biondi Jr., executive vice president, entertainment business sector, Coca-Cola Co.

**April 25**—Journalism conference on business/media, sponsored by *Foundation for American Communications*. Plaza of the Americas, Dallas. Information: (213) 851-7372.

**April 26**—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

**April 26-28**—*Texas AP Broadcasters* annual convention and awards banquet. La Mansion, Austin, Tex.

**April 26-28**—*Carolinas UPI Broadcasters Association* annual convention and awards banquet. St. John's Inn, Myrtle Beach, S.C.

**April 26-28**—*UPI Broadcasters of Florida* annual meeting and awards ceremony, in conjunction with Radio-Television News Directors Association region 14 meeting (see item below) and National Association of Black Journalists meeting (see below). Wyndham hotel/Sea World, Orlando, Fla. Information: (305) 422-8051.

**April 26-28**—*Radio-Television News Directors Association* region 14 meeting. Wyndham hotel/Sea World, Orlando, Fla. Information: Lee Hall, (305) 843-5800.

**April 26-28**—*National Association of Black Journalists* Southeastern region meeting. Ramada Court of Flags, Orlando, Fla. Information: (305) 420-5360.

**April 26-28**—*Society of Motion Picture and Television Engineers, Ottawa section*, special meeting. "Innovations '85." Westin hotel, Ottawa. Information: Ivan Barclay, SMPTE, P.O. Box 2427, station D, Ottawa, Ontario, K1P 5W5.

**April 27**—Great Lakes Radio Conference, sponsored by *Central Michigan University* and *Specs Howard School of Broadcasting*. Bovee-University Center, Central Michigan University, Mount Pleasant, Mich. Information: (517) 774-3851.

**April 27-May 2**—*Pennsylvania Association of Broadcasters* executive conference. Belmont Golf and Beach Club, Bermuda.

**April 28-30**—Third annual "Improving On-Air Promotion for Public Television," sponsored by *University of Wisconsin-Extension*. Wisconsin Center, UW-Extension campus, Madison, Wis. Information: Heather Goldfoot, (608) 262-6512.

■ **April 29**—*Women in Cable, Dallas-Fort Worth chapter*, luncheon. Marriott Quorum, Dallas.

**April 30**—Deadline for entries in *National Broadcast Association for Community Affairs* Community Service Awards. Information: Marsha Kaminsky, WOR-TV New York, 1481 Broadway, New York, N.Y., 10036; (212) 764-6755.

**April 30-May 2**—*Maryland/Delaware Cable Television Association* annual spring meeting. Annapolis Hilton, Annapolis, Md.

## May

**May 1**—*Society of Satellite Professionals, southern California chapter*, monthly meeting. Sheraton Miramar hotel, Santa Monica, Calif.

**May 1-4**—*Concert Music Broadcasters Association* annual meeting. Westin St. Francis hotel, San Francisco.

**May 2**—*Broadcast Pioneers, Philadelphia chapter*, "Person of the Year" award to performer David Brenner. Adam's Mark hotel, Philadelphia.

**May 3**—Public Radio meeting, sponsored by *Pennsylvania Council on the Arts*, exploring "ways to increase production and broadcast of creative radio programs." Information: Pennsylvania Public Radio Associates, P.O. Box 41002, Philadelphia, 19127; (215) 483-7888.

**May 3**—Deadline for entries in Ceba Awards, honoring "communications excellence to black audiences," sponsored by *World Institute of Black Communications*. Information: Ceba Awards, 10 Columbus Circle, 10th floor, New York, N.Y., 10019; (212) 586-1771.

**May 3-5**—*Illinois News Broadcasters Association* spring meeting. Hilton, Springfield, Ill.

■ **May 4**—*University of Detroit* reunion of journalism, communications, public relations, English, marketing

and advertising graduates. Student Union Fountain Lounge, UD, Detroit. Information: (313) 927-1008.

**May 5**—"Ethnic Images in Mass Marketing... The Creative Challenge," conference sponsored by *Balch Institute for Ethnic Studies of Philadelphia* and *Anti-Defamation League of B'Nai B'rith*. Bellevue Stratford, Philadelphia.

**May 5-7**—*Virginia Cable Television Association* 19th annual convention. Wintergreen, Va.

**May 5-8**—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

**May 6-7**—Videotex Information Systems Exposition and Conference, sponsored by *Videotex Industry Association* and *Cahners Exposition Group*. Sheraton Center hotel, New York.

**May 6**—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. San Francisco. Information: (202) 626-3140.

**May 7-11**—*American Women in Radio and Television* 34th annual convention. New York Hilton, New York.

**May 8**—*Connecticut Broadcasters Association* spring sales and management seminar. Hartford Marriott hotel, Farmington, Conn.

**May 8**—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Chicago. Information: (202) 626-3140.

**May 8-15**—25th Golden Rose of Montreux Television Festival, organized by *Swiss Broadcasting Corp.* and *city of Montreux*, for light entertainment programs (music, comedy, variety), which can be submitted by independent producers and national broadcasting organizations. Montreux, Switzerland. Information: John Nathan, (212) 223-0044.

**May 10**—*National League of Cities* briefing session on provisions of Cable Communications Policy Act. Atlanta. Information: (202) 626-3140.

**May 11**—"Stereo for Television, A Whole Different Ballgame," seminar sponsored by *University of Southern California, School of Cinema-Television*, and *Society of Motion Picture and Television Engineers (Hollywood chapter)*. USC campus, Cinema-Television Center, Los Angeles.

**May 11-15**—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago.

**May 12-15**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 13-15**—Third annual '85 Sat Expo, sponsored by *Sat Expo Inc.* Sheraton Denver Tech Center, Denver. Information: (303) 779-7930.

**May 13-16**—High Definition Television Colloquium.

## Errata

Broker credit for sale of **KDAB-FM Ogden, Utah**, was inadvertently placed with sale of **WNL-FM Baraboo, Wis.**, in March 25's "Changing Hands." **Chapman Associates** was broker for sale of Utah station. Wisconsin station had no broker.

□

**Robert Green**, new general manager of **WYAF(FM)** Gainesville, Ga. (Atlanta), was formerly general sales manager of **WVKA(FM)** Orlando, Fla., not of **WYAF**, as incorrectly reported in "Fates & Fortunes," March 18. Paul Anovick is general sales manager of **WYAF**.

□

**WTVX(TV)** Waterbury, Conn., listed in March 18 chart of stations broadcasting stereo TV sound, **broadcast stereo on Sept. 12, 1984, and on trial basis during fall, but no longer uses synthesized stereo** as reported. Also, Boston's **WVJV(TV)** is using Orban stereo synthesizer and Modulation Sciences stereo generator.

"Progress in HDTV, EDTV and Other Improved Television Systems," sponsored by *Government of Canada, Canadian Broadcasting Corp.* and *National Film Board of Canada*. Ottawa Congress Center, Ottawa, Ontario. Information: Secretariat HDTV, 1138 Sherman Drive, Ottawa, Ontario, K2C 2M4; (613) 224-1741.

**May 14**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: associations. National Association of Broadcasters, Washington.

**May 14-15**—LPTV West, West Coast conference and exposition for low power television, sponsored by *National Institute for Low Power Television*. Westin Bonaventure, Los Angeles.

**May 14-17**—"Electromagnetic Energy Policy Alliance," association formed to promote establishment of responsible, uniform standards on use of nonionizing electromagnetic energy," annual meeting and seminar. Hotel Intercontinental, San Diego. Information: (202) 429-5430.

**May 15**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Ted Turner, Turner Broadcasting System Inc.

**May 15**—*American Film Institute*, in association with *Publishers Weekly*, seminar, "Words into Pictures: Taking Part in the Video Revolution." Doral Inn, New York. Information: 1-800-221-6248.

**May 15-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 15-18**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

**May 16**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**May 17-19**—*American Public Radio* annual meeting. Westin hotel, Vail, Colo. Information: (612) 293-5417.

**May 17-19**—*Foundation for American Communications* journalism conference, "Economics II." Dallas/Fort Worth Airport Hilton, Dallas. Information: (213) 851-7372.

**May 18-22**—Fourth international conference on television drama, including presentation of Samuel G. Engel Awards, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

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

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

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

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

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

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

**May 24**—*Academy of Television Arts and Sciences* forum luncheon with Robert Bennett, senior VP, television broadcasting and production, Metromedia Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

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

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

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

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

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



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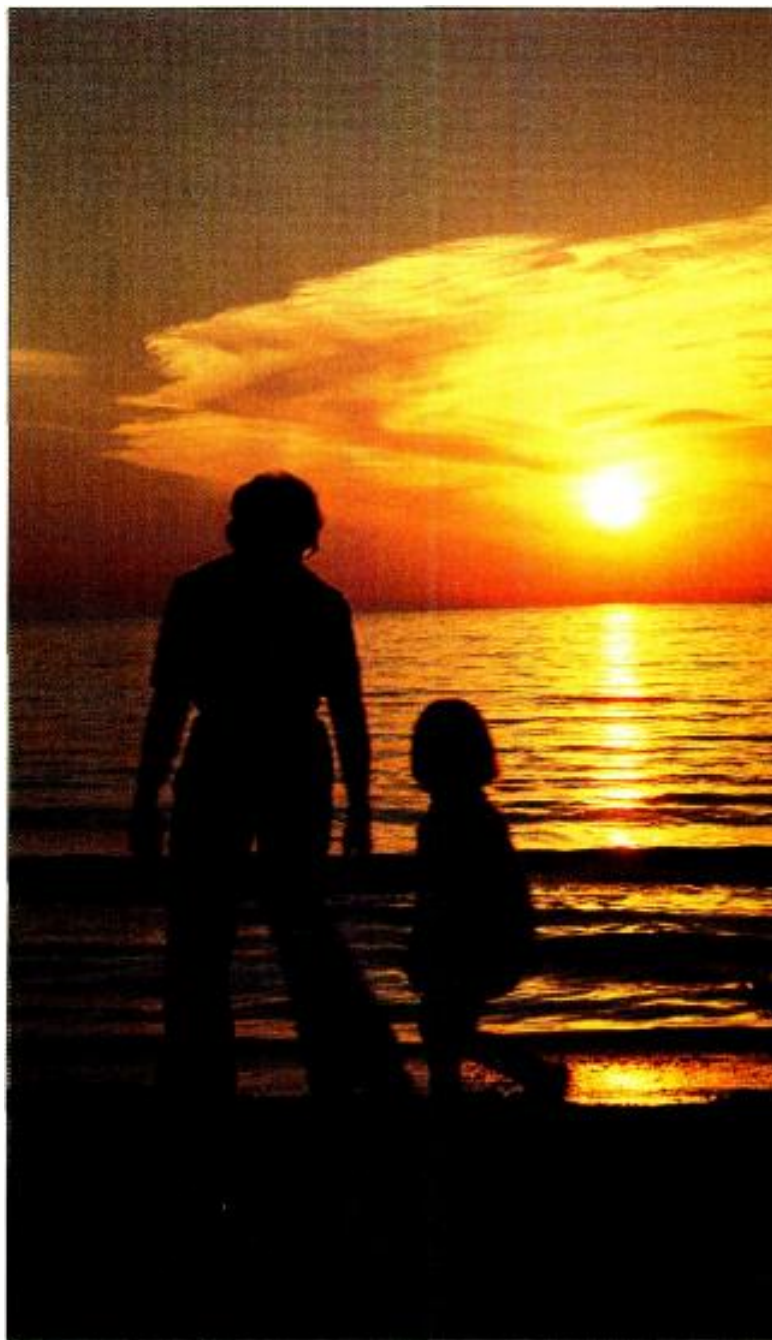
Beth McDonald, WXON TV 20, Southfield, Michigan:

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# Where Things Stand

A quarterly status report on the unfinished business of electronic communications.

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**AM-FM allocations.** FCC has detailed how it will go about accepting applications for more than 1,000 new commercial FM stations that could result from its Docket 80-90 proceeding, giving AM daytimers opportunity to get substantial preferences for all new FM stations (BROADCASTING, March 18). Commission also discarded traditional cut-off procedures for new or modified commercial FM facilities, opting instead to use filing "windows" for FM's. First window to be opened, perhaps by end of April, will be for 78 allotments currently lying fallow on commission's FM table. Windows subsequently will be opened for FCC's 689 Docket 80-90 allotments. Also, 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—will get same treatment.

To give itself time to change over to new processing procedures, FCC has put freeze on all applications for new or modified commercial FM's. Freeze will last until 30 days after commission's window order is published in *Federal Register*. Under freeze, only competing applications and petitions to deny responding to cut-off lists of applications filed before March 14 will be accepted.

FCC also decided to stagger acceptance of applications for its 689 Docket 80-90 allotments, accepting those in windows assigned to one channel number at a time. Order in which applications will be accepted will be determined by randomly ranking 80 FM channels. Ranking will be put out in public notice, probably by mid-April. Assuming everything works out, Mass Media Bureau thinks it will be able to accept applications for all 689 allotments within three years. Also assuming "best-case" scenario, bureau thinks it will be ready to accept first Docket 80-90 applications by middle of May. Commission has opted to use comparative hearings, not lotteries, to award grants.

United States has signed agreement with Canada enabling countries to establish new AM radio stations and expand service of existing stations (BROADCASTING, Jan. 23, 1984). Agreement with Canada would, among other things, permit qualified U.S. AM daytimers to begin broadcasting at 6 a.m. and operate until up to two hours after local sunset. Agreement also cleared way for FCC to start accepting more applications for about 125 unlimited-time AM stations on clear and adjacent channels resulting from its 1980 action reducing protection to clear channel stations (BROADCASTING, May 29, 1980). More than 300 clear channel applications are on file or have been designated for hearing.

In addition, agreement would permit, for first time, U.S. nighttime operations within 650 miles of U.S.-Canadian border on Canada's seven clear channels.

FCC has proposed to provide for creation of about 400 new unlimited-time AM stations on 14 Mexican, Bahamian and Canadian Class I-A clear channels (BROADCASTING, March 19, 1984). Proposal is contingent upon new agreement

with Mexico. Commission has put freeze on applications for unlimited operations in U.S. on Canadian clears pending establishment of new AM rules.

Another agreement with Mexico last year cleared way for all but 10 U.S. Class IVAM stations to quadruple nighttime power.

On another front, agreement was reached with Mexico to permit expanded use of FM baseband.

In addition, FCC has amended rules to permit applications for new and improved daytime-only stations within nighttime service area of Class I-A stations on clear channels.

FCC also has announced tentative agreement with Canadians on new FM broadcasting agreement and implemented working arrangement updating technical standards for stations within 199 miles of Canadian border (BROADCASTING, Sept. 24, 1984).

On another front, FCC has adopted new post-sunset authorizations based on compromise between Association for Broadcast Engineering Standards and Daytime Broadcasters Association, and Mass Media Bureau has mailed out authorizations to all 2,560 Class II and III daytimers. Those specify post-sunset power and permitted operation as of Dec. 10 last year (BROADCASTING, Dec. 10, 1984).

**AM stereo.** With wide support among receiver manufacturers and broadcasters, Motorola is in strong position to win hard-fought AM stereo standards battle and make its C-Quam system industry's de facto standard. But Leonard Kahn, inventor and chief proponent of incompatible Kahn system, may yet prevail by persuading major stations in major markets to stay on air with his system.

Key to Motorola victory is proliferation of C-Quam-only radios, which are being marketed by several manufacturers. Consumers will resist buying such radios, however, Kahn says, 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.

Motorola's position in marketplace was strengthened in December 1984 when Harris announced it was quitting battle and planning to make and market C-Quam broadcast equipment. Most, if not all, Harris stations may move into Motorola camp. Systems proposed by Belar and North American Philips had fallen by wayside long ago.

Kahn has long maintained that Motorola has engaged in anticompetitive practices in marketplace battle. Acting on his complaint, Federal Trade Commission has launched investigation into Motorola activities. Extent or seriousness of investigation is not known, however.

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 of five systems (proposed by Motorola, Kahn, Harris, North American Philips and Belar Electronics) should 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.

Kahn system, first to win type-acceptance, was first on air, in July 1982, at KOKA Pittsburgh and KTSA San Antonio, Tex. (BROADCASTING, Aug. 2, 1982).

**Beer-wine advertising ban.** Movement is under way by citizen groups to obtain legislative ban of beer and wine commercials on radio, television and cable. Project SMART (Stop Marketing Alcohol on Radio and Television), coalition of citizen groups including National PTA, has banded together to call for end to ads or equal time for counteradvertising. SMART is planning to present petition to Congress with one million signatures in support of ban or counteradvertising (so far group has collected more than 700,000 signatures). National Association of Broadcasters has made beer and wine ban its top legislative priority and has joined with advertising and beer and wine industries to block SMART's efforts. Broadcasters have also launched national public service campaign to combat drunk driving including broadcasts of numerous PSAs (BROADCASTING, July 2, Oct. 29, 1984).

Congress has shown some interest in issue but no legislation calling for ban has emerged. Bill was introduced by Representative Howard Nielson (R-Utah) calling for year-long study by Bureau of Alcohol, Tobacco and Firearms to determine if there is any relationship between alcohol abuse and promotion and advertising of beer and wine. Study would take broad look at issue and include all advertising in all media. First major airing of issue was held in Senate in February by Senator Paula Hawkins (R-Fla.), chairman of Subcommittee on Alcohol and Drug Abuse. Hearing, however, unearthed little evidence of link between advertising and alcohol abuse. Moreover, Senate Commerce Committee Chairman John Danforth (R-Mo.) released statement at that time stating his objections to ban (BROADCASTING, Feb. 11). Any legislation that would ban beer and wine commercials would be referred to Danforth's committee. Furthermore, Federal Trade Commission Chairman James Miller testified his agency has no intentions of addressing issue of ban. Media's efforts to deglamourize drug and alcohol abuse on television programs were subject of Senate hearing last month. Senate Permanent Subcommittee on Investigations held hearing during which subcommittee chairman and members made clear their view that whatever networks do should be voluntary rather than mandated by government. House Telecommunications Subcommittee will hold hearing on advertising ban in May.

**Cable copyright.** There was little movement on cable copyright legislation in 98th Congress before it adjourned last October, and no action has

taken place during new session of Congress. Now that cable industry has defined its legislative goals for reform of copyright law more activity is likely to occur (BROADCASTING, March 4). And House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.), who introduced reform legislation in last Congress, H.R. 6164, which squeaked through subcommittee by vote of 8-6 (BROADCASTING, June 25, 1984), is likely to offer measure in similar form this year. Kastenmeier also plans to exercise more oversight authority over Copyright Royalty Tribunal and is scheduling hearing in late April or May. On Senate side, Copyright Subcommittee only recently completed reorganization and has not revealed direction it may take on copyright matters.

Cable industry officials and broadcasters have broached subject of striking deal on must-carry legislation either as part of copyright package or alone, but nothing came of it. Senator Paul Trible (R-Va.), however, introduced measure that would codify FCC's must-carry rules, but no action is planned (BROADCASTING, March 11).

Kastenmeier's 1984 measure was based on two other House measures: H.R. 2902, introduced by Representative Mike Synar (D-Okla.), and H.R. 3419, by Representative Sam Hall (D-Tex.). It would provide substantial copyright relief for cable industry, would reduce size of Copyright Royalty Tribunal from five commissioners to three, and would authorize tribunal to hire chief economist and general counsel. Bill would also limit impact of 1982 CRT decision that cable systems must pay 3.75% of their gross revenues every six months for each distant signal added after FCC dropped its restrictions on importing signals. Among other things, it would modify method by which cable systems calculate royalty fees for secondary transmission on tiers other than basic.

□

**Cable regulation.** Cable Communications Policy Act of 1984 went into effect Dec. 29, 1984. Legislation establishes national regulatory policy for cable TV, pre-empting patchwork regulation of municipalities in many areas.

Act provides, after two years, for deregulation of rates for basic cable service in markets that are "effectively competitive." Legislation primarily weakens regulatory grip cities hold over cable franchises. It requires cable systems to set aside channels for lease to "unaffiliated" companies, bans co-located cable-broadcast television crossownerships 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 employment opportunity standards require cable systems to implement affirmative action plans. Bill also prohibits treatment of cable as common carrier.

FCC has proposed implementing act in pair of rulemakings. First rulemaking, which addresses most of act's provisions, is tentatively scheduled for commission action April 11. Central issue is definition of "effective competition" prerequisite for deregulation of basic cable rates. In rulemaking, FCC suggested as possible definition presence in market of four unduplicated broadcast signals, including those of three major networks. But indications are that Mass Media Bureau will recommend less onerous standard ("Closed Circuit," March 18).

Rulemaking aimed at implementing EEO provisions of act proposes, among other things, to use processing guidelines commission has already adopted for cable (see "EEO" entry be-

low). Comments are due May 6; reply comments are due June 5.

□

**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 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).

Representative Timothy Wirth (D-Colo.), chairman of House Telecommunications Subcommittee, who introduced bill (H.R. 4097) last year that would have required commercial television stations to carry quota of educational programming for children, criticized court decision as assuming "very theoretical world." Aide said Congress will revisit issue if commission and courts do not act.

□

**Communications Act.** Broadcasting deregulation legislation has resurfaced in 99th Congress. Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) are planning to introduce bill this week that would eliminate comparative renewal process among other things. Measure is expected to be identical to bill (H.R. 2182) offered in last Congress.

Broadcasting industry's drive to achieve regulatory relief came to standstill last year after hearing before House Telecommunications Subcommittee (BROADCASTING, Sept. 24, 1984) laid issue to rest. 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 Energy and Commerce Committee; Mickey Leland (D-Tex.), and John Bryant (D-Tex.), was unacceptable.

During hearing, National Association of Broadcasters, which dropped its drive for regulatory relief in House of Representatives months before, called for enactment of broadcasting deregulation bill restricted to radio. But members failed to respond to request.

□

**Crossownership (network-cable television).** FCC's proposal to drop crossownership rule prohibiting television networks from owning cable systems has drawn strong support—and not just from networks themselves (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. But FCC is not expected to address rulemaking any time soon. "There are so many other issues I have to prioritize, and that [network-cable rulemaking] is not a priority," FCC Chairman Mark Fowler said in interview (BROADCASTING, March 25).

Co-located broadcast and telephone crossownerships of cable have been barred by Cable

Communications Policy Act of 1984. Law would permit co-located newspaper crossownership of cable, however.

□

**Direct broadcast satellites.** Future of DBS medium is much in doubt these days as two DBS forerunners 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 move ahead with its plans for six-channel national service. And United States Communications Inc., which has been offering five-channel service in Northeastern U.S. since November 1983, is on verge of bankruptcy.

The latest blow for both ventures came last November when Comsat and Prudential, USCI's principal backer, could not come to terms on proposed merger.

For USCI, there is still hope. Tele-Communications Inc., nation's largest MSO, has "conditional contract" to purchase satellite broadcasting operator. If it can renegotiate some of USCI's more onerous contracts, it will acquire company and offer service, employing cable operators to market the service, install and service the reception equipment and collect the subscription fees. American Television and Communications, second-largest MSO, may be partner in venture.

STC and USCI are not only players in DBS game. Hubbard Broadcasting's United States Satellite Broadcasting, Direct Broadcast Satellite Corp., Dominion Video Satellite, all among first group to receive DBS permits in 1982, are moving ahead with plans to build and launch DBS system in 1987 or '88. All have same problem: financing.

And last month, FCC granted permits to second group of would-be DBS operators: Satellite Syndicated Systems, National Christian Network, Advanced Communications Corp. and Hughes Communications Galaxy Inc. At same time, FCC rejected, as incomplete, application of Space Communications Service. Questioning whether either of two remaining applicants in second-round—National Exchange Inc. and Satellite Development Trust—were proposing enough power, FCC gave those companies 45 days to amend their applications. Mass Media Bureau hopes to grant third-round applications next summer.

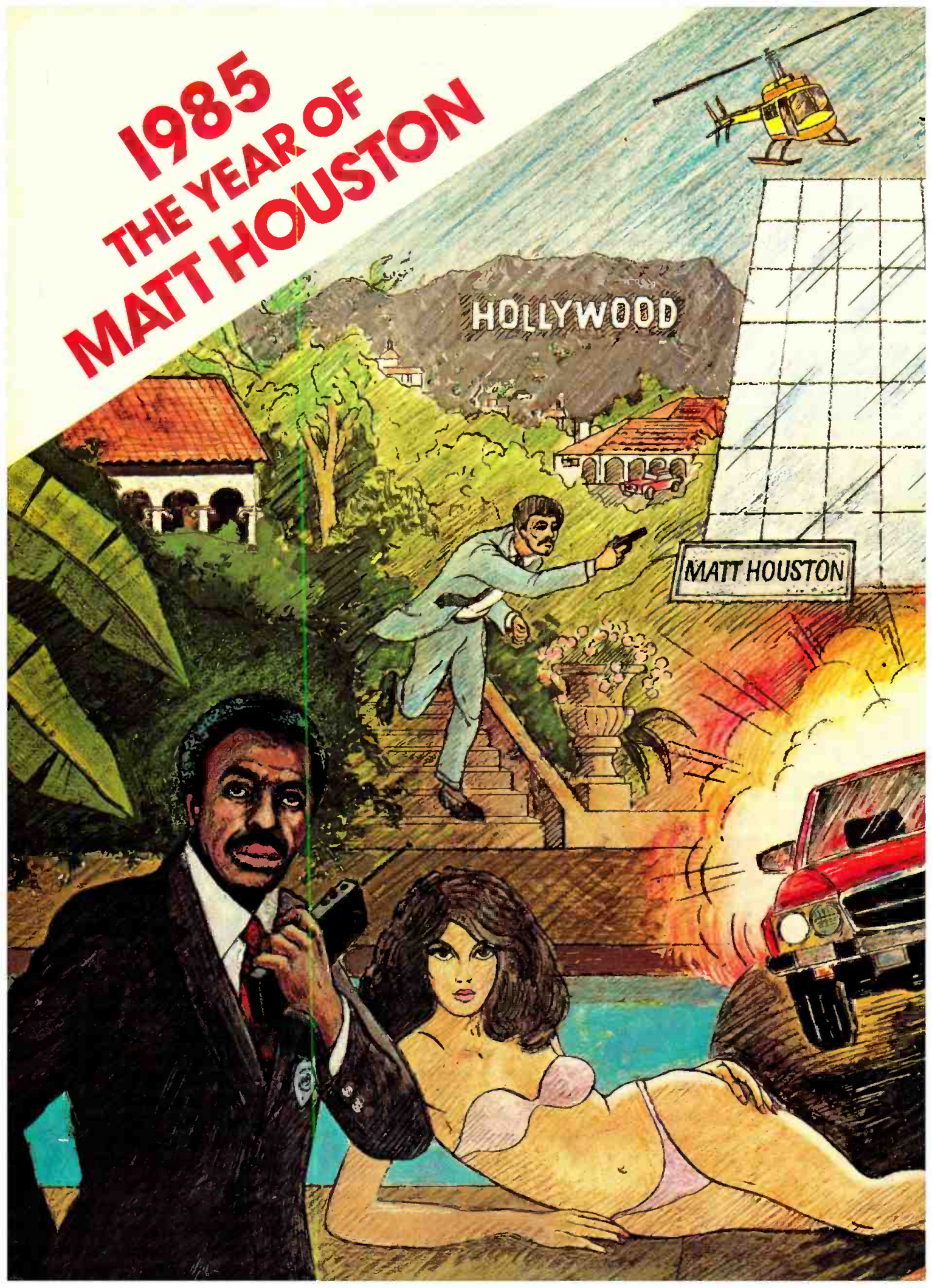
DBS's first casualty was Skyband Inc., start-up company backed by Australian media magnate Rupert Murdoch. Using SBS III, Skyband had planned to launch nationwide, five-channel service last spring. But early in November 1983, Murdoch pulled plug on venture, citing unavailability of home earth station 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.

Another breed of would-be DBS operators wants to scramble cable programming on fixed C-band satellites and offer pay service to more than one million home owners who have purchased dishes to downlink heretofore unscrambled broadcast and cable programming. Such a service requires cooperation of cable programmers and a lot of money to pay for scrambling and descrambling gear. Trying to pull it all together is Canaan Communications, start-up company based in New York.

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

Continued on page 94.

# 1985 THE YEAR OF MATT HOUSTON



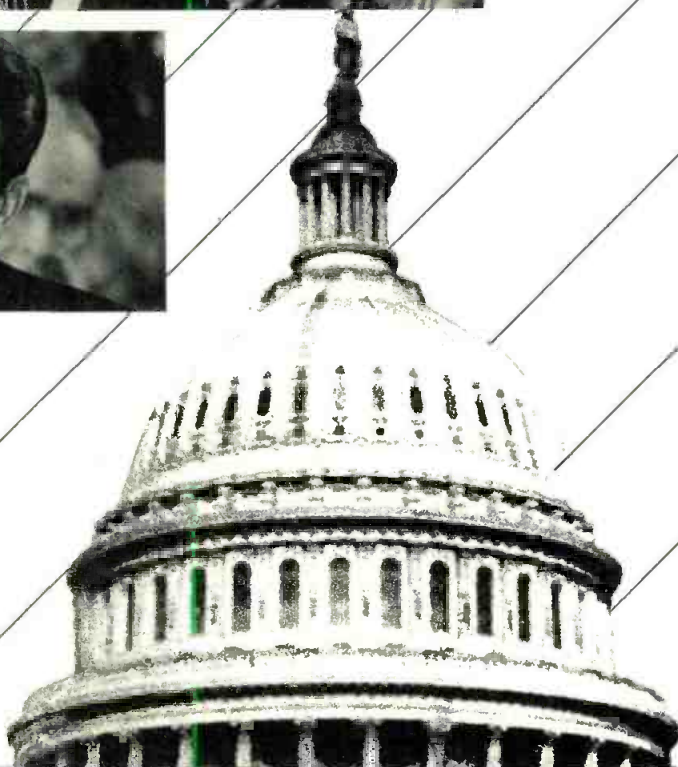
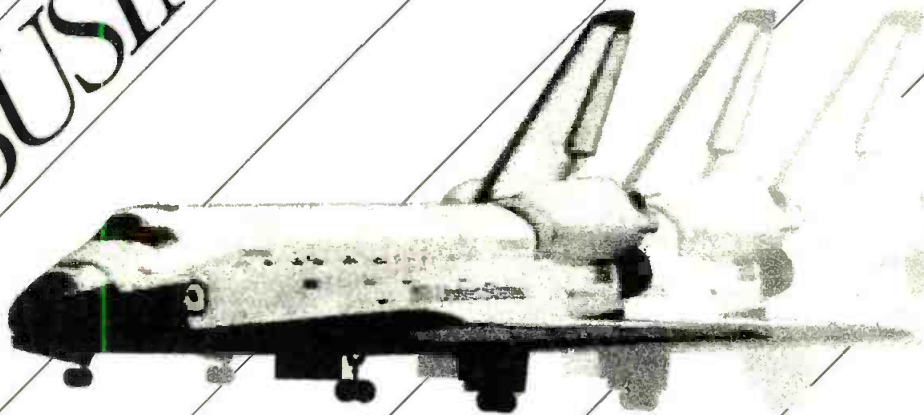


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# Broadcasting Apr 1

Vol. 108 No. 13

TOP OF THE WEEK



## Wirth extends an olive branch

**Although House Telecommunications Subcommittee chairman's positions on such issues as the fairness doctrine and children's programing remain resolute, he doesn't foresee any serious showdowns with broadcasting industry in this session; with cooperation the byword, he seeks support for shoring up public broadcasting and the production of more creative programing**

The future of telecommunications policy in the House came into sharper focus last week as one of the key policy makers, House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.), shared his views with BROADCASTING on where things stand and where they are headed in the 99th Congress. He predicted there would be less activity on mass media issues and more interest in international telecommunications and trade. Wirth also is eager to make peace with the broadcasting industry and called for a renewed spirit of cooperation between broadcasters and Congress.

"In terms of the broadcasting industry itself, I would hope that we could go back to a footing where we were three or four years ago, before we got into this enormous battle over deregulation. We had worked together on Radio Marti and cable copyright. I would hope there would be issues on which we could work together again," Wirth said.

"I was sorry that we weren't able to reach a compromise in the area of deregulation," he continued. The Congress, he felt, was willing to compromise, "but we couldn't get there." Overall, Wirth thought most broadcasters "have a very clear public interest concern." He suggested reorienting discussions between the broadcasting community and Congress to define where that public interest can best be met and "together go about doing it."

Among other things, Wirth believes commercial broadcasters and the Congress should combine their efforts to aid public broadcasting in its search for alternative funding. And the chairman wants to work with broadcasters to develop alternative programing sources. "It seems to me those are

two areas which are wide open for some very constructive discussion between the Congress and the broadcasting community."

The creation of more programing sources is an idea broadcasters will hear more about. It's an area that needs "a great deal of work," Wirth said. "Over the last 10 or 12 years, we've seen growth in the ways in which programing can be delivered through cable, UHF, low-power television and satellite programing. While we've seen the growth of the channels of communication, there has not been a requisite growth in the amount and diversity of programing that's available."

Wirth pointed out that the last time government and the industry worked creatively was in the early 1960's, when the Corporation for Public Broadcasting was established. "It seems to me that maybe the time has come for all the affected industries to get together and think creatively about what we might do in the area of an alternative programing capacity."

However, Wirth noted, "the minute I say that sort of thing all the ideologues will jump

in and say: 'Well, what that means is the government is interested in running all kinds of programing,' which of course is not the point." Indeed, "one would hope that one could just diffuse that kind of ignorant approach to it and rather look at the fact that we have an extraordinary number of channels and we don't just want to have *I Love Lucy* over and over again, quality as that programing may be," he said.

Wirth insisted it is essential to start looking at different ways to fund children's and minority programing. "If you have 100 channels come into your house, what's going to be on it? It seems to me that's an area in which we ought to get the foundations and the networks and the cable industry and the FCC and the university people and the subcommittee together on. I am beginning to think that idea through."

(Wirth did not offer any further details on such an endeavor. It's an idea, said Thomas Rogers, senior counsel on the Telecommunications Subcommittee, that Wirth is throwing out for discussion. "He's not necessarily talking about a legislative initiative, but something voluntary. He's interested in getting the dialogue going.")

Wirth said he has talked to different groups about it. "I've put out some lines. And it's generating a lot of interest." Nobody, he continued, is talking about regulating programing. With the establishment of public broadcasting, he explained, "we created an alternative means of getting pro-

graming to the American public." However, he asked, what programing is out there?

"Now that we've got public broadcasting and cable and satellites and networks and so on, what should we be doing on the creative side to think about programing in the public interest?" Wirth asked. "If we were to get creative about it and everybody wanted to get involved, we could probably do a hell of a job. There are a lot of creative people out there. And if they did it without feeling threatened, then it seems to me we might really make some progress."

Overall, Wirth thinks the subcommittee will spend more time in this session on finance issues. "The members on the subcommittee have come to understand that the jurisdiction of the committee goes far beyond telecommunications issues and goes far beyond broadcasting and the issues that used to define the subcommittee years ago. They have discovered the common carrier side, the whole merger-acquisitions area and so on. My suspicion is, we're going to see people a lot more active in those areas."

In the last four years, he noted, the subcommittee has been extremely active in mass media issues. "We spent extraordinary amounts of time on the deregulation agenda and I do not sense from anywhere a great deal of enthusiasm for going back into an extensive discussion of deregulation."

During the 98th Congress, the subcommittee addressed a number of broadcasting-related issues, including the FCC's financial

interest and syndication rules and its multiple ownership rules. "We spent a good deal of time on financial interest, and that issue is pretty well taken care of," he said. Wirth also was satisfied with the compromise reached on the commission's ownership rules. The Capital Cities/ABC merger, he said, is a reflection of that change in public policy. Wirth doesn't foresee any problems with the merger. And he felt the merger posed some "interesting possibilities in terms of minority ownership."

In addition to policy changes over the years, the subcommittee itself has gone through a transformation. "The subcommittee has emerged from being a backwater, six to seven years ago, to being one of the most important, interesting places in the Congress," Wirth said.

And in this Congress, the subcommittee's membership rose from 16 to 25. Does that mean the business of the subcommittee will become more difficult to conduct? That all depends, the chairman said, on how cooperative the members are. But since most of the issues are nonpartisan, and "we've always had very good cooperation, I am not worried about cooperation as much as I am worried about attendance," he added.

Wirth said he expanded the subcommittee initially to meet the request of people on both sides who wanted on. "There was a great deal of interest in doing that, and I thought we had accommodated everybody. What then happened was the Republicans turned that into an enormous partisan issue for what reasons I don't know. They seem to feel they've gotten some gain out of that; I don't know what it was. It was the first time I'd ever seen the subcommittee become a big partisan football. And so it may be the Republicans have decided to make everything a partisan issue. I hope not."

Implementation of the cable bill, adopted by Congress last year, is something the subcommittee will address this session, Wirth said. The bill's equal employment opportunity provisions will receive particular scrutiny. "It's the largest single change to the communications bill since it was written in 1934. Implementing that is going to be very important."

International telecommunications is another subject Wirth predicted the subcommittee will examine. He favors establishment of separate international communications satellite systems that would compete with the International Telecommunications Satellite Organization (Intelsat). However, he wants to insure that some restrictions are imposed to protect Intelsat. And he has also expressed concern about the so-called "turf war" between the State and Commerce Departments on the matter, as well as over the FCC's role. He indicated in a speech last month the subcommittee would monitor the situation (BROADCASTING, March 11). A hearing is scheduled on Intelsat on Wednesday, April 3.

"Another area we have to be working on is public broadcasting," said Wirth. "The President has never been a fan of public broadcasting. If the line item veto were something the President had, he would have

## RCA reorganization

Robert R. Frederick, the RCA president who was named chief executive officer March 6 (BROADCASTING, March 11), has realigned RCA's executive management structure. According to an RCA spokesman, Frederick is making the lateral moves and promotions in part to position candidates for appraisal as a possible successor when Frederick moves up to the chairmanship upon the retirement of Thornton Bradshaw within the next year or two.

Among the leading contenders, according to the spokesman, who emphasized their relative youth, are Richard Miller, 44, former chief financial officer, who trades his staff position for the expanded responsibilities of executive VP, assuming responsibilities for RCA's consumer products and entertainment divisions; Eugene Murphy, 49, former group VP, who adds responsibility for communications and electronic services; John Rittenhouse, 49, another group VP, who has been put in charge of aerospace and defense, and James Alic, 42, former senior VP, who becomes group VP, entertainment operations, assuming management responsibilities for the entertainment division.

Alic's entertainment responsibilities comprise the records division, RCA-Columbia Joint Ventures and the Arts & Entertainment Network, responsibilities formerly held by Herbert Schlosser, who assumes the new title of executive VP, entertainment business development. RCA did not have an official description of Schlosser's duties other than to say his post was new and his duties would include exploring new business opportunities for the entertainment division.

Under restructuring, operating officers reporting to Frederick will be Miller; Murphy; Frank Olson, chairman and chief executive officer of RCA's Hertz subsidiary; Roy Pollack, executive VP, electronic products and technology; Rittenhouse, and Grant Tinker, chairman and chief executive officer, NBC. Staff officers reporting to Frederick: Samuel Murphy, senior VP and general counsel; John Rolls, formerly VP and treasurer, now senior VP, finance; Edward Scanlon, senior VP, employee relations; Schlosser, and Paul Wright, previously division VP, now senior VP, corporate planning and development, succeeding Alic.

Staff officers reporting to RCA Chairman Thornton Bradshaw will be Eugene Beyer Jr., executive VP; William Hittinger, executive VP, and Thomas Ross, senior corporate VP.



killed public broadcasting a long time ago." Related to that, the Colorado Democrat added, is the FCC's proposal to permit noncommercial broadcasters to swap their VHF facilities for commercial UHF facilities. Wirth has reservations about that. "We have to understand that if there is a diminution of the people who watch public broadcasting—in other words, if there is a trade of viewers for dollars by public broadcasting stations—then that just argues again for better funding for public broadcasting," Wirth said. "If the swaps are going to erode the base of public broadcasting, then we're not getting anywhere. In fact we're going in the wrong direction. But, if the evidence suggests that there is not a diminution of viewers, then fine, let's take a look at that."

Wirth noted that "most people just seem to be content to let public broadcasting slowly erode. I think we're seeing that happen on public radio. The quality of programming is not nearly so diverse and rich as it was. We're seeing a number of series canceled on public television. It's a real problem."

Additionally, he expects increasing questions on networks and network takeovers. On the one hand, Wirth said, there are friendly mergers like Capital Cities and ABC: "It fits within what everybody's agreed is appropriate. On the other hand, the concept of a Senator [Jesse] Helms [R-N.C.] using his position in governmental power to go after CBS is totally inappropriate. That should be understood as well. And then there are going to be all kinds of gradations of the issue in between, based upon some fundamental public policy concerns, diversity of ownership, diversity of views in the country and the maintenance of the First Amendment, which have to be thought through and understood."

Still other issues are likely to crop up, including the FCC's proposed cost-of-regulation fee schedule. "We'll take a look at it," Wirth said. And the FCC's fairness doctrine inquiry could prompt Congress to exercise its oversight authority. Wirth thinks FCC Chairman Mark Fowler is making a mistake. "I hope it [the inquiry] disappears as rapidly as I hope the line item veto does, so that the President can't eliminate public broadcast-

ing."

International telecommunications trade issues also will occupy the subcommittee agenda. And, in Wirth's view, there is room for promoting creativity in the international area. "Why shouldn't we be able to work out some kind of a way in which the Bolshoi Ballet could be broadcast in the United States and *Masterpiece Theater* or its equivalent broadcast to the Soviets? Take radio, for example. We spend an enormous amount of money on the Voice of America and Radio Liberty. Why shouldn't we take some of the money that we spend there, on programming that is often of limited quality and substance, and put it into *Morning Edition* and *All Things Considered* and broadcast them around the world? It's great programming, and it tells people a great deal about the United States. If we're going to spend the public money, why not spend it in that kind of fashion?"

Broadcasters, he contended, could be helpful here. "The only time I remember us getting into an international area was when we were trying to defend the American broadcasters on the Radio Marti front. I think all of us were very skeptical about having just a propaganda voice going into Cuba 90 miles off our shore. Why not broadcast really good programming that comes out of this country? That's the kind of place where it seems to me we can work creatively in a cooperative nature."

Apart from that subject, Wirth anticipates that the movement by citizen groups to convince Congress to adopt a legislative ban on beer and wine commercials will generate considerable discussion. He plans to hold hearings on the subject to find out what the facts are. "People talk to me about it on the floor all the time. And any time you have an issue that is the number-one priority for the PTA's in the country, you know that that is an extensive issue."

But Wirth is also impressed by the broadcasting industry's public service campaigns against drunk driving. "I think they're very good. I'd be interested to see the same kind of thing done on a number of other issues." Moreover, Wirth thinks, the PSA campaigns make an unintended point. "I think it is also

striking that if the broadcasting community thinks they can influence the way in which people behave, doesn't that argue very strongly that what you ought to do is do something related to children's television?" he said.

Children's television is much on Wirth's mind. He introduced legislation in the last Congress to require broadcasters to offer one hour daily of educational and informational programming designed for children. The chairman criticized last month's U.S. Court of Appeals decision that affirmed the FCC's policy statement asserting broadcasters have broad discretion in meeting the programming needs of children. He argued that the decision missed a key issue: "And that is: How do you go about quantifying people's responsibility? Should that be done? Should that not be done? I don't see anything you can do except to figure out how do you determine whether or not people are meeting their public interest responsibilities."

Moreover, Wirth maintained, "how do you go about saying what it is when you see the erosion of meeting of those standards is as rapid as the erosion of public broadcasting?" The congressman added: "There seems to be a tendency to turn around and say: 'Well, public broadcasting is going to take care of all our problems.'"

And Wirth, who is concerned about the public interest overall and the public interest as it is met by broadcasters, says he will "continue to advocate the public interest as it reflects good public programming."

One option, he suggested, is to figure out how the public interest might be met by using alternative programming. "Let's really think creatively about that. Let's strengthen public broadcasting. There's a whole agenda of public interest issues out there. I think most broadcasters would agree with those. It's just my hope that we'd be able to get a constructive, cooperative way of meeting those issues."

He said he'd rather see cooperation than "spending time battling one way or another. I don't see very many agendas this year that are going to be huge battle agendas. So if that's the case, let's figure some really good cooperative agendas." □

## Looking for the new order at CCC/ABC

**Change within ABC may not be immediate or great, but most agree Capcities' presence will probably be felt; reputation for lean management sparks speculation there will be employe, budget cutbacks at ABC; some say ABC's big spender image is exaggeration**

For the next nine months, or however long it takes for Capital Cities Communications to take control of ABC Inc., there will be anticipation and speculation about how the change in ownership will affect the network and other divisions. There is little doubt there will be at least some change. Said Elton Rule, former director, vice chairman and president of ABC, "I assume they will put

their mark on the company. It happens every four years in Washington."

What many in the industry, and at ABC, are wondering is whether Chief Executive Officer Tom Murphy and Chief Operating Officer Daniel Burke might revise ABC's budget the way President Reagan has revised some domestic programs.

For the time being, Murphy and Burke are not saying what their plans are for the new company and there seems little reason to expect either one to tip his hand as to intentions. Capcities's reputation for delegated management will help the merger as it faces regulatory and congressional approval; there seems to be little to gain in changing that impression.

ABC management was also trying to con-

vince employes the company would be operated much as before. Yet clearly there was concern, as well as curiosity, about being a subsidiary of another company. Said one employe in the network sales department—who admitted to being "one of the more receptive" toward the sale: "I find it exciting on the one hand, but scary on the other. They [Capital Cities] have a reputation for operating at a bare minimum, and some people are nervous about how it's going to affect them."

Judging by the rising price of Capital Cities stock, which is already anticipating the completion of the acquisition, the investing public thinks new management will have a positive effect on ABC. Francine Blum, a securities analyst for Wertheim & Co., said that firm has estimated earnings per share of

CCC/ABC could be \$25 by 1988. In 1984, ABC earned \$6.71 per share; Capcities earned \$10.98 per share.

As a result of improved earnings, she thinks the stock price could nearly double, at 15 to 17 times earnings, by 1988. Some of the earnings-per-share improvement can be deduced by simple mathematics: The combined companies will have total revenue and profit only modestly reduced (see chart), while shares outstanding will be cut by more than half.

Blum thinks earnings will also improve, as a result of new leadership. "I expect Capcities's greatest impact will be in cutting costs at the network: by trimming staff, trimming the ranks of middle management and holding the line on production costs."

There were similar, and more drastic, prophecies in reaction to the previous week's announcement. Some say the new order under Murphy and Burke will make big cuts in the company's budget by taking away the limousines, cutting back on entertainment budgets and trimming the "deadwood" in management ranks, bringing staff levels into proportion with those of Capcities, which currently employs 33 at its New York headquarters.

The chief executive and chief operating officer at Capcities have a reputation for being "tough negotiators," according to Tom Moran, secretary-treasurer of the New York chapter of the National Association of Broadcast Engineers and Technicians. It was also widely reported last year that the AFL-CIO placed Capcities on its "unfair list" because of a dispute with the typographical union at Capcities's Kansas City newspaper.

There is a possibility the new management could adopt a get-tough attitude, if it became involved in negotiations with unions and the Hollywood production community. But interviews with executives at CBS and NBC and others suggest that even if Murphy and Burke want to become directly involved in policy at ABC, their influence will not be as great, or sudden, as some initially suggested.

To begin with, Murphy and Burke are likely to inherit a labor situation at ABC that could shape the company's costs through 1989. Today (April 1), ABC's contract with the National Association of Broadcast Engineers and Technicians (NABET) expires. Negotiations are taking place in San Diego for a new contract, covering 3,200 ABC employees.

A new contract could last up to four years, as proposed by ABC, or two years with a two-year extension, as proposed by the union. Assuming the contract does not depart significantly from those previously negotiated with the network, the owned stations will have larger crews, higher pay escalators, wider union jurisdiction and a different vacation policy than Capcities is probably used to. For example, according to NABET, there are as many engineers and technicians at WABC-AM-FM-TV New York (1,100) as there are employees in the entire Capcities broadcasting group (1,140). It is also conceivable NABET could demand that Capcities stations fall under the ABC contract when the merger is complete.

Speculation about firings and budget slashing is exaggerated, according to those who commented, because it is based on the

mistaken assumption that money is currently thrown around carelessly at the network.

One ABC executive tried to put things in perspective: "How would you treat somebody who pays \$20 million to advertise on the summer Olympics? Would you put them up at a Ho Jo's [Howard Johnson's]?"

Jim Rosenfield, senior executive vice president at the CBS/Broadcast Group, noted that ABC has previously been the most profitable of the three networks. He agreed with those who say ABC is not a profligate spender: "ABC is not a fat-cat operation and never has been. What some people view as excesses simply are results of the fact that networks tend to operate at a higher profile than other businesses."

All three networks have publicly discussed their efforts at cutting costs to help combat shrinking margins since the late 1970's. One network executive remembered that several years ago Tony Thomopoulos, president of the ABC Broadcast Group, made some unusually tough public statements, telling Hollywood producers that production costs were excessive.

There are numerous current examples of how ABC management has been holding costs down. Securities analysts have said the ABC Television Network did not increase costs at all in 1984, after inflation, despite the expenses of covering the Olympics and elections. And ABC President Fred Pierce noted that the company finished this year with fewer employees than it had at the beginning of the year, despite the absorption of ESPN.

The network business was described by one executive as one of the few where revenue is unrelated to costs. He pointed out that during the time NBC was in third place in the ratings, its executives were flying first-class. CBS executives, he said, usually fly coach, even though the network is in first place. "It costs no more for *The Bill Cosby Show* than for the most unsuccessful comedy show," he said, adding, "The way to save money is not by cutting back on limousines, but by not having to cancel shows and make extra programs. And that is an imponderable." Direct program expenses have been estimated by the networks to be two-thirds of their total costs.

In other divisions of ABC, there may be little left for Capcities to cut. ABC Television Network President Mark Mandala cut the administrative staff of the owned television stations by more than half, when he was president of that division (BROADCASTING, Nov. 26, 1984).

Another example of a cost-cutting operation is that run by Robert G. Burton, president of ABC Publishing, which now has a staff of eight, including two vice presidents. When he took the helm of that department three and a half years ago, it had a staff of 22, including 12 vice presidents.

One source called Burton a "clone" of Tom Murphy. The source said the division has been aggressive in acquisitions and has had consecutive record quarters since Burton has been in charge. To help meet profit goals, Burton replaced presidents at seven of

### Two plus two equals? What the new company might have looked like in 1984

	ABC *	Capital Cities	CCC/ABC **
<b>Revenue</b>			
TV network	\$2,665,000,000	—	\$2,665,000,000
TV stations	\$494,000,000	\$204,800,000*	\$594,000,000
Radio	\$215,000,000	\$67,000,000*	\$163,000,000
Cable	—	\$76,300,000	\$25,400,000
Video Enterprises	\$54,400,000	—	\$54,400,000
Publishing	\$316,300,000	\$591,600,000	\$867,900,000
Total	\$3,707,700,000	\$939,700,000	\$4,369,700,000
<b>Operating Profit</b>			
TV network	\$254,000,000	—	\$254,000,000
TV stations	\$147,000,000	\$125,000,000	\$207,000,000
Radio	\$27,000,000	\$16,600,000	\$15,000,000
Cable	—	\$2,500,000	\$1,000,000
Video Enterprises	(\$44,600,000)	—	(\$44,600,000)
Publishing	\$34,200,000	\$133,200,000	\$165,000,000
Total	\$417,100,000	\$277,400,000	\$597,400,000
Number of employees	13,400	8,000	19,560
Outstanding shares	29.1 million	12.9 million	16 million

\* Revenue for ABC adds to more than total because of certain interdepartmental sales.

\*\* Estimates in this category are based on BROADCASTING's assumptions about spin-offs of certain radio, TV, cable and newspaper properties to meet FCC requirements and minor overhead reductions without major restructuring. Numbers are not based on any pro forma accounting from either companies.

Some estimates courtesy of F. Eberstadt & Co.

the 10 operating groups in the publishing division. An ABC executive confirmed the assessment: "If all of ABC were run the way Bob Burton ran his division, the company would not have been undervalued and this [the sale] never would have happened."

The consensus of those who commented is that Murphy and Burke will be gradual and careful with any changes they might make. Rule noted that Capcities has historically achieved results at its stations and other operations by positive motivation and rewarding those who meet goals, not by coming in with a "sickle and chopping away at things." He added there is no reason to assume the purchase of ABC will be treated any differently.

Dick Appleton, who was general manager at Capcities' WTVD(TV) Raleigh-Durham, N.C., for 12 years, agreed with Rule that Capcities' philosophy is not a negative one: "It's not being cheap and it's not doing without. It is having enough bodies without getting in the way of good communications. It is a concept that is very simple, but that most

people misunderstand." Appleton agreed with several of those commenting that the company rewards its management well, with plans such as profit sharing and stock options. As a result, Capcities has little turnover.

□

On another CCC/ABC front last week, ABC Board Chairman Leonard Goldenson was said to be distressed about speculation in the

## Casey among winners in Capcities stock rise

Last week it was learned that one of those benefiting from the proposed sale of ABC is CIA Director William Casey, who also was a director of Capital Cities Communications for several years in the late 1970's. Casey owns almost 35,000 shares of Capcities stock, it was reported last week, slightly less than the 37,000 he owned while a director. Other stocks of the CIA director had been placed in a blind trust in 1983, but the Capcities block apparently did not qualify because it would have made up more than 20% of the trust's value. Last week Casey said he would put the Capcities shares, which are currently worth over \$7 million, into a blind trust if it meets with the approval of the Office of Government Ethics.

press that a lack of confidence in President Fred Pierce figured in ABC's decision to sell. That's "not in keeping with the facts," Goldenson said, emphasizing that the primary reason for the merger was to "protect the company from the inroads of invaders." According to Goldenson, agreement that Pierce would continue to run the ABC operation with CCC/ABC was the first point negotiated with Capcities. □

## The other side of the CCC/ABC deal: \$1 billion in spin-offs

### Brokers and analysts estimate values of radio, TV and cable properties that the new CCC/ABC may have to divest

The merger of Capital Cities Communications and ABC (BROADCASTING, March 25) left many media brokers feeling like children with their noses pressed against a candy store window—staring at a mouth-watering collection of stations needing to be sold but having very little chance they will get any.

The merger will probably cause the divestiture of several television stations, seven AM stations and nine FM stations. But brokers, whose function is to bring buyers and sellers together quietly and confidentially, are essentially unnecessary when everyone in the country knows the stations will be for sale. As one broker said, "They'll probably just hire Goldman-Sachs to arrange an auction and sell them to the highest bidder."

Stations suggested as likely to be sold (though a huge number of possible scenarios exist to meet regulatory problems) are WBKW-TV Buffalo, N.Y., and WTNH-TV Hartford-New Haven, Conn., plus other TV's to get under the 25% cap on reach; WPAT-AM-FM Paterson, N.J. (New York); KLAC(AM)-KZLA(FM) Los Angeles; WJR(AM)-WHYT-FM Detroit; WABC(AM)-WPLJ(FM) New York; WLS-AM-FM Chicago; WRIF(FM) Detroit; KABC(AM)-KLOS(FM) Los Angeles; KSRR(FM) Houston; KTKS(FM) Dallas-Fort Worth, and KGO(AM) San Francisco.

BROADCASTING conducted an informal survey of brokers and analysts to determine what those stations might be worth.

#### Television Station Values

Some brokers were reluctant to comment on the value of the TV stations. New York-based Howard K. Stark and Washington broker James Gammon disqualified themselves because of their close dealings with

both Capcities and ABC. And others declined comment because of the difficulty of predicting sale prices since major market TV's rarely come on the market. As Cincinnati-based Ted Hepburn of the Ted Hepburn Co. said, "Who knows what a top-10 market TV is worth? It's worth what you can get for it."

There was much controversy about the future of WPVI-TV Philadelphia. Capcities Chairman Thomas Murphy told BROADCASTING that holding onto the station would be "part of my perfect scenario, but we'll do whatever is appropriate. There is a technical violation... a slight grade B overlap in Atlantic City or somewhere... but it's certainly a technical violation. CBS has [a waiver on its O&O's in New York and Philadelphia]."

Most brokers and analysts felt it unlikely the station would have to be sold, since alternative possibilities to correct the problem (such as a change to a directional antenna or a waiver similar to the waiver CBS enjoys in roughly the same situation) are available. If divestiture were forced, it would most likely be the largest TV sale in history. Hepburn valued WPVI-TV at at least \$350 million, with the caveat that it was only a rough and conservative estimate. Hepburn based that figure on a market revenue of about \$250 million, with WPVI-TV's after-tax profit estimated at about \$40 million a year. Based on a very conservative nine times cash flow for the sales price, he estimated the sale value. Hepburn added, however, that the price would probably be higher.

In agreement was Memphis broker Milton Q. Ford, who felt Hepburn's figuring was correct but believed the price could be based on a cash flow multiple of 10 or 11, bringing the station into the \$400-million range. However, he also was careful to mention that it is not really practical to put a price on top

10 market VHF's.

San Rafael, Calif.-based broker, Ben LaRue, of H.B. LaRue Media Brokers Inc., was in accord with Ford's estimate of \$400 million for WPVI-TV.

Tom Buono, president of Broadcast Investment Analysts in Fairfax, Va., which publishes "Investing in Television 1985," was the most aggressive in his estimation of the stations, giving a price of \$555 million for WPVI. He was careful to explain that his estimations were based on the fair market value, which differs from Wall Street estimates more directly tied to asset value and tending to be more conservative. He also pointed out that other analysts' estimates were even higher.

WTNH-TV Hartford-New Haven, Conn., is in the 22d ADI with market revenue of about \$86 million. LaRue and Ford were in almost exact agreement on its potential price, but differed slightly on the methods for determining it. LaRue guessed a cash flow of \$9 million to \$10 million. Ford said it would be about \$8 million. Using a multiple of nine, LaRue came up with a figure of \$90 million. Ford used a higher cash flow multiple of 11 to come up with a slightly lower \$88 million. Buono felt the station could go for as much as \$118.8 million. Jon Intrater of the Washington consulting firm of Frazier, Gross & Kadlec, however, felt those prices were too high. He thought that WTNH-TV should have a cash flow of about \$4.5 million. Multiplied by 10, this would give a price of about \$45 million. He said the absolute maximum value of the station would be about \$70 million.

LaRue also speculated that WBKW-TV Buffalo would fall in the \$90-million to \$100-million range. LaRue based those figures on a 30% share of Buffalo's \$60-million TV market, with an estimated cash flow of about \$10 million times a multiple of nine. Ford

was more conservative in his estimate, guessing a cash flow of about \$6 million but with a higher multiple of 10 or 12, and pricing the station at \$60 million to \$70 million. Intrater was in agreement with Ford and estimated the station's value at about \$65 million. Buono felt the station was worth about \$93 million.

#### *What Are The Radio Stations Worth?*

On the radio side, the potential divestiture of most of ABC's radio properties and six of Capcities' stations looks to break the all-time sales price for both stand-alones and combinations several times over.

First on the list are ABC's Los Angeles outlets. KABC(AM) and KLOS(FM). Washington broker Tom Gammon of Americom Media Brokers, which handles only top 100 market radio deals, said Los Angeles is a \$250-million radio market. With KABC's 6.9 share of the market, Gammon estimated a cash flow of about \$8.9 million. Multiplying that by a factor of seven, he came up with a sale price of \$60 million for the AM property. KLOS's cash flow he estimated at about \$6.9 million. Multiplied by a slightly higher factor of eight (FM's generally receive a higher multiple), the price for KLOS comes to about \$54 million. That brings the total price for the combination to \$114 million, or almost three times the all-time AM-FM combination record of \$40 million.

Robert Chaisson, a New Canaan, Conn., media broker, was in agreement with Gammon's figuring, but felt the prestige of the Los Angeles market could convince a buyer to pay as much as \$120 million.

Intrater also agreed with the price for KABC (his estimate was about \$55 million) but differed on the price of KLOS, feeling that it would go for less—about \$32 million to \$35 million—due to his lower estimation of its cash flow (about \$4.2 million).

Buono gave an estimate of \$71 million for KABC and \$45.9 million for KLOS, making a total price of almost \$116 million.

Gammon estimated WABC(AM)-WPLJ(FM) New York to be worth about \$47.6 million. Stan Raymond, of Raymond O'Grady Associates Inc., Atlanta, felt the stations were worth "every bit of \$48 million, but could go for more than \$50 million." Buono felt the stations would go for about \$59 million. Intrater was more in accord with Gammon and Raymond, figuring about \$16 million for WABC and \$32 million-\$35 million for WPLJ.

Gammon predicted a price for WLS-AM-FM Chicago of \$28 million. Others felt that price was low. Chaisson felt the stations should sell for at least \$30 million, and "maybe more." Intrater, although admitting the stations were not what they once were, felt the price would be much higher. He thought WLS(AM) should have a cash flow of about \$3.2 million and command a high multiple and WLS-FM should turn about \$2.2 million in profits. He felt the stations could go for about \$40 million. Buono also felt the stations would sell for more than \$30 million, estimating the price to be about \$36 million.

KGO(AM) San Francisco was estimated by

Gammon to have a cash flow of about \$8 million, multiplied by 7.5 because of its unusually strong demographics. He gave a price of approximately \$60 million. Chaisson thought Gammon's \$8-million cash flow figure high and felt the station would be more likely to fall into the \$25-million to \$30-million range. Chaisson said: "Anyone who pays \$60 million to \$80 million for a stand-alone AM is crazy, though it would be great for another FM owner in the market and he may overpay a little." Intrater also felt \$60 million was high and felt the station should have a cash flow of about \$4.5 million, bringing its value to between \$40 million and \$45 million. Buono, although still below Gammon's estimate, felt the station was worth more than the others, giving a price of \$51 million.

Gammon estimated the price for Capcities' WJR(AM)-WHYT(FM) Detroit at \$36 million, but there was disagreement. LaRue felt the Detroit stations would bring a higher price due to his higher estimation of its cash flow multiple. He felt the stations would go for about \$60 million. Intrater also felt the stations should sell higher, estimating \$48 million. Buono, however, was in almost exact accord with Gammon, giving a price of \$37 million, and Chaisson also felt the stations should sell in the \$30-million to \$35-million range.

Intrater estimated WRIF(FM) Detroit to have a cash flow of about \$2 million, but felt the figure may be higher. With a cash flow multiple of eight, he figured the station should fall in the \$16-million to \$18-million range, although he gave a final estimation of about \$20 million. Gammon felt the cash flow to be about \$2.8 million. Multiplied by eight, the calculated sale price would be \$22.4 million. Chaisson and Buono did not feel those prices were justified and they estimated the price at \$12 million and \$15 million, respectively.

KSRR(FM) Houston was estimated to have a cash flow of about \$2.3 million by Gammon. With the same multiple, it should fetch about \$17.8 million. Chaisson and Intrater were in close agreement with those figures, with Chaisson giving a price of \$18 million to \$20 million and Intrater a \$20-million to \$22-million figure. Buono was much higher in his estimate and priced the station at \$32.3 million.

KTKS(FM) Denton (Dallas) was sold two years ago to ABC for about \$6 million; using that price Gammon estimated it could go for about \$9 million. Chaisson, who is impressed with the growth of the Dallas market, felt the station could sell for as much as \$15 million. Buono and Intrater, however, were more skeptical. Buono estimated the price at \$9.8 million, while Intrater put it at \$6 million.

LaRue estimated Capcities' WPAT-AM-FM Paterson, N.J. (whose signal covers New York City), to have a sale price of about \$50 million and its KLAC(AM)-KZLA(FM) Los Angeles to correspond with the unrelated \$40-million sale price of KTNQ(AM)-KLVE(FM) Los Angeles (see "Changing Hands," March 25). Chaisson was in rough agreement, also giving a \$40-million price for KLAC(AM)-

KZLA(FM), and a price of \$40 million for WPAT-AM-FM. Intrater was more conservative, however, and estimated the price for WPAT-AM-FM at \$30 million to \$33 million and KLAC(AM)-KZLA(FM) at \$25 million to \$30 million. Buono guessed about \$62 million for the Los Angeles stations and \$37 million for New York.

#### *Evaluating The Cable Systems*

With a subscriber base of about 350,000 and using the industry rule of thumb of \$800 to \$1,000 per subscriber, Capcities' 55 cable systems in 16 states should generate between \$300 million and \$350 million. Those cable systems had 1984 revenues of \$76.3 million and operating income of \$2.5 million. Capcities is the country's 19th-largest MSO.

Harold Ewen, president of Communications Equity Associates, was somewhat uncomfortable estimating a price for Capcities' cable systems, both because of his dislike for guessing without an in-depth analysis, and because of what he considered his lack of knowledge of Capcities' cable operation. However, he felt that because the systems were in mostly rural areas with only a few major-market properties, they would probably fall in the \$800-per-subscriber to \$900-per-subscriber range, bringing the total closer to \$300 million.

Ewen pointed out that there are only about a dozen cable operators who could afford the \$300-million tab, and the systems may have to be sold separately. "This is probably a case of the sum of the parts being greater than the whole," said Ewen, "and the total price could go up if the systems are broken up."

Intrater, whose firm also does cable system evaluations (and has evaluated some of Capcities' systems), felt the systems would follow the \$1,000-per-subscriber rule and gave a price of \$350 million.

#### *The Deal's Bottom Line*

Brokers were quick to point out that the stations spun off in the deal would most likely not be sold individually but would be sold in blocks of several stations or even as a whole. This could deflate the price of the individual stations.

When all the spin-off sale estimates are totaled, ABC's radio properties could bring in between \$236 million and \$342 million, with a best estimate of about \$300 million. Capcities' six radio stations have a range of \$85 million to \$172 million with a best guess of about \$130 million. The TV stations (not including Philadelphia) were estimated at between \$105 million and \$218 million, with a best guess of about \$180 million. WPVI-TV was thought to be worth between \$350 million (admitted to be low) and \$555 million, but no best guess was forthcoming since all admitted they were not sure and all felt the station could go for much more.

Combined with at least \$300 million for Capcities' cable systems, the total value of the stations (without WPVI-TV) and cable systems to be spun off comes to nearly \$1 billion. □

## NAB stresses need for 'true' fee schedule

**While still opposed to federal payments, association tells Congress that any fees adopted should accurately represent costs of regulation involved**

The National Association of Broadcasters last week urged Congress to insure that if it establishes cost-of-regulation fees for broadcasting, it reflect the "true costs of the regulatory services involved." NAB also restated its opposition to the concept and criticized the FCC's proposed fee schedule as excessive. The association's stand on the matter was revealed in a statement delivered to the Senate Communications Subcommittee which is considering the FCC's proposal as part of the commission's authorization legislation.

"The NAB has long opposed any system of federal fees imposed on broadcast licensees. As businesses, broadcasters already pay substantial taxes to the federal government and would oppose any additional levies based on the frequencies assigned to broadcast licensees," the statement said. However, NAB wrote, if Congress intends to enact a system of fees, the fees should represent the actual cost of services provided.

The broadcasters criticized the FCC's proposed fees for failing to "reflect the significant reductions in regulatory costs that have attended the commission's deregulation proceedings during the last several years." Moreover, NAB felt they "greatly exceeded the costs of the corresponding services."

NAB noted that the fee schedule is almost identical to the schedule in S. 55, the broadcasting deregulation bill that passed the Senate in the last Congress. And therefore, NAB charged, the fees were established before the FCC had completed its radio and TV deregulation proceedings.

"Those deregulatory proceedings reduced the extent of and, presumably, the cost of regulation of broadcast licensees. However, the FCC's new proposal fails to reflect those substantially reduced regulatory costs. Moreover, the dramatic gains in the efficiency with which the commission operates that have occurred in recent years, which would presumably also lower the cost of regulatory services, are not reflected in the commission's proposal," NAB said.

NAB also claimed that there is no basis for an annual fee that the FCC proposed to charge broadcasters, the NAB said. "This fee is clearly unsupported by the true costs of the renewal service," the broadcasters stated. Indeed, NAB argued that the FCC's own statistics show that the annual fee collected in the early 1970's "greatly exceeded the costs upon which it was based."

For example, NAB pointed out that the annual fee was based on the "then triennial license renewal process" for broadcasters. "Since that time, television licenses have

been extended from three to five years and radio licenses from five to seven years. The commission has also instituted a postcard renewal system—significantly reducing paper work for both the commission and broadcasters—for all commercial radio stations and 95% of commercial television stations."

The broadcasters also asked that fees not be assessed against licensees, assignees or transferees of existing facilities involved in a petition to deny or comparative renewal proceeding. "These hearing costs relating to proceedings involving existing facilities concern the service of an 'independent public interest' and should be excluded from the cost basis for FCC fees. NAB would favor language barring collection of fees for such a general public interest purpose."

Moreover, the association objected to being charged a fee that might be used for the regulation of nonbroadcast services. "For example, a television or radio licensee should not be assessed a fee which is used to defray the costs of processing the thousands of low-power television applications now on file." In addition, NAB stated its reservations concerning a provision authorizing the FCC to raise or lower the fees in relation to changes in the Consumer Price Index at least every two years. NAB asked that the increase or decrease be subject to judicial review. "NAB believes that if Congress authorizes the FCC to raise fees, through rulemaking or other means, broadcasters should be afforded the right to request judicial review." □

## FCC acts on earth station zoning issue

**Commission moves to 'pre-empt' state and local laws, grants Western Communications cable crossownership waiver**

The FCC last week proposed what it's billing as a "limited" pre-emption of state and local zoning regulation of satellite dishes.

It also amended its AM technical rules; proposed to eliminate the requirement for AM licensees using directional antenna systems to make certain field-strength measurements; proposed to permit AM directional and TV stations to use automatic transmission systems, and granted Western Communications Inc. a waiver of crossownership rules to buy an additional 20% of Concord (Calif.) TV Cable.

■ On the pre-emption question, the FCC, in a news release, said it was proposing to pre-empt "state and local zoning or other regulations that discriminate against satellite receive-only antennas in favor of other communications facilities, unless they have a direct and tangible relationship to reasonable, valid, demonstrable and clearly articulated health, safety or esthetic objectives and constitute the least restrictive method available to accomplish such objectives." □

The commission's proposal came in response to a request for declaratory ruling by United Satellite Communications Inc., a direct broadcast satellite operation, which alleged that onerous zoning requirements were being put into place to protect cable systems.

■ The FCC amended its AM technical rules to reflect international agreements resulting from the final acts of the Regional Administrative AM Broadcasting Conference in Rio de Janeiro and the bilateral AM broadcast agreement between the U.S. and Canada signed last year. (A new bilateral agreement between the U.S. and Mexico is still being negotiated.)

In its order, the FCC, among other things, eliminated the requirement that power increases be specified in discrete steps. It also said that, for the next three years, requests to increase power must specify an increase of 50% or more. Applications in conflict with power-increase applications on cut-off lists, however, must specify an increase of a minimum of 20%. After three years, the 20% minimum will apply to all applications.

■ In other actions, the FCC proposed to permit use of automatic transmission systems by AM stations using directional antennas and TV's. Those systems are currently restricted for use by FM's and AM stations with nondirectional antennas.

■ In addition, it proposed to give AM stations using directional antennas "the freedom and responsibility" to make periodic field strength signal proof-of-performance measurements "as needed" to insure proper operation. Currently, the commission's rules require that those measurements be made at least once a year. Under the proposal, proof-of-performance measurements will still be required when the antennas are constructed or when antennas are modified extensively.

■ Reversing a staff action, the FCC also granted Western Communications Inc. a waiver of the television-cable crossownership prohibition to permit it to buy 20% of Concord TV Cable from Newhall Land & Farming.

Western Communications is wholly owned by Chronicle Publishing Co., which owns KRON-TV San Francisco. Western Communications already owns an 80% grandfathered interest in Concord, which provides service within KRON-TV's service area.

Last year, the Mass Media Bureau rejected Western Communications' request, finding it inconsistent with the Cable Communications Policy Act of 1984, which prohibited crossownerships of cable systems and television stations in the same market.

The FCC (with Commissioner Henry Rivera reserving his vote for later) said Western Communications told it that Western and Newhall had reached an understanding in March 1977 for Western to purchase Newhall's 20% for \$2.15 million. Western, according to the FCC, argued that an "enforceable" agreement, therefore, existed before the July 1 date, subject to a waiver of the FCC's crossownership rules.

Western Communications' president is Ed Allen, who is also chairman of the National Cable Television Association. □

## FIM changes course slightly

**It decides not to use CBS stockholders list and will not try to nominate its own directors at company's shareholder meeting**

The first act in the legal battle between CBS and Fairness in Media (FIM) came to an end last week. The shareholders list, which was going to enable Fairness in Media to contact CBS shareholders, was obtained on Wednesday, March 27, but by Friday the Raleigh, N.C.-based group said it was not going to use the list. And the April 17 CBS shareholders meeting, at which FIM had often suggested it might nominate opposition directors to the CBS board, or propose resolutions concerning CBS news policies, may proceed uneventfully because FIM said it will not take any action there.

The week had begun when the two parties finally agreed on terms concerning CBS's shareholders list. Essentially CBS agreed to turn over the list only to a proxy solicitation firm and the three FIM directors: The agreement also provides that the list must be returned to the company after the April 17 shareholders meeting, but that it may be re-obtained on five days notice. The Raleigh, N.C.-based FIM is allowed to use the list "for the purposes of contacting CBS shareholders concerning a proxy solicitation, a tender offer, a special meeting or other shareholder actions or petitions to effect a change in the management or policies of CBS."

The anticlimax in this four-month-old struggle between CBS and the group that initiated a campaign to end the "liberal bias" of CBS News, came on Friday morning, at a conference of legal counsel for each party and Judge William Conner of the U.S. District Court for Southern Manhattan. Under consideration was not only the shareholders list and meeting, but also the remainder of a legal action initiated by CBS against FIM on Feb. 14. That complaint asserts that Senator Jesse Helms (R-N.C.) and his political associates have violated rules of the Securities and Exchange Commission in making incomplete and inaccurate disclosures.

In pursuit of its case, counsel for CBS had intended to depose FIM's three directors: Tom Ellis, James Cain and R. E. Carter Wrenn, two of whom had already been deposed earlier in New York. As part of last Friday's agreement, CBS will not proceed with any further discovery until FIM attempts to contact CBS shareholders.

In the statement, FIM said it had decided not to proceed with any action at the shareholders meeting because "we had determined that two-and-one-half weeks was not sufficient time to wage a full-scale proxy fight, particularly in light of the fact that CBS mailed its proxy material some two weeks ago while refusing to give FIM the stockholder list." Asked whether members of the organization would attend the meeting anyway, Cain told BROADCASTING, "It [the court hearing] certainly doesn't prevent us from attending the meeting and I guess our interests would best be served by our being

there." He added, "We can now turn our attention to the campaign to get people to purchase stock. . . Our resources have been siphoned off in recent weeks by this suit, both in terms of time and money."

If Judge Conner rules against FIM's motion to dismiss the CBS complaint, the Friday statement said, "FIM also planned to file

extensive counterclaims against CBS Inc." There was no elaboration as to what those claims might include.

The sparring between the two parties may slack off for a few weeks, at least until after the shareholders meeting in Chicago. Several sources indicated it is unlikely that Judge Conner would rule on the motion to dismiss the CBS complaint until after the meeting, at the earliest. □

## BIB defends programing of RFE/RL

Officials of the Board for International Broadcasting and Radio Free Europe/Radio Liberty appeared before the Senate Foreign Relations Committee last Friday (March 29) with a vigorous defense of the radios against charges they are guilty of broadcasting anti-semitic and antidemocratic programing. They appeared to have been successful in persuading Senator Richard Lugar (R-Ind.), chairman of the committee, of the soundness of their operation. But two days earlier the House International Operations Subcommittee adopted an amendment to the BIB authorization measure calling on the board to tighten up its oversight procedures as a means of assuring the credibility of the radios. RFE and RL serve as surrogate stations for the Soviet Union and the other countries of Eastern Europe.

The subcommittee amendment, which takes the form of a sense of the Congress resolution, was offered by Representative Larry Smith (D-Fla.), who had conducted a two-day investigation in Munich, where the radios are located, of charges that had appeared in a number of press reports. He concluded that what he considered offensive programing was not a part of deliberate policy. But, he said tighter control was required to prevent what last week he called "sectarian crusades."

The amendment states that the effective communication of the radios can be accomplished only if their "long-term credibility" is maintained and that their performance depends on "proper management, an objective approach to news, quality programing and effective oversight." Accordingly, the amendment would express the sense of Congress as calling on RFE/RL to re-establish the position of vice president for program policy—which was abolished by the BIB after it absorbed the RFE/RL board in 1983—and appoint an individual to fill it "whose primary duties should include the daily oversight and management" of the radios' program content and quality. It would also call on BIB periodically to update the radios' program policy guidelines.

Frank Shakespeare, BIB chairman, along with two members of the board, Ben Wattenberg and Michael Novak, and RFE/RL President James Buckley, appeared at the hearing with written statements defending their stewardship since taking over responsibility for operation of the board, as called for by Congress 14 months ago.

And Joan M. McCabe, associate director of the GAO's national security and interna-

tional affairs division, in her testimony said the draft report concluded that RFE/RL analysts had "questioned the airing of broadcasts" which appeared to violate policy guidelines designed to assure objective, relevant broadcasts.

The programs GAO said were questioned included one that profiled the Jewish assassin of a prominent Czarist-era political figure in what the analysts believed was an antisemitic manner; another that portrayed the West and Christianity unfavorably and a third that quoted a book accusing Franklin D. Roosevelt of conducting "unAmerican, undemocratic and unconstitutional methods of provoking war."

But the BIB and RFE/RL officials said those and other possible violations cited in press reports accounted for only a minute percentage of the RFE/RL broadcasts. Buckley said the RFE/RL analysts—whom, he said, he had instructed to blow more, rather than fewer, whistles—had reported 30 potential policy violations and 48 cases of programs considered questionable on other grounds, out of the more than 92,000 scripts other than newscasts broadcast last year. "I wonder whether any journalistic enterprise of equivalent complexity in the United States could claim half so good a record."

Wattenberg, who serves as chairman of the BIB program committee, said that because he is Jewish he paid particular attention to the charges of antisemitism and concluded that the charges—about antisemitism, antidemocratic broadcasting and extremism—"are wholly without merit." He said "RFE/RL has more broadcast controls—implicit and explicit—than any other journalistic enterprise in the world."

For his part, Novak focused on what he said was the radios' record of improvement since the BIB-RFE/RL merger. In terms of number of programs questioned, he saw a "remarkable improvement" since 1981, when an earlier report cited 26 policy violations in only the last three months of 1980.

It was not clear how much Pell was persuaded by the defense, but Lugar appeared to have been moved. "I think there is some nitpicking going on here," Lugar said, in reference to the instances of alleged policy guideline violations. Indeed, he said the guidelines themselves posed a problem. "I'm persuaded that the guidelines are a problem for the foreign policy of this country—not the violations but the guidelines themselves." □

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17 SOLID GOLD Top Recording Artists this season, all with two things in common: Grammy Awards and SOLID GOLD.

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Prince  
Cyndi Lauper  
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Sheena Easton  
Donna Summer  
Phil Collins  
Andrae Crouch

Herbie Hancock  
James Ingram  
Chaka Khan  
Michael McDonald  
Billy Ocean  
Ray Parker, Jr.  
Stevie Ray Vaughan  
Weird Al Yankovic

Thanks to the stars and the stations  
that make SOLID GOLD a continuing success.



DOMESTIC TELEVISION  
AND VIDEO PROGRAMMING



Thomas Leahy, James Rosenfield, Gene Jankowski, Van Gordon Sauter, Neal Pilson

## Jankowski & Co.

*CBS takes the collegial approach to running a company and building an executive bench*

**O**n the 34th floor of Black Rock—CBS headquarters at 51 West 52d Street in New York—five executives sit down every Wednesday morning to plot the course of one of the country's leading broadcast groups. It is an appointment few of them would miss, and one every broadcaster has dreamed about at some time. It conjures up images of boardroom scenes from such shows as *Dallas* or *Dynasty* and represents what must, in the public's mind, be the pinnacle of the broadcasting establishment.

Although the meeting usually falls short of the kind of drama seen in fictional entertainments, it is no exaggeration to say that those gathered there are at the top of their profession. And while their names may not be familiar to the viewers of the shows they put on the air, their actions are of interest not only to other broadcasters, but to much of the public as well.

Present and accounted for: Gene F. Jankowski, president, CBS/Broadcast Group, and his four most senior executives—James H. Rosenfield, senior executive vice president, and executive vice presidents Thomas F. Leahy, Van Gordon Sauter and Neal H.

Pilson. Since November 1983, when the CBS/Broadcast Group was reorganized, these five have overseen eight operating divisions spanning news, entertainment, sports, the television network, television stations, radio, production, and operations and engineering.

Combined, this cadre of broadcast talent represents 93 years of service with the broadcast group, and an average of 18.6 years each. Jankowski has the longest tenure of the five (24 years) and Pilson the shortest (nine years). Leahy has been with the company since 1962 (23 years), Rosenfield since 1965 (20 years) and Sauter since 1968 (17 years).

In an industry where careers rise and fall like the Nielsen ratings (and sometimes with the Nielsen ratings), the CBS/Broadcast Group senior management has a record of continuous service generally longer than their counterparts at NBC, although shorter than those at ABC. □

As the 1980's began, the broadcasting industry's buzzword was technology. Everywhere one turned, the focus was on the new media, the emerging businesses of everything from




low-power television to 110-channel cable systems. Broadcasting, said the smart money and smart people, had topped out, and those who had the handle on the new technologies would decide which Fifth Estate companies would emerge from the coming decade as leaders in communications.

Now, almost half-way through that decade, much of the glitter of the new technologies has faded, and broadcasting—if the \$3.5 billion Capital Cities Communications agreed to pay for ABC is any clue—is again attracting the kind of attention that passed it by five years ago. Instead, some interested observers suggest as the midway point of the 1980's approaches, there's a new buzzword current in broadcasting: management.

Indeed, the theory and practice of management is getting the kind of attention, especially in broadcasting circles, once granted to promoting a network's hit series. Some say the management issue was one of the forces that drove Capcities and ABC to embrace. But as the decade wears on there is increasingly more talk, in CBS's executive corridors, at least, that the development and grooming of new management is just as important as the development and invention of



# Look at Washington's top three now!

	WDVM	7/21
<b>5</b>	<b>WTTG</b>	<b>7/20</b>
	WJLA	7/20
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America's Number One Independent is closing in on Washington's Number One Station!

In February, Channel 5 was the only Independent in the country to beat one

affiliate, tie another for second and move within one share point of first place, Sign On to Sign Off.



SOURCE: Arbitron February 1985, ADI Share Sign On/Sign Off. Data are estimates only and are subject to the qualifications contained in the reports quoted.

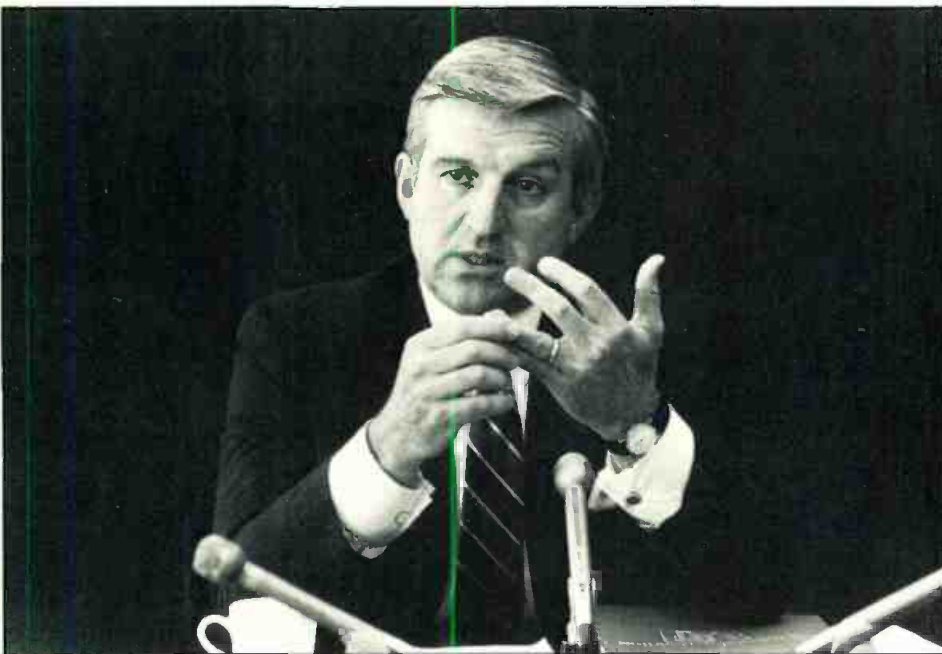
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new talent and technologies—if not more so, since management will make many of the decisions regarding the fate of those other two.

The emphasis on management may come easily at CBS, the same company that, under the leadership of Frank Stanton, was one of the modern leaders of the science of corporate management. Over the past eight years at the CBS/Broadcast Group (CBG)—which in 1984 accounted for 55% of CBS Inc.'s revenues and 80% of its operating profits—that science has been refined further in order that, in the words of Gene Jankowski: "We make sure we're putting together an organization that can deal with the future as well as it deals with the present."

The executive team that Jankowski has



Jankowski

been building and the organizational framework he has designed since becoming head of CBG in 1977 are not without detractors. Critics—including some former senior CBS executives—charge that the management layers in CBG are stacking up like pancakes and that the decision-making process is becoming bogged down and cumbersome. "It's just moving along, low key," says one former CBS executive, who warned that unless corrective action is taken CBS faces the danger of becoming a "very poor second" in prime time ratings next season because of the momentum NBC is gathering this season.

CBS executives dismiss such criticism by simply citing the record: the network has finished first place in prime time for five consecutive years (soon to be six), not to mention being number one for 24 out of the last 28 prime time seasons. During the past 1983-84 season, CBS won four major day-parts: prime time, daytime, late night and evening news—a first in network television history. (However, it's not expected to repeat that glory this season: NBC is again ahead in late night with *The Tonight Show Starring Johnny Carson*.)

The foundation of the present manage-

ment structure of CBG dates back to October 1977 when then CBS President John Backe named Jankowski president of CBG, replacing Jack Schneider. CBS was in second place at the time, trailing ABC by 1.9 rating points, and affiliate relations were—as one executive now concedes—in a state of disrepair with severe ruptures. Other organizational changes also were made, including breaking out the entertainment and sports departments from the network and establishing them as separate divisions under the CBG umbrella. The radio, news and television stations divisions already were operating as separate entities within CBG, and each division had its own president. The result, explains Jankowski, "was to pass the decision-making process down another

tional and long-range planning.

■ Leahy—who since 1981 had been an executive vice president with responsibility for the owned television and radio stations divisions, CBS Cable/CBG Enterprises and new ventures—was named executive vice president overseeing the entertainment division and the television network.

■ Sauter—who had been president of CBS News—became an executive vice president of the news and television stations division.

■ Pilson—who had been president of CBS Sports—was named executive vice president in charge of sports and the radio division.

The 1983 reorganization, according to one 30-year CBS executive involved in the changes, "came out of the recognition that the new technologies weren't going to displace the networks. But where you used to have relatively free-standing divisions—news, sports, radio, stations, the network—that were tied together at the top financially ("they only came together on the balance sheets"), the new technologies cut right across all this. Almost everything that happened technologically had no respect for the original organization. It was clear that you needed a tier of management that straddled these things and had an overview."

What this represents, claim CBS executives, is a management team that is a unique phenomenon in an industry that is often marked by management styles that are either regimentally centralized on the one hand or near anarchical on the other.

As CBS executives see it, the broadcasting industry could have been divided into two major halves over the past nine years. The first encompasses the period 1976-77, when the industry moved from a two-and-a-half-network structure to a full three-network economy in which all three networks competed against each other across all day-parts: prime time, daytime, news, sports, late night and specials. The three-way competition put extreme cost pressures on each network as the price of programs, talent, station compensation, advertising and promotion escalated—which put the squeeze on profit margins.

(The 1976-77 period was also the time when CBS sank into the pits after having fallen out of first place in the ratings for the first time in its history. Three seasons would pass before it regained the top spot in the 1979-80 prime time season.)

The second period, say CBS executives, covers 1980 to the present and encompasses the rise of the new media in competition for viewers' time. This also covers the period of the rise of the independent television stations, which more than the new media themselves (such as pay cable) account for network share loss. Although the networks were making money and the business continued to grow, there were "psychological" and "image" setbacks between 1980-83 before the pendulum began to swing back to what network executives believe is a more balanced "business reality."

The four executive vice presidents under Jankowski are, to a large degree, Jankowski

notch so that some very important decisions could be made at lower levels. If people had the responsibility to perform a function, they also wound up having the authority to make the decision."

Then, in the fall of 1983, there was a second restructuring of the senior executive officers of CBG, and out of the shuffle four executive vice president offices were created along with an eighth division, operations and engineering. CBG officials said the reorganization was made to give senior executives broader management experience and to streamline financial controls—a refrain not unfamiliar in management reorganization announcements. "If you look at the four specific individuals who now hold executive vice president rank," says Jankowski, "every one of them was maneuvered in a way to help him develop his own personal knowledge and skills."

Those four executive vice presidents:

■ Rosenfield—who since 1981 had been an executive vice president in charge of CBS Entertainment, CBS Sports and the CBS Television Network—was named senior executive vice president with responsibility for finance, operations and engineering, CBS Theatrical Films, CBS Broadcast Interna-

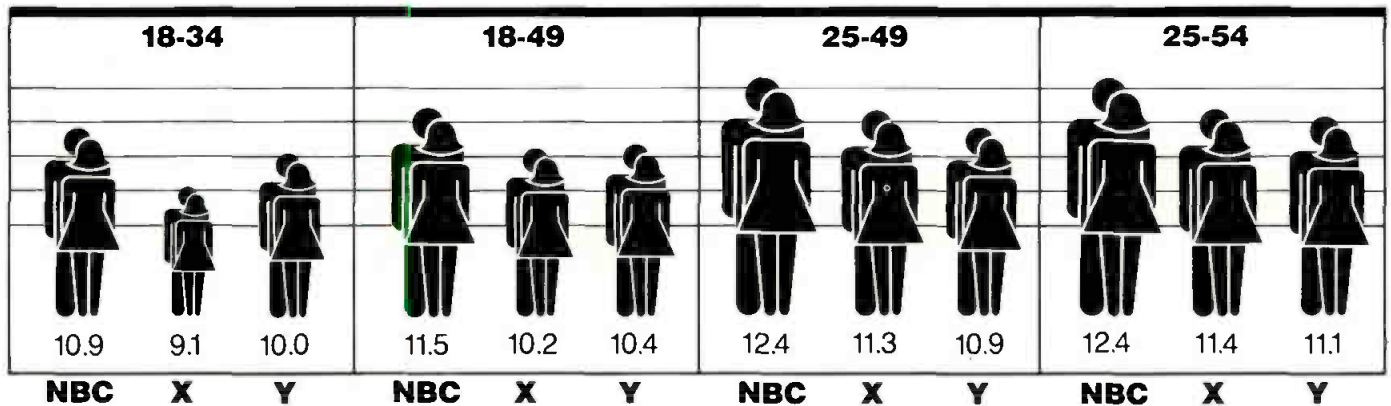
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# ***What's America Coming To?***

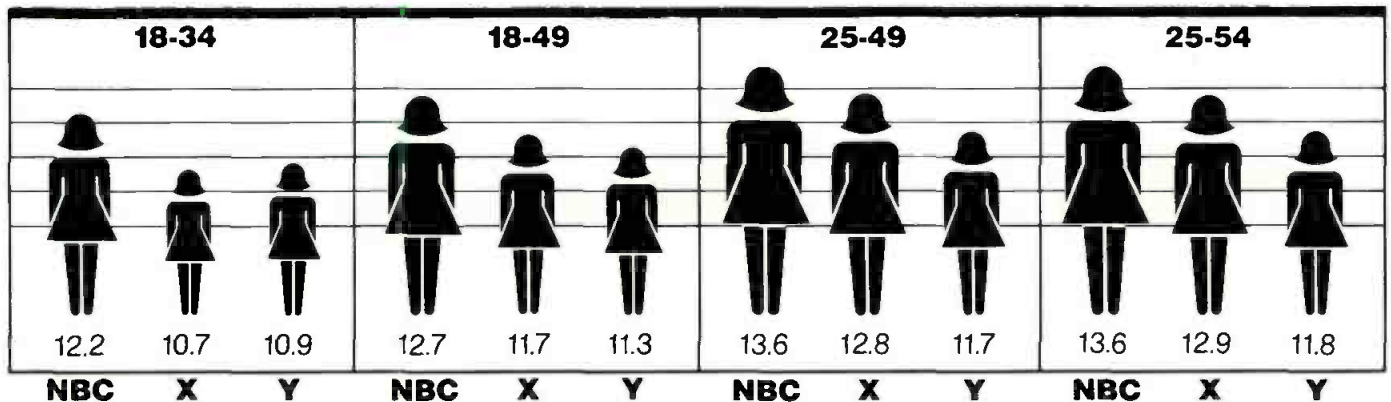
# To NBC.

**OUR INVESTMENT IN QUALITY PRIMETIME**

## Adults

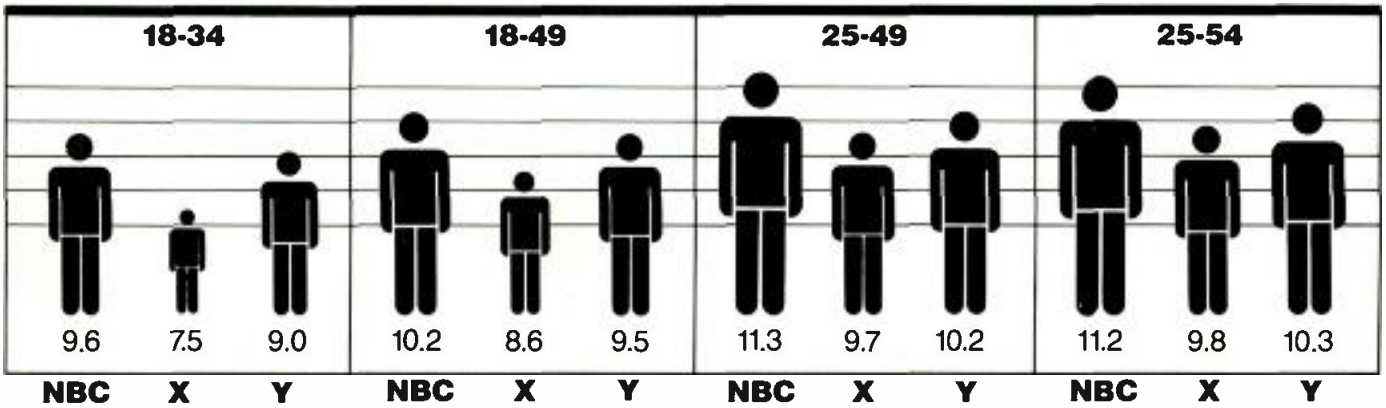


## Women

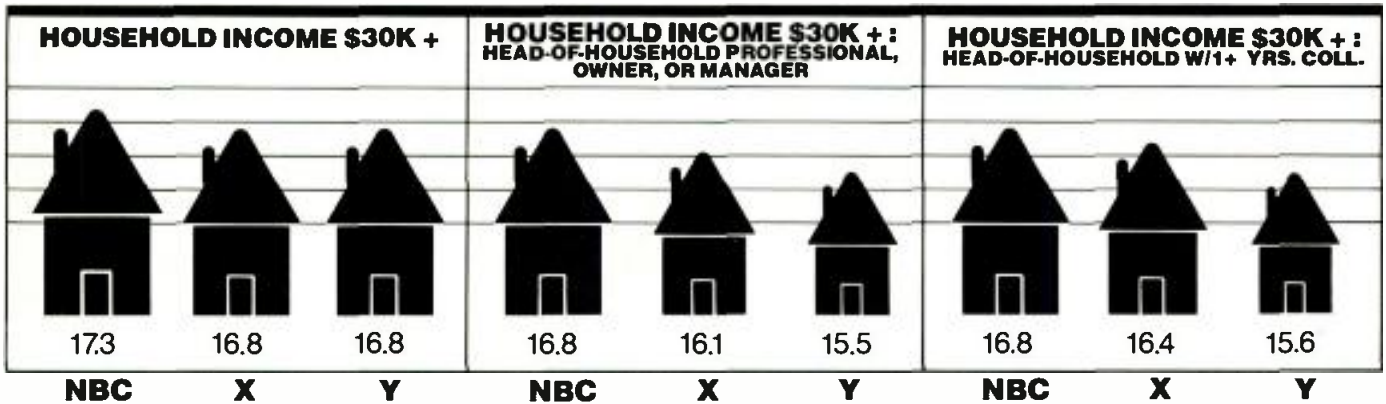


# PROGRAMS IS PAYING DIVIDENDS.

## Men



## Households



SOURCE: NTI Age/Sex data based on regularly scheduled network series Sept 24, 1984-Feb 24, 1985.  
Household income data NAD Network Prime Time average Oct, Nov, Dec 1984.  
Audience and related data subject to qualifications available on request.

proteges—or, if there is such a thing, graduates of the Jankowski school of management. “He knows the right person to put in the right job,” asserts one associate. “His whole thing is stretching people.” A glance at the career paths of some of his key executives demonstrates that practice. Van Gordon Sauter, for example, was in program practices less than a year before being named general manager of KCBS-TV Los Angeles. Three years later he was made head of the sports division, a job from which he was pulled a year later to be named deputy head of the news division before being named president of CBS News. After a little more than 18 months in that position, he was elevated to the executive vice president rank.



Jankowski (far right) in the early morning staff meeting he holds every day with lieutenants (l-r) Donald Wear, vice president for policy; David Fuchs, senior vice president for broadcast affairs, and George Schweitzer, vice president for communications.

Explains Jankowski: “What we’ve been trying to do is give people other experiences because we know that if they can share more than one experience over their lifetime they’re going to be a better executive at some point down the road.”

The management-technology relationship was at the heart of the 1983 executive reorganization. One of the reasons for placing owned television stations and CBS News under the same executive was what was seen as the growing interdependence of news on the local level and news on the national level in the coming decade, especially in the areas of equipment and talent. The reorganization was not without friction, however. Some old-line CBS News executives resented the elevation of Sauter and Edward Joyce, who was made president of CBS News in 1983, because they came out of local news at the station level—a move seen by some CBS News staffers as “radical.”

“It was a logical thing to put the news division and the stations division together because news was the principal business of each of them,” recalls David C. Fuchs, senior vice president, broadcast affairs. “We found that many of the innovations in news gathering and news presentation were coming from the stations and not the networks. They did innovative things. They didn’t have the old traditionalists around. The kind

of graphics they used, things that were considered to be radical and highly criticized. They broke rules because they didn’t have rules. We thought it would be very healthy to have the traditional network news and five stations set up so there would be a natural cross-reference. When I lived in the news division it was virtually impossible to get in it from the stations. You weren’t admitted. It was a club.”

In a sense, Jankowski’s senior team represents executives raised in three of the four corners of broadcasting: news (Sauter), sports (Pilson), and sales and marketing (Leahy and Rosenfield). The fourth corner—programming—is not represented insofar as none of the above executives ever ran

eight years in television and nobody knew I existed.”

This takes other forms, too. Rosenfield, who coordinates the budgets for CBG’s eight divisions and, as steward of the purse strings, has the authority to more or less say what each division can spend, recently made a trip to CBS-owned WBBM-TV Chicago when managers at that station wanted to present their proposals to buy some new studio equipment. In another era, recalls one CBG executive, that decision would have been made by the president of the television stations division, and it’s unlikely that a New York-based executive would have made the trip—and at least one Jankowski predecessor was said to avoid visits to some stations altogether. But Rosenfield spent two days at WBBM-TV reviewing its request before allocating the funds. Station executives started their meeting with Rosenfield by placing a Pepsi bottle on the table with an elongated, twisted stem representing the “bottleneck” they felt they were in. “Here was a chance for them to really explain their problems,” remembers Rosenfield, “and it made an impact.” (Today the Pepsi bottle rests on Rosenfield’s desk in New York.)

And while Jankowski remarks that “we’ve been concentrating on building an organization where we have a lot of good people who have had a variety of experiences, but who try to march behind one idea,” that does not necessarily mean that all the senior executives are stamped from the identical swatch of corporate cloth—although to many on the outside it often appears that way. Compared to the time when, it was said, Frank Stanton would not let an executive hang a picture on his office wall unless it conformed to the proper sense of “CBS style,” today each senior CBG executive vice presidential office appears to reflect that particular executive’s personal taste and management style.

Jankowski’s office is remarkably simple in decoration: to a visitor, it has the feel of a freshly prepared hotel suite. About the only personal touches are family photographs resting on a side wall cabinet and a toy rubber football on the coffee table. At the other end of the spectrum is Sauter’s office, which has the aura of an exclusive Ivy League men’s club. There is a map of Paris on the wall opposite his desk (Sauter was CBS News Paris bureau chief for a year) and classical music softly plays in the background; the room is redolent with the scent of pipe tobacco. An office couch swallows a visitor. Sauter has a coat stand upon which hangs a collection of hats and a tour jacket with the NBC peacock emblazoned across the back.

In between Jankowski’s no-frills office and Sauter’s gentleman’s den there fall the other executive suites. With its uncluttered neatness, Leahy’s office seems to reflect a well-ordered mind. There is a round pillar-supported desk in one corner, and when he drapes his creaseless suit jacket over the back of a chair he studiously brushes off a stray piece of lint. At 10 a.m., he has a cigar in his mouth.

Rosenfield’s office, on the other hand, has a classical elegance that is accomplished

the programming operation. But this does not prevent Jankowski from using one of his favorite words to describe how things work: “synergy,” as in “we felt there would be great synergy by having stations and news working more closely together.” It is also a word some CBS broadcasting executives readily concede is probably overused and, they add, has lost some of its meaning. But for Jankowski synergy connotes the notion “that there is no way any of us acting alone could accomplish what we do together.”

The past seven years have also been marked by stepped-up efforts in increased communications at CBG—not only increased communications with such outsiders as the press and other public groups, but also inside CBG itself and among the various divisions and departments. This is accomplished not only by moving executives from line to staff functions, says Jankowski, but by moving them from staff to line. “There’s a communications link that cuts across the group that was unheard of seven years ago,” Jankowski explains, referring to his weekly roundtable meeting of all executive vice presidents (and on a monthly basis with all the divisional presidents). “[Previously] such meetings very seldom ever happened. Everybody lived in their own little niche and culture,” he says with a tone of lingering disappointment rising in his voice. “I spent

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FEBRUARY 1985 SURVEY

**7/12**  
RATING-SHARE

PREVIOUS PROGRAMMING

NOVEMBER 1984 SURVEY

**5/9**  
RATING-SHARE

**KTLA 5**  
LOS ANGELES

SOURCE:

Arbitron Ratings—Rating/Share for KTLA 6:30-7 PM,  
M-F February 1985 and November 1984 reports. Subject to  
qualifications which will be supplied on request.



Rosenfield

largely by the collection of modern artwork on the walls. Pilson's desk and shelves are filled with photographs and personal and professional mementos, including a scale model of a tractor trailer truck with "CBS Sports" printed on its side.

To combat what CBG executives see as a lack of understanding among the public at large about broadcasting and network television, a number of communication projects have been launched to "explain who we are, what we do," says George F. Schweitzer, vice president, communications. Schweitzer's office inaugurated a series of projects, everything from issuing periodic "briefings" outlining key industry issues and CBS's position in regard to them (distributed to 800 senior management officers within CBG), to having various props built that CBS executives can tote around to public meetings to illustrate the mechanics of network television. "Gene believes information is a management tool," explains Schweitzer. "In order for everybody to get along they have to talk to each other."

□

The internal dialogue among CBG executives begins at 8 a.m. when Jankowski arrives at his office on the 34th floor. By a quarter past eight he is meeting in his office with key staff members David Fuchs; Donald Wear, vice president for policy, and George Schweitzer, communications vice president. The meeting is a 45- to 50-minute daily briefing on the day's agenda and upcoming events. Schweitzer begins the meeting by pointing out the relevant news stories that broke overnight in the newspapers and then goes over any appointments or public appearances Jankowski may have that day. Wear follows with a Washington and regulatory update and brings up any policy issues that come up in regard to CBS programming. Fuchs contributes as senior adviser, commenting when asked but freely volunteering as well.

At one of these recent daily staff meetings the topics of conversation ranged from scrutinizing advertising copy for a book being released later this week based on a seminar Jankowski held with students and faculty from New York University ("More people are going to read this ad than your book,

Gene") to a discussion on whether an upcoming made-for-TV movie—based on true events but open to interpretation—should be presented as a "docu-drama" or rewritten as a fictional account inspired by real-life events. Jankowski asks questions, but the meeting is not an order-giving session.

□

Behind all this, although perhaps not in the forefront, is Gene Jankowski. Although well known among broadcasters, his name is not a household word among television viewers—as is a *Roone Arledge* of ABC or a *Fred Silverman*, formerly of all three networks. But those who work with him speak in almost devotional tones. "Gene Jankowski is the single most effective broadcast manager I've ever been around," believes Dan Rather, anchor and managing editor of the *CBS Evening News*, who is a friend as well as a business associate. "But Gene is not a high profile manager, and he's not a person who trumpets himself or his own accomplishments. He tends to trumpet other people and their accomplishments. That may be one of the things that makes him an effective manager."

In a sense, Jankowski might be called the broadcaster nobody knows: intensely private, but easy and outgoing; relaxed, ever optimistic, but not glib and not given to small talk. Colleagues say that, although they've seen him frustrated, they've never seen him lose his temper or yell at an employee.

It is Jankowski's optimism—which tends to irk the skeptical by nature—that is one of his chief attributes, colleagues say, and it is infectious. Recalls Warner Bros. Chairman Robert Daly, who served as the first president of CBS Entertainment under Jankowski: "There were periods in the 1978-79 season when we were clearly in second place and trying to make our move to get out. There was one particularly horrible week when everything went wrong. Prime time numbers were terrible. Daytime was way down. Late night was off. But Saturday morning numbers were good, although they weren't as important, naturally, as the others. I remember coming to work, really depressed. Nobody would have to put pressure on us because we had so much pressure on

ourselves. I remember Gene calling.

"Isn't it great?" he asked.

"And I thought the world was over.

"What do you mean? What's great?" I responded.

"Isn't it great how well we're doing on Saturday morning!" he said.

"All I could do was laugh when he said that because it took the pressure off the day and let you go back to your work. It was positive."

And this, again, from Rather: "Gene's got all of those character traits you wish you had yourself but you know you fall short on. Some of the things the rest of us get kicked out of us early or jettisoned, Gene has held to. Honesty. Loyalty. Doesn't lie. It's starting to sound like a Sunday school lesson. But what makes it difficult for these things in print sometimes is you say nobody's like that, particularly nobody's like that in broadcasting. Let me tell you folks: here is a guy who is."

The son of a truck driver from Buffalo, N. Y., Jankowski is the antithesis of the high-flying, fast-living network television executive. A devout family man who married his college sweetheart, his first stop every morning after a one hour and 20 minute commute from his suburban Connecticut home is St. Patrick's Cathedral near the CBS headquarters. The father of four children—one in graduate school, two in college, one in high school—he's known to sometimes agonize over the conflicts between his work and family, and colleagues are in awe at how he manages successfully to balance both. Confides one associate: "He taught me a lot of human values."

Jankowski deflects conversation about himself. He is more comfortable talking about team work, often borrowing sports analogies to describe a particular situation. Perhaps above all, colleagues credit him with being a keen spotter of talent. Compared to some businesses where executives can expect to remain in one area all of their career, Jankowski has moved executives in and out of various divisions with, at times, what appears to be break-neck velocity: CBS Sports has had four presidents in six years, prompting one ranking official in that division to observe "we know it's going to be a short stop for whatever executive comes in here, then he'll go on to some other area." Adds the official, who doesn't disapprove of the method, "that's the way he runs the shop. It keeps them fresh. They don't get stale."

To say that Jankowski is revered by those who work around him would not be an overstatement. Dan Rather credits him as a major factor in changing his mind in 1981 when he was being courted by ABC News and was almost set to leave CBS. "There was a point when frankly in my own mind and heart," Rather recalls, "I was gone." But, Rather continues, "with some time to reflect it becomes even clearer to me that Gene Jankowski sensed when it was the moment for him to get personally into it. And he knew the moment—almost the precise moment—and moved, and then he moved very effectively." Rather, who also credits then CBS News President Bill Leonard for helping to



keep him at the network, explains Jankowski "didn't try to dress anything up. When things were talked about as problems he acknowledged them as problems and didn't try to say 'Gee, that's not true' or 'That doesn't exist.' He questioned everything from 'Is there any way to change this, and if so, how? What would it take?' We're not talking about money here."

It's a similar story with CBS Sports commentator Brent Musburger, who acknowledges that Jankowski played a major role in keeping him from being whisked away by ABC Sports last fall. Musburger remembers going to Jankowski's private dining room and "he talked to me about CBS, the appeal of it, and why I should stay. But he did not want to exert any friendship pressure. And in fact I knew he had to stay away a couple of times rather than talking to me because we're old friends. It was a delicate time for him. But then when you come back to it he's one of the key reasons Dan [Rather] and I decided to stay. He's one of the highest priced guys you ever want to deal with."

When the 1983 reorganization was announced, there was a lot of talk about who lost, who won and what it all meant. It was widely said—mostly by outside observers—that James Rosenfield, who had been in charge of the entertainment division, sports and the network, missed the boat by virtue of having those responsibilities taken away from him.

In response to that, he once remarked to a meeting of security analysts: "Imagine how happy I was to learn one day I had gotten a promotion, and then how surprised I was to wake up the next morning and read in the paper it was actually a demotion."

As senior vice president, Rosenfield is also in charge of sniffing out new businesses. He coordinated the CBS company-wide study involving more than 100 people that did a risk analysis of the direct broadcast satellite business, and it was his task force that came to the reluctant conclusion that CBS should not go forward with DBS at this time. He also led CBS's reentry into cable programming by negotiating to buy an interest in SportsChannel, four regional pay sports services, and The Rainbow Service, which produces and distributes two pay channels.

Rosenfield, perhaps because of his background in sales, is outwardly personable, elegantly groomed and extremely sociable—one colleague goes so far as to call him "regarious."

Rosenfield is now working on ways to reduce the cost of programming, and he predicts that will lead "on a long-term basis probably back to the earliest days of television [when] we had winter programming and summer programming. Over the next 10 years we will move towards 100% first-run programming." Rosenfield says this will be achieved in part because of technological advances that will permit editing of tape to be done in a fashion similar to film editing, and bringing down the cost of each show 30%-40%.

Rosenfield came to CBS in 1965 from a photographic equipment manufacturer at

which he was a marketing director. He joined CBS as an account executive in the network sales department and moved up through a succession of network sales positions: director of daytime sales (1967); director of eastern sales (1969); vice president, eastern sales (1972); vice president, national sales manager (February 1977); eight months later, in October 1977, he was named president of the CBS Television Network.

Rosenfield at present is senior executive vice president—the only one of the four distinguished with an elevated title. His present divisional responsibilities include CBS Productions—a new division created earlier this year to make CBS more of a force in supplying programs outside the traditional channel of its network—and operations and engineering. In addition, he was given the responsibility of coordinating the broadcast group's finances and charged with new business development—the last often described by Jankowski as "investigating our future."

Like Jankowski, Tom Leahy does not seek publicity. "He's the quietest of the bunch," observes one co-worker, who warns that masks his "astuteness." Another entertainment division executive remarked that when that division came under his purview, he questioned whether Leahy's personality would mesh well with that end of the business. "I had my doubts," the executive relates, "but he really grew into that job."

Leahy says that he lets the entertainment and network division presidents do the jobs they're paid to do and keeps out of their way. Instead, "what I try to do is create a mechanism where both can work and flourish in an environment that's sensitive to the other division's needs and that can be successful working within the framework. Sometimes the individual success and overall success are not as closely related as you might think. One division can have a need for something that will provide a short-term success for them, but in terms of the overall picture is not good for the larger unit."

CBS executives say putting the entertainment and network divisions under one roof

was a "natural fit" because of each division's dependence on the other. (Indeed, those units had historically been joined under the TV network, until being separated in a general downgrading of the TV network's functions and an elevation of programming to divisional status.) "This was not like bringing two separate cultures together, as with news and local stations," explained one executive.

Leahy, like Rosenfield, had spent most of his career in sales, first with the television stations division, then with the network and then back again with the television stations division before moving on into station management. Until the 1983 reorganization, Leahy was executive vice president since November 1981 in charge of CBS Television Stations, CBS Radio, CBS Cable/CBG Enterprises and the broadcast group's new ventures. (He had been named senior broadcast vice president the previous February.)

Before being named to senior broadcast group management positions in early 1981, Leahy had been president of the CBS Television Stations division since 1977. Previously he had been vice president and general manager of WCBS-TV New York since 1973. Prior to running CBS's New York station, Leahy had been vice president, sales, for the television stations division since 1971.

Leahy started in television as a page with NBC in 1958-59. After spending a year as a salesman with an aviation company in upper New York State, Leahy took an account executive position in 1960 with ABC's daytime network sales department. Then in 1961 he hitched up with the New York sales office of independent WGN-TV Chicago, and then a year later moved on to account executive positions at WCBS-TV (1962-64), switching to the network's Chicago sales office (1964-66) before moving back to join network sales in New York (1966-69). In 1969 he was promoted to director, daytime sales, for the network, a position he held until 1971 when he was named vice president of sales at the television stations division.

The first thing you notice about Van Sauter is that he's not what you expected. He's the one who looks like a college professor in a room



Leahy



Pilson (r) with CBS Radio President Bob Hosking



Sauter

filled with Wall Street pinstripes. The first reaction is: Is he for real? How can he get away with that dress in the corporate climate?

The answer, in part, probably lies in the often heard remark around CBS that Jankowski delegates authority and then lets his executives run their own shops. In Sauter's case that shop is news and the owned television stations division—both areas of broadcasting in which he grew up professionally.

Sauter is, by his own admission, not the stereotypical executive—although he did demonstrate some bottom-line decision-making ability two years ago when he and CBS News President Ed Joyce (who also came out of the stations division) closed several bureaus and instituted a hiring freeze in order to bring down the annual cost increases at CBS News from above 20% to below 10%.

Confesses Sauter: "I have a very narrow attitude about this whole management scheme of things. I care about one thing, and that's fundamentally what comes out of the damn tube. The tube is it. If you put stuff through that screen which serves the needs of the available audience, that is the most important thing you do. That facilitates the sales people to do what they do. I've always been tube-oriented," he says. "My background is not sales, not management, not affiliates, not business. It's the editorial process. That's where I enjoy working. I find that the most gratifying part of this business."

Sauter, until the reorganization, had been president of CBS News since March 1982, when he took over after Bill Leonard retired. He had been deputy president for the previous five months since November 1981. Before that, he was president of CBS Sports since July 1980.

Sauter came to CBS in 1968 as a chief correspondent and managing editor of WBBM(AM) Chicago from the *Chicago Daily News*. After five months he was named news director of the station. In 1970 he became an executive producer of special events with CBS News, radio, in New York and then in 1972 moved back to Chicago where he became news director, and later an anchorman, at WBBM-TV. In 1975 he left WBBM-TV to become Paris bureau chief for CBS News, and in July 1976 returned to New York where he was appointed vice president, program practices, for the CBS/Broadcast

Group. In 1977 he was named vice president and general manager of KCBS-TV Los Angeles, where he remained until becoming president of the sports division in 1980.

Prior to joining CBS 17 years ago Sauter spent nine years as a reporter for various newspapers. From 1964 to 1965 he was a war correspondent in Vietnam for Knight Newspapers. He is the author of two books, one about the Detroit riots of 1967-68, and the other a photo-text of the Mississippi River.

Neal Pilson, many at Black Rock believe, could be the next CBG president, if that day should come, or be president "of any other company." His strengths are those of a negotiator and businessman—although he bristles at being asked if negotiating is the chief talent he brings to the senior team. "I have had a substantial amount of experience in that area, but on my tombstone I think I would resent the word 'negotiator.' That's somewhat limiting. I think I have other skills. Negotiating doesn't lead one to say 'leadership,' 'management,' 'executive,' 'decision-maker.'"

That may sound like braggadocio, but Pilson is regarded by his colleagues as having one of the best minds in the broadcast group. His associates also remember him for organizing broadcast group softball games, even making sure that all the players got trophies at the end of the season.

He joined CBS Sports in 1976 as director, sports business affairs, and then moved on to become president, business affairs and administration, and then, in August 1980, was named vice president and director, business affairs and compliance, CBS Sports. In February 1981 he was appointed senior vice president, planning and administration, CBS/Broadcast Group, where he was in charge of strategic planning, personnel, research and new ventures.

Although temporarily out of the sports division, Pilson continued to be involved in major acquisitions for CBS Sports and was one of the key executives behind CBS Broadcast International, the international sales and marketing arm of the CBS/Broadcast Group that earlier this year was folded into CBS Productions. Pilson has been responsible for negotiating the rights agreements for the NFL, the NCAA, The Masters, the PGA Tour, the NBA and U.S. Open Tennis, and directed CBS's negotiations for

the winter and summer Olympics.

Prior to joining CBS, Pilson, an attorney, was in private law practice in New York and held executive positions with Metromedia Media Producers Corp. and the William Morris Agency.

"Each of these four people has been given a growth opportunity in terms of their own basic development, but at the same time they bring their basic knowledge and experience of the past to bear on those areas that they're responsible for. As a result, I've got four of the best broadcasting executives that I know of in the country. Today they're all much wiser and more knowledgeable than they were when the change first took place," explains Jankowski.

Yet to an outsider, the 1983 reorganization may seem perplexing. After all, what relation do owned and operated television stations have with the network's news division (Sauter)? Or the radio division with sports (Pilson)? Or entertainment with the network (Leahy)? And operations and engineering with productions and financial controls on top of "investigating the future" (Rosenfield)?

The present CBS/Broadcast Group management philosophy was born out of the notion that the whole is greater than the parts. "Two people, or two divisions, if they work well together, wind up being more successful than the individual components would be," believes Jankowski. Under his system, the executive vice presidents are responsible for keeping an eye on the future while over-viewing current operations—although not strictly running those operations. (That may be a latent problem, as more than one of the executive vice presidents clearly cherished the rush from front-line responsibilities of operating a division.) As for pending organizational changes, "there's nothing contemplated. I think we're pretty well set for the foreseeable future."

Just as do *Dynasty* and *Dallas*, the Jankowski & Co. team approach to broadcast management looks good for a long run. If, admittedly, there are mixed reviews, they pale in face of the spectacular results CBS attributes to the incumbent leadership. And at Black Rock, the first rule is: "Never change a hit."

# When a Grand Rapids organization needed money to provide summer work for young adults...



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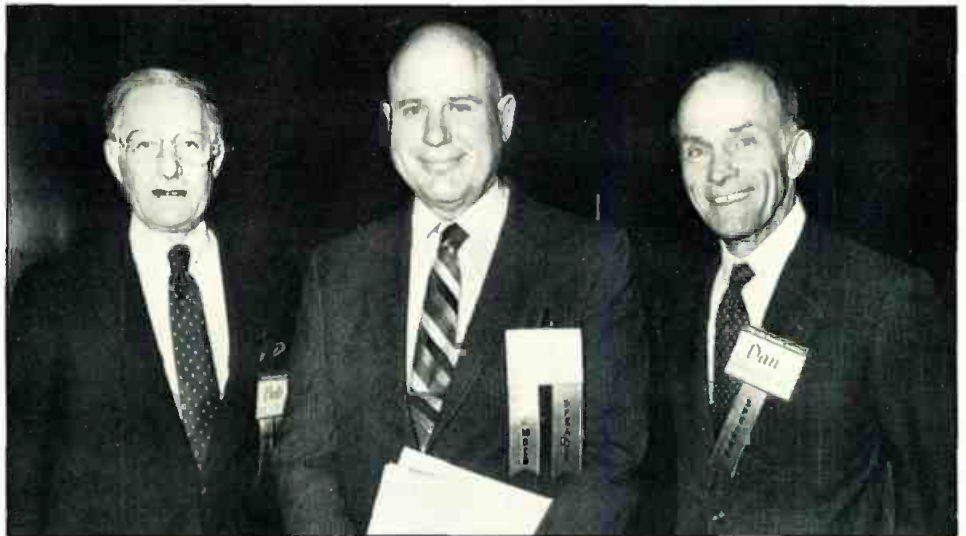
## CAB campaigns for cable as advertiser choice

**Importance of educating advertisers and agencies to benefits of cable in media mix is message of annual meeting of cable advertisers**

The Cable Advertising Bureau held its annual sales conference in New York last week (March 26-27), attracting a record 1,210 cable and advertising executives, compared to last year's 1,100. The conference began with speeches by keynoters Daniel Ritchie, chairman and chief executive officer of Westinghouse Broadcasting & Cable Inc., and Jack Clifford, chairman and chief executive officer of Colony Communications. Ritchie urged the cable industry to promote its product and to strive to reach the \$1-billion advertising sales mark by the end of 1986, which would represent close to a doubling of sales over two years. Clifford said cable, with some hard work, could position itself "not as a choice for the advertiser, but as the choice."

Ritchie proclaimed that cable has "liberated" viewers by offering a diverse program menu and a repeat cycle that allows people to watch programs "at the time of their choice." But he added that "every piece of research I've seen" indicates that viewers are not aware of all that cable offers and that unless the industry takes the promotional initiative to make them aware, "our progress in gaining larger and more frequent audiences [and advertising] will remain a lot slower and tougher than necessary." While the Council for Cable Information is promoting cable nationally with a multimedia advertising campaign, Ritchie said only local systems can promote cable effectively at the community level. "CCI can tell the viewer, 'Cable offers you choice.' But only systems can tell the viewer exactly, specifically, what that choice includes." That means, among other things, Ritchie said, the use of "insert tune-in ads" in local media.

Kathryn Creech, president of CCI, told those attending one CAB session last week that CCI is producing monthly, 60-second promotional spots focusing on 15 of the top advertiser-supported cable networks that are members of the council. She noted that courtesy of HBO, which has donated transmission time on Satcom III-R, transponder 22, the spots are being made available to systems nationwide twice a month. Each spot contains 40 seconds of information about upcoming programming on the featured network, sandwiched between a lead-in and lead-out of the CCI theme stressing that cable offers viewers a rich diversity of television programming. That news was well received by those attending the session, although one executive in the audience suggested that to be really effective, a selection of program-specific tune-in ads was essential, a tool used routinely by the three major



Alter, Clifford and Ritchie

broadcast networks. Such promos preview a specific program and tell the day and time the program will air.

Effective promotion, said Ritchie, is the key to the success of the broadcast networks. "Years ago, they learned that they hadn't finished their job merely by sending signals over the airwaves. Instead, they learned to promote. And that is when the broadcasting industry really took off: when the networks began to use the enormous potential of their own air time." He called on the cable industry, networks and systems to embrace an "unbending policy: no unfilled avails. Instead, all those avails [not sold to advertisers] should be filled with promotion spots for ad-supported services." He also endorsed an idea proposed by John Malone, president of Tele-Communications Inc., the Denver-based MSO, calling for a continuous national feed of cable program promotional spots for cable systems.

Ritchie also expressed concern about commercial clutter and urged cable executives to pursue a course of getting more dollars per existing spot rather than adding new ones. "Basic cable is today's biggest bargain in advertising," he said. "We're not just discounted. We're a darn fire sale. . . . That's why I think the strategy of this industry should not point toward adding more commercials. Rather, we should work toward getting the true value for the commercials."

Colony's Clifford said it is essential the industry make cable "an easy medium to buy." The best way to do that, he said, is through interconnects, linking all systems in a market together. "We must speak the language of the broadcast buyer, to be aware that he or she thinks in terms of buying an ADI or a market, and to deliver what that buyer wants." And with interconnects, he said, cable operators can offer advertisers all or any part of a market, which, in the latter

instance, is something broadcasters cannot do.

Clifford said the cable industry's hard work is finally beginning to "make believers of the subscribers. We are faced with translating that belief to a group of advertisers which is resistant to change, unsure of the future and to this point, uncomfortable with the medium. Making them comfortable requires a continued exhaustive effort on the part of all of us."

Not all the agency executives participating in the two days of discussions were as sanguine as Clifford about the future of cable advertising. And none embraced the notion that some day cable would be the choice medium for advertisers, no matter how hard the industry worked to that end. In one panel session, on positioning and selling cable in a competitive marketplace, Ira Tumpowski, senior vice president, group supervisor of cable, Young & Rubicam, said cable system sales executives have their work cut out for them if they expect to gain more than a minuscule niche in the media-buying plans of most advertisers. "Agencies are the conduit between the client [advertiser] and the media," he said. "We need to know who you are, how your system works, what your product is and how you differentiate your product." He also said it is the media planners within the agencies that cable sales people need to reach, well in advance of the actual sale. In today's marketplace, said Tumpowski, the ingredients of a successful pitch by cable to advertisers are "time, effort and patience."

But as CAB President Bob Alter noted in opening the second day of conference activity last week, "the fine turnout of advertisers and agencies today is testimony to the realization on their side that cable can, and will, play an increasingly important role in their advertising plans." He cited cable penetra-

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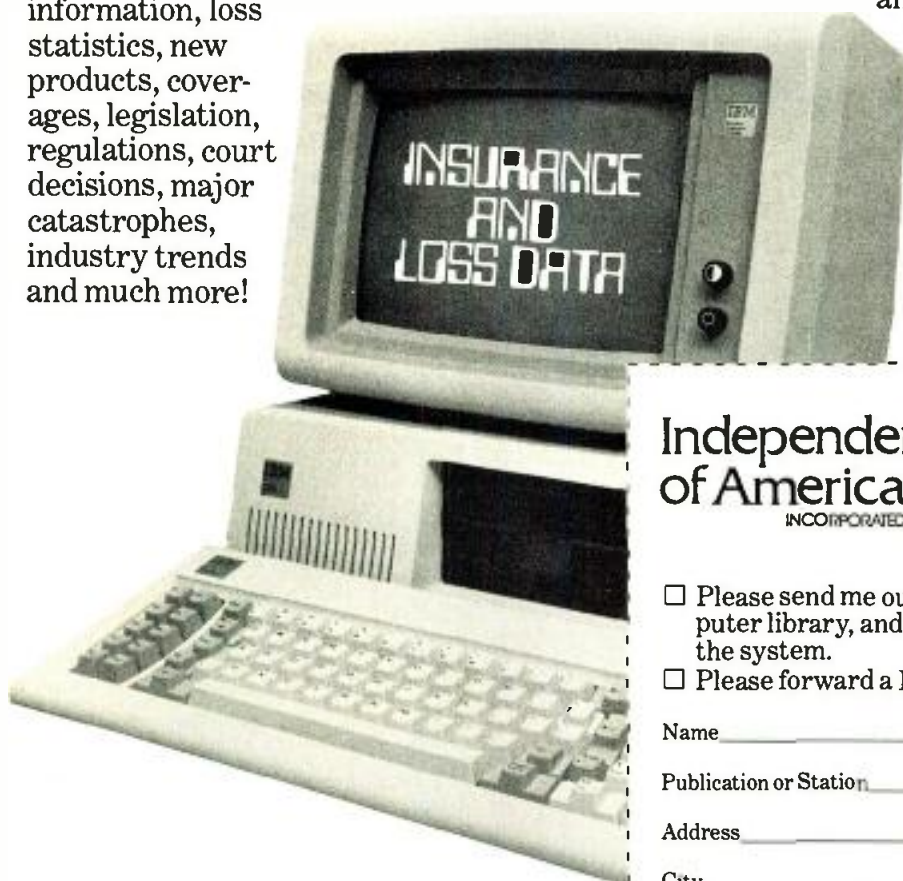
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**Solution upgrade.** Cable advertising's so-called "5% solution" of a few years ago—that advertisers could reduce underdelivery in cable homes by investing 5% of their television budgets in cable—will be replaced with a "20% solution" if new research by the CAB proves persuasive among advertisers. CAB vice president Jack Hill highlighted research aimed at finding out how much more efficient a media plan would be with 20% of the television budget allocated to network cable. In the case of a "minimal" daytime advertiser, with an annual TV budget of \$6 million, said Hill, a 20% shift of the budget to cable would mean a 34% gain in gross rating points in cable homes, and a 39% gain in reach in cable homes. An advertiser with an upscale product, such as a home computer with a \$20-million budget in prime time, could increase rating point delivery in cable homes by 83% and reach to "saturation levels," said Hill, by shifting 20%, or \$5 million of the budget, to cable. Frequency in cable homes would also be increased by more than 60%.

tion, now at 45%, or 38 million households according to the latest A.C. Nielsen estimate, figures that make it difficult for advertisers to ignore cable. Alter also noted that while cable viewing remains small compared to broadcast television—ratings for cable programs average ones, twos and threes in most cases—advertiser-supported cable was the fastest growing audience segment in 1984, up 39%. He estimated that cable advertising will total about \$750 million in 1985.

Keith Reinhard, chairman and chief executive officer, Needham Harper Worldwide Inc., is decidedly bullish on cable. Last week, he announced establishment of a "Chairman's Award" at Needham of \$10,000 to go to one office, group or individual within the agency "that in the ensuing year can convince me it has achieved the best use of cable as an advertising medium—the most creative linkage between an advertiser's need and a unique audience opportunity presented by cable." He said the award represented "an important step in the care and feeding of excellence."

In a session on how cable sales staffs can best position the medium as a buy for agencies to consider, panelists urged sales people to use a "conceptual" approach, focusing on cable's diverse programming and the cable audience's upscale demographics, and not use a ratings or cost-per-point (C-P-P) or cost-per-thousand (C-P-M) pitch. John Reed, senior vice president, director of marketing services, Ingalls Associates, added: "Talk to the media planners. And talk to them six months to a year ahead of time," which is how far in advance they plan a client's upcoming media mix.

But most of the cable sales executives in the audience indicated that agencies resist the conceptual cable pitch in favor of the more comfortable C-P-M evaluation to which they are accustomed, when analyzing a broadcast buy. Reed's advice was to "educate the person doing the planning about how to use cable. They should be open to that concept."

Madelyn Mix Bonnot, advertising sales manager, Cox Cable New Orleans Interconnect, urged local cable sales reps to get their systems to do qualitative research focusing on audience demographics and viewing habits. She added that systems may want to do ratings research as well, for their own information, but such data should not be used in a pitch to agencies or prospective advertisers because cable ratings won't match up to broadcast ratings and will muddy the conceptualized pitch. Cox Cable has hired Opinion Research Corp. to do local demo-

graphic and viewing-habit studies for many of its systems. Questions focused on viewer awareness of specific cable networks and whether they watch those networks, how many sets are owned by the viewer, whether or not they own a VCR, and occupation, education and household income.

Panelists also stressed the importance of making sure agency people and prospective advertisers without cable are somehow given access to it, either by offering it to them free of charge for a period of time, or, if they are not passed by a system, by sending them tapes or inviting them to a system where they can see and experience what they are being asked to buy.

Another session last week focused on improving ways systems and networks can work together to promote cable. CAB's Alter noted the existence of two committees formed late last year to examine ways of improving promotional and sales materials that flow from the program services to the systems.

The chairman of the committee dealing with the ad sales materials, Allan Eisenberg, director of advertising sales, ATC Corp., was present at the session. In the course of generating "report cards" for each of the cable networks evaluating its sales and promotion materials, Eisenberg said a questionnaire was sent to local cable sales executives. A majority of the respondents (75%) said most of the networks did not provide enough sales material to "adequately explain and sell [the] network's programming philosophy to local advertisers." In fact, only four of 14 ad-supported cable services were said to disseminate enough sales material. Those unhappy with the material said they would like to receive data on who is watching and when, program schedules, programing displayed colorfully, local success stories and miscellaneous research. Forty percent of the respondents said the materials from the networks are not available far enough in advance, reported Eisenberg.

He also said only three networks rated high in producing up-to-date research adaptable for local use. Excluding those networks, he added, 62% of the respondents said the networks failed to deliver such research. Pieces of research respondents found most helpful, he said, were product usage indexes, ratings estimates, demographic information and research summaries. Those who complained about the lack of available research said one of the most important missing elements was a national advertiser list to coordinate local tie-ins.

Eisenberg also said respondents urged the networks to deliver more specific tune-in

promotional spots. They also said network attempts to promote themselves as a better buy than other networks were bad for local business. Eisenberg said the survey would be used by the committee to develop an "all-star media kit" that will be produced by CAB. □

### General Foods executive shares thoughts with CAB

"Mass marketing as we [know] it" is at the end of an era, marked by the emergence of the liberated television consumer, proclaimed F. Kent Mitchel, vice president, marketing, General Foods Corp.

Speaking last week at the annual Cable Advertising Bureau conference in New York, Mitchel addressed new problems for cable advertisers such as "zappers" and the dearth of research for the cable community and pointed out that these problems work against cable operators as well.

Despite a reliance on subscriber fees for a majority of their revenues, he mentioned



Mitchel

that "cable advertising from the top-100 advertisers could, in 1985 or 1986, amount to around \$1 billion or about 12.5% of your revenues." Mitchel said the General Foods "chairman and president would turn cartwheels in public" for such a revenue increase.

Mitchel also stressed that "if the cable industry is to extract revenue from liberated viewers, the value of receiving cable TV must be of consequence to the household receiving it." A primary goal of cable operators must be "superior consumer satisfaction."

"Making consumers watch the ads is, in part, a creative challenge for advertisers and agencies," he said, adding that "considerable experimentation in this area" was necessary.

Speaking of a need for a new "cost-value relationship," Mitchel said "we need good geographic and demographic information and we need it just as much on small audiences as we do on large audiences. . . . We applaud the Nielsen identification of VCR audiences, but soon we need to get all the way to commercial audiences" meaning viewers who watch the commercials as well as the shows, he said in reference to the problem of viewers zapping commercials in recorded programs. □



## Panelists assess cable's impact on commercial networks

"Programming is the key to the future," not the delivery system, said Arnie Spengler, executive vice president director of media and network programming, BBDO. Spengler made his remarks at the top of a "programming firing line" which he moderated at the Cable Advertising Bureau Conference last week.

Indeed, the panel as a whole mentioned a number of network changes as having been made to competitively adapt to cable. It has been "very important to this business... to prove there was an alternative" to network TV, said Henry Siegel, chairman and president, LBS Communications.

Ray J. Timothy, group executive vice president, NBC, mentioned how cable "has forced us to move from reliance on theatrical films" to made-for TV movies and mini-series. "It's virtually impossible to watch a network movie when there are ads," said Neil Austrian, chairman, Showtime/The Movie Channel.

Timothy mentioned that NBC through its parent company, RCA, is contemplating an involvement in cable. He said, however, that nothing was imminent.

The Cable News Network has also affected network news operations by making "news provision to affiliates greater" in quantity and quality.

Finally, Timothy mentioned how it has been necessary to improve NBC's signal quality, through satellite operations, to stay competitive with cable's signal.

While Herb Granath, president, ABC Video Enterprises, continued the reverential mood towards cable by saying that "a bright future for programming" existed with cable, and that he "looks to the cable community for original programming" ideas.

Robert Giraldi, president of Bob Giraldi Productions, which has produced a number of cable ads, decried a lack of experimentation in the cable field. Commercials that start with a four-second attention getter, are "not the only bottom line," he said. □

**Rep realignment.** Katz Communications last week restructured the management of its Katz Radio and Christal Radio rep firms. Dick Romanick, vice president and general sales manager, Katz Radio, was elevated to company president, freeing current president Ken Swetz to concentrate on his other duties as president of the entire Katz Radio Group (Katz, Christal Radio, and Republic Radio Sales). "I will now move from a passive role in this position, to being very active, dividing my time equally among all three companies," said Swetz.

Swetz announced that Carol Mayberry, director of research for Katz Radio, has been named to the newly created post of vice president and director of research for the Katz Radio Group. One of her first duties will be to expand the research staff, systems and services at Christal Radio, said Swetz.

Named to succeed Charlie Colombo as head of Christal Radio was 15-year Katz Radio veteran Bill Fortenbaugh. (Colombo left two weeks ago to become president of Blair Radio ["Riding Gain," March 18]). Fortenbaugh was formerly vice president/stations, Atlantic division, for Katz Radio.

Swetz told BROADCASTING that he has also revamped the sales department structure at Christal by having all sales executives and regional division managers report directly to Paddy Ramsey, vice president and general sales manager for Christal. Under the old system, said Swetz, there were four regional managers who oversaw sales as well as having office and station service responsibilities. There is now a three-division system composed of John Comenos (east), Dave Winston (central) and Bob Gad (west), all of which remain in the same territories where they were regional managers, but who now assume the position of vice president/stations. And Mark Braunstein, who, along with Comenos, was an eastern regional manager, was named a divisional vice president, concentrating on New York sales. Swetz said Braunstein is expected to be elevated to national sales manager for Christal by Jan. 1, 1986.

## Needham's Reinhart urges adoption of cable advertising excellence award; panel discusses sports ratings trends

Wednesday's luncheon speaker, Keith L. Reinhart, chairman and chief executive officer of Needham Harper Worldwide, urged the cable industry to reward excellence in creativity by establishing a "meaningful" award for the best advertising use of the medium in any given year. Reinhart suggested the industry might appropriate as much as \$25,000 for cable's commitment to cable advertising.

He said that cable's most telling argument might well be a focus on quality, and added: ity, and added:

"In a world of increasing clutter and pollution, the liberated viewer is most annoyed with the number of commercial interrup-

tions, not with the content of the messages, which means their irritation will be doubled when we go to 15-15. In the midst of all that pollution, maybe cable should concentrate on the ecology of the medium."

To encourage the industry to set its sights high, Reinhart announced at the conference that Needham Harper is setting up a Chairman's Award of \$10,000 to be given to the agency office, group or individual that in the next year best uses cable as an advertising medium.

In a panel session devoted to sports on cable, concern was voiced about the decline in ratings of sports programming. Robert Wussler, executive vice president of Turner Broadcasting, stressed that overall sports viewership has increased, but is spread over many outlets. David Stern, commissioner of the National Basketball Association, called



**Public service.** This programming firing line at the CAB convention addressed the demands of the viewing public.

Participating were (l-r): Raymond Timothy, group executive vice president, NBC; Henry Siegel, chairman and president, LBS Communications; Robert Klingensmith, executive vice president, worldwide video distribu-

tion, Paramount Pictures; moderator Arnie Semsy, executive vice president, director of media and programming services, BBDO; Herbert Granath, president, ABC Video Enterprises; Bob Giraldi, president, Bob Giraldi Productions, and Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel.

## Bottom Line

**Letting out.** Heritage Communications (NYSE: HCI) said company's board of directors approved three-for-two stock split, in form of 50% stock dividend, payable April 18, to stockholders of record as of April 1. Following split, Des Moines, Iowa-based MSO will have 11.6 million shares of common stock outstanding.

**Benevolent owner.** Washington Post Co. (ASE: WPOB) last week began repurchase of 1.1 million shares of company's 11,269,756 class B common stock for \$112 per share. Stock had been trading at \$100 before March 15 announcement. Company said it would reserve right to purchase additional 450,000 shares if offered and that it would also buy shares of Berkshire Hathaway, which currently owns 13.3% of shares outstanding, at rate of one share for each seven and a half shares offered by other shareholders. Company repurchased 200,000 shares last April at average price of \$65 per share.

**Minnesota twins.** Gannett Co. and Washington Post have each purchased part-ownership of Cowles Media Co., publisher of *Minneapolis Star and Tribune* and other newspapers. Several weeks ago, Post bought 17% block from shareholder. Des Moines Register and Tribune Co., which is in process of liquidation, said last week it had authorized investment banking firm, First Boston Corp., to negotiate sale of company's 14% ownership in Cowles to Gannett. Prices have not been disclosed for either purchase. Shares of Cowles have recently been trading at \$130.

**MCA in toyland.** MCA Inc. announced preliminary agreement to purchase 63% of L.J.N. Toys Ltd. for about \$35.4 million. If transaction is completed, it will offer to purchase remaining shares of New York-based toy company for price valued at about \$32 million. For 1984, L.J.N. reported sales of \$77.8 million and profit of \$6.7 million, or \$1.10 per share. Company, headed by Jack Friedman, president, has manufacturing license for characters based on *Voltron* and *Thundercats* syndicated children's television shows.

**Cellular sale.** LIN Broadcasting has sold its minority interest in nonwired cellular radio operation for Providence, R.I., for \$779,000, or after-tax gain of approximately \$500,000. Company said it intends to realize approximately \$3 million from sale of most of its other minority interests in markets 31 to 90 where settlements among competing applicants have been reached. Sales are part of management decision to "focus its attention on the five major markets [cellular radio] for which it holds significant ownership and management positions"—New York, Los Angeles, Philadelphia, Dallas-Fort Worth and Houston.

**Buyout bailout.** Josephson International Inc. announced that company's chairman and chief executive officer, Marvin Josephson, has decided to discontinue exploration of leveraged buyout of company ("Bottom Line," Jan. 21). Efforts to arrange buyout with Boston Ventures, Boston-based private investment firm had been first announced Jan. 11. Josephson said, "After taking into account all relevant considerations, I concluded that the company would be better off at this time without substantially increased debt and that the company's interests would be better served by our devoting undivided time and attention to the company's operations and recently announced acquisitions."

**Good year.** Robert Halmi Inc. announced projections for fiscal year ending May 31, expecting to double last year's net income of \$845,000 and increase revenue by 61% to \$14 million. Company also announced \$30-million production schedule that includes *Spearfield's Daughter*, six-hour mini-series, and *Midtown*, half-hour, five-episode comedy pilot to be distributed by Metromedia. Robert Halmi Sr., president, said Metromedia has until November 1985 to order additional episodes.

**Debentures.** Telepictures Corp. said it intends to offer \$50 million in subordinated debentures, principal amount, due April 1, 2005. Company said portion of proceeds will be used "to provide financing for company's production projects and for recent and pending acquisitions of broadcast properties." Remainder may be used for future acquisition opportunities. Managing underwriters for offering are Shearson Lehman Brothers, Allen & Co., and Furman Selz Mager Dietz & Birney.

**Bullish on DataCast.** Merrill Lynch has invested \$4 million in DataCast Inc., company formed to carry financial information within Financial News Network's television signal to 18 million cable subscribers receiving FNN. According to FNN, DataCast has completed prototype system that inserts financial information into FNN's television signal and extracts data at viewer's television set, for use with personal computers. Later this year, DataCast plans to introduce "comprehensive investment service plus a device which, when attached to customers' television sets and standard personal computers, decodes the data from the FNN signal." FNN transmits 13 hours of financial and business news and related programming daily.

on cable networks to deliver better values to advertisers during this highly competitive period. He suggested the cable industry might intensify its merchandising and promotional efforts in support of the telecasts.

J. William Grimes, president and chief executive officer of ESPN, took the occasion to deny reports that ESPN will revert to entertainment as well as sports programming. He said ESPN will continue its approach of offering a wide spectrum of sports. He noted that while such offerings as tennis receive relatively low ratings, they attract an affluent audience that some advertisers are seeking.

Jerry Solomon, executive vice president, Anheuser-Busch Broadcast Group, D'Arcy MacManus Masius, responded to complaints that agencies pay substantially less to cable systems on a cost-per-thousand basis than they do to broadcast networks. Solomon said the agency position is justified on the basis of "supply and demand." He observed that it's not the place of agencies and their clients to keep cable viable.

Retorted Grimes: "The advertisers know we have excess inventory. We can only sell better and harder and stress our upscale audience."

Solomon urged the cable networks to "do something different and not always follow the regular networks." He pressed them to offer commercials that are unique and to make more innovative use of their medium.

Kay Koplovitz, president and chief executive officer of the USA Network, said only a relatively few advertisers are active in cable sports, which limits the opportunity for experimentation. But she advanced the opinion that commercials in all media, including cable, will improve as agencies start to insist on spots that hold an audience's attention and minimize channel-switching.

## Stock ownership plan offered A-K employes

**Under plan, employes will gradually buy stock until they own 60%; remaining 40% will be owned by Vice President Robert Dudley**

Avery-Knodel Television, whose origin dates back to 1945, is establishing an employment stock ownership plan (ESOP) under which its employes will acquire 60% of the company over an eight-year period.

The representative firm is now owned by Robert Dudley, vice president, who is the sole owner. Other officers of the company are Robert Kizer, president, and F. Robert Kalthoff, chairman.

At the end of the eight-year period, the company said, employes will be at the 100% vesting level and own 60% of the stock. The remaining 40% will be held by Dudley.

Avery-Knodel Television is the successor firm to Avery-Knodel Inc., which began as a radio representative organization. It has offices in 14 major cities and bills about \$80 million. A-K will be the third representative with an ESOP; the other two are Katz Communications and Interep.

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as two of the ten best TV-movies  
of the 1984-85 television season
  - Top honored films including  
"Bill" (Emmy, Golden Globe, Peabody Award);  
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Golden Halo, Christopher Award);  
"For Us, The Living" (Jury Prize/Neil Simon Award)



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Denver—KUSA

Sacramento—KOVN

Hartford—WTIC

Phoenix—KNXV

Kansas City—KSHB

Oklahoma City—KGMC

Louisville—WHAS

San Antonio—KSAT

Tucson—KDTU

Las Vegas—KVVU

Charleston, S.C.—WCSC

Salinas/Monterey—KSBW

San Luis Obispo/

Santa Barbara/Santa Maria—KSBY

Reno—KOLO

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So clip the coupon and send your very next package on a trip, all expenses paid.

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## February sweep numbers show strides NBC has made

**Network is only one to record household gain and moves from third to second behind first-place CBS**

CBS affiliates ranked first, NBC affiliates second and ABC affiliates third in prime time homes delivery in local television audience measurements in the February sweeps.

The order of finish, like the one in last fall's November sweep, represented a top-to-bottom change from February 1984, when ABC's affiliates placed first, CBS's second and NBC's third. Only NBC's affiliates reached more homes last February than in February 1984. They reached 9% more, while CBS's were down by 6.4% and ABC's by 15.2%.

These figures are drawn from CBS researchers' analysis of the market-by-market reports of the Arbitron audience measurement service, totaling 211 markets.

(Each network does its own analysis, using its own methodologies. The results differ but usually in minor detail; rarely are the differences enough to create disagreement about the order of finish. This year, for instance, NBC found the same order of finish but calculated its gain in homes delivered at 8% rather than the 9% CBS estimated, and put the CBS and ABC losses at 6% and 15% respectively, almost identical to the CBS calculations.)

In the CBS researchers' count of the Arbitron books, the three networks together reached 41,948,000 households per average prime time, quarter-hour during the Febru-

ary sweep period, down 5.2% from February 1984's average of 44,239,000. CBS put its own total at 14,464,000, NBC's at 13,834,000 and ABC's at 13,650,000, giving CBS an edge of 4.6% over NBC and 6% over ABC.

NBC researchers' tally of the Arbitron reports, covering 222 markets, put the CBS total at 14,580,000 homes, NBC's at 14,112,000 and ABC's at 13,771,000.

They also said NBC was first in prime time women, 18-49, and first in men, 18-49. They were preparing a more detailed analysis for distribution later.

The CBS analysis noted that the 5.2% decline in three-network audience does not tell the whole story: "Since the overall total U.S. household population has increased slightly since February 1984 (+1.3%), these [homes-delivery] figures instead represent a 6.5% three-network loss, this year versus last."

The CBS analysis said that, compared with February 1984, CBS affiliates increased their prime time homes delivery in 39 markets, dropped in 127 and showed no change in 13, while NBC affiliates gained in 148, lost in 25 and were unchanged in 10, and ABC affiliates moved up in 30, down in 135 and held steady in 11.

In the 147 Arbitron markets (145 last year) where all three networks have affiliates, the CBS researchers, using fractional credits in accounting for ties, calculated that CBS affiliates ranked first in prime time in 64 markets, down from 67.8 a year earlier;

NBC affiliates were first in 48, up from 13.8, and ABC affiliates were first in 35, down from 63.3. In second-place prime time finishes, CBS affiliates had 48.6, NBC affiliates 48 and ABC affiliates 50.5, while third-place scores went to CBS affiliates in 34.5 markets, to NBC affiliates in 51 and to ABC affiliates in 61.5.

On an all-day basis (9 a.m. to midnight), the CBS calculations showed CBS affiliates in first place in 74 markets, up from 67 a year earlier; NBC affiliates first in 36.5 markets, up from 21, and ABC affiliates first in 36.5 markets, down from 57. Second-place rankings on the 9 a.m. to midnight basis went to CBS affiliates in 43.5 markets, NBC affiliates in 47 markets and ABC affiliates in 56.5 markets, while third-place standings were distributed as follows: CBS in 29.5 markets, NBC in 63.5 and ABC in 54.

The table beginning below was developed by BROADCASTING from CBS compilations of Arbitron market-by-market reports. Household numbers are in thousands (add 000) per average quarter-hour (8-11 p.m., Monday-Saturday, and 7-11 p.m., Sunday) and include viewing of any local programming that pre-empted network programs. Bold-face numbers indicate market winners. An asterisk shows a new station or affiliation change in the market between the February sweeps of 1984 and 1985. The 1985 sweep period was Jan. 30-Feb. 26. Not included are markets that Arbitron does not measure, including those in Alaska, Hawaii and the Virgin Islands. □

ADI (rank)	1985 households (000)			ADI (rank)	1985 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Abilene-Sweetwater, Tex. (156)	17	22	28	Bluefield-Beckley-Oak Hill, W.Va. (143)	34	—	33
Akron, Ohio (Cleveland)	11	—	—	Boise, Idaho (134)	26	23	29
Albany, Ga. (152)	6	—	64	Boston (6)	282	283	297
Albany-Schenectady-Troy, N.Y. (52)	81	103	87	Bowling Green, Ky. (192)	28	—	—
Albuquerque, N.M. (64)	71	51	73	Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	26	57	83
Alexandria, La. (163)	—	—	44	Buffalo, N.Y. (35)	112	107	108
Alexandria, Minn. (180)	—	32	—	Burlington, Vt.-Plattsburgh, N.Y. (101)	12	49	33
Alpena, Mich. (210)	—	6	—	Casper-Riverton, Wyo. (180)	17	8	3
Amarillo, Tex. (116)	39	29	30	Cedar Rapids-Waterloo, Iowa (77)	48	50	69
Anniston, Ala. (194)	—	14	—	Charleston, S.C. (106)	36	44	39
Ardmore-Ada, Okla. (173)	14	25	—	Charleston-Huntington, W.Va. (43)	72	93	131
Atlanta (15)	202	229	188	Charlotte, N.C. (32)	108	149	46
Augusta, Ga. (104)	49	42	31	Charlottesville, Va. (Richmond, Va.)	—	—	8
Austin, Tex. (81)	41	59	48	Chatanooga (80)	56	49	58
Bakersfield, Calif. (150)	27	22	21	Cheyenne, Wyo. (190)	—	20	—
Baltimore (21)	177	170	173	Chicago (3)	532	424	506
Bangor, Me. (154)	19	28	23	Chico-Redding, Calif. (140)	30	24	—
Baton Rouge (89)	71	63	38	Cincinnati (27)	114	132	113
Battle Creek, Mich. (Grand Rapids, Mich.)	32	—	—	Clarksburg-Weston, W.Va. (165)	—	31	23
Beaumont-Port Arthur, Tex. (121)	41	46	39	Cleveland (11)	281	236	276
Bellingham, Wash. (Seattle)	—	11	—	Colorado Springs-Pueblo (105)	43	38	32
Bend, Ore. (206)	—	4	—	Columbia, S.C. (88)	35	37	77
Billings-Hardin, Mont. (164)	17	17	8	Columbia-Jefferson City, Mo. (145)	31	31	21
Biloxi-Gulfport-Pascagoula, Miss. (178)	37	—	—	Columbus, Ga. (115)	47	46	20
Binghamton, N.Y. (133)	13	48	24	Columbus, Ohio (34)	106	136	116
Birmingham, Ala. (47)	118	48	113	Columbus-Tupelo, Miss. (137)	13	29	51



**1985 households (000)**  
**ADI (rank)**      **ABC** **CBS** **NBC**

Corpus Christi, Tex. (125)	31	27	29
Dallas-Fort Worth (8)	252	252	230
Davenport, Iowa-Rock Island-Moline, Ill. (74)	60	57	68
Dayton, Ohio (49)	74	114	78
Denver (19)	147	138	167
Des Moines (66)	55	71	77
Detroit (7)	297	272	314
Dothan, Ala. (161)	11	46	—
Dubuque, Iowa (Cedar Rapids-Waterloo, Iowa)	6	—	—
Duluth, Minn.-Superior, Wis. (119)	30	32	30
El Centro, Calif.-Yuma, Calif. (179)	5	—	10
El Paso, Tex. (97)	36	30	45
Elmira, N.Y. (166)	13	—	13
Erie, Pa. (135)	25	24	42
Eugene, Ore. (128)	29	30	12
Eureka, Calif. (182)	8	10	—
Evansville, Ind. (87)	60	46	44
Fargo, N.D. (102)	43	37	35
Flagstaff, Ariz. (205)	—	—	10
Flint-Saginaw-Bay City, Mich. (58)	85	45	94
Florence, S.C. (148)	25	55	—
Florence, Ala. (Huntsville-Decatur, Ala.)	—	—	8
Fort Myers-Naples, Fla. (112)	23	37	36
Fort Smith, Ark. (147)	21	33	14
Fort Wayne, Ind. (96)	44	41	42
Fresno, Calif. (65)	54	69	51
Gainesville, Fla. (174)	20	—	—
Glendive, Mont. (211)	—	2	—
Grand Junction, Colo. (184)	9	16	—
Grand Rapids-Kalamazoo, Mich. (40)	60	84	94
Great Falls, Mont. (177)	14	12	—
Green Bay, Wis. (68)	66	58	63
Greensboro-Winston Salem-High Point, N.C. (51)	87	106	82
Greenville-New Bern, N.C. (99)	36	51	58
Greenville-Spartanburg, S.C.-Asheville, N.C. (37)	95	102	118
Greenwood-Greenville, Miss. (170)	30	14	—
Hagerstown, Md. (195)	—	—	16
Hanover, N.H. (Burlington, Vt.-Plattsburgh, N.Y.)	—	—	10
Harrisburg-Lancaster-Lebanon-York, Pa. (48)	66	83	119
Harrisonburg, Va. (197)	19	—	—
Hartford-New Haven, Conn. (22)	137	174	75
Helena, Mont. (Great Falls, Mont.)	—	—	5
Houston (10)	266	209	200
Huntsville-Decatur-Florence, Ala. (91)	53	55	41
Idaho Falls-Pocatello (157)	13	20	18
Indianapolis (25)	128	142	139
Jackson, Miss. (84)	30	64	69
Jackson, Tenn. (185)	36	—	—
Jacksonville, Fla. (63)	49	84	48
Johnstown-Altoona, Pa. (79)	1	57	94
Jonesboro, Ark. (175)	35	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	30	39	30
Kansas City, Mo. (28)	131	131	127
Knoxville, Tenn. (59)	69	96	50
La Crosse-Eau Claire, Wis. (130)	17	32	39
Lafayette, Ind. (191)	—	18	—
Lafayette, La. (109)	46	67	—
Lake Charles, La. (171)	—	—	39
Lancaster-Lebanon, Pa. (Hrbrg-Lan-Leb-York)	—	29	—
Lansing, Mich. (103)	—	58	42
Laredo, Tex. (199)	4	4	5
Las Vegas (99)	32	36	40
Laurel-Hattiesburg, Miss. (168)	—	—	31
Lexington, Ky. (76)	56	71	55
Lima, Ohio (196)	—	—	16
Lincoln-Hastings-Kearney, Neb. (90)	28	54	14
Little Rock, Ark. (56)	90	83	77
Los Angeles (2)	624	534	598
Louisville, Ky. (45)	66	101	108
Lubbock, Tex. (128)	22	32	26
Macon, Ga. (142)	19	46	17
Madison, Wis. (107)	34	48	43
Manchester, N.H. (Boston)	30	—	—
Mankato, Minn. (207)	—	16	—
Marquette, Mich. (186)	—	21	—
McAllen-Brownsville, Tex. (117)	37	34	21

**1985 households (000)**  
**ADI (rank)**      **ABC** **CBS** **NBC**

Medford, Ore. (155)	11	20	28
Memphis (41)	82	131	112
Meridian, Miss. (169)	26	11	5
Miami (14)	171	185	176
Milwaukee (29)	114	110	128
Minneapolis-St. Paul (13)	173	188	149
Minot-Bismarck-Dickinson, N.D. (144)	—	30	37
Missoula-Butte, Mont. (149)	—	14	26
Mobile, Ala.-Pensacola, Fla. (61)	64	96	74
Monroe, La.-El Dorado, Ark. (113)	16	67	24
Montgomery, Ala. (120)	21	23	67
Nashville, Tenn. (31)	93	150	136
New Orleans (33)	92	135	112
New York (1)	977	923	995
Norfolk-Portsmouth, Va. (46)	81	97	81
North Platte, Neb. (209)	—	—	8
Odessa-Midland, Tex. (146)	29	27	24
Oklahoma City (36)	84	108	98
Omaha (72)	76	71	69
Orlando-Daytona Beach, Fla. (30)	115	116	128
Ottumwa, Iowa-Kirksville, Mo. (202)	21	—	—
Paducah, Ky.-Cape Girardeau, Mo. (73)	30	79	65
Palm Springs, Calif. (187)	7	—	6
Panama City, Fla. (176)	19	—	23
Parkersburg, W.Va. (198)	—	—	10
Peoria, Ill. (98)	44	38	45
Philadelphia (4)	514	425	453
Phoenix-Flagstaff (23)	114	128	114
Pittsburgh (12)	261	227	168
Portland, Ore. (24)	107	121	112
Portland-Poland Spring, Me. (78)	49	41	51
Presque Isle, Me. (201)	—	8	—
Providence, R.I.-New Bedford, Mass. (39)	101	80	118
Quincy, Ill.-Hannibal, Mo. (153)	—	34	32
Raleigh-Durham, N.C. (38)	113	107	42
Rapid City, S.D. (162)	25	—	15
Reno (123)	29	23	22
Richmond, Va. (55)	69	86	64

## Year of Yuppie?

The way Foote, Cone & Belding sees it, the 1985-86 prime time season represents "the year of the yuppie" in network TV program development. The networks are making "an attempt to reach that well-paid, self-indulgent, baby-boom audience" with programming that to succeed "must serve a purpose, deliver a message or relate to life experiences." That is among the conclusions of FCB's national TV programming division as detailed in FCBlecom, a 58-page analysis and report, series by series, on the development plans of ABC, CBS and NBC. The report finds the new crop of sitcoms "similar to last season's in many respects," with new shows focusing on modern-day struggles of married or single parents, career women and mothers returning to the work force.

FCBlecom also takes a look at development projects network by network. According to the report:

- ABC, after a full season of prime time trouble, appears to have prepared well for 1985-86, with a number of projects slated for mid-season starts or replacements—a precaution too much ignored last year. The network needs five to seven hours of new programming, and its development projects include nine new comedies and 15 dramas.

- CBS, as the 1984-85 prime time ratings leader, is "the picture of stability," needing only three to five hours of new programming, maybe less. The development projects "look much like [CBS's] '84-'85 lineup," with both comedy and drama projects "more contemporary and sophisticated."

- NBC, in its "Cinderella story" rise to second place, "finally reap[ed] the benefits of [Chairman] Grant Tinker's patience." For 1985-86 it needs about four and a half hours of new programming and has 13 new comedies and 13 new dramas to pick from. NBC has won the confidence of "some of Hollywood's most successful producers" and so should continue to be offered good product.

ADI (rank)	1985 households (000)			ADI (rank)	1985 households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Roanoke-Lynchburg, Va. (69)	42	83	57	Syracuse, N.Y. (67)	59	79	82
Rochester, Minn.-Mason City, Iowa (141)	23	20	28	Tallahassee, Fla. (132)	10	53	8
Rochester, N.Y. (71)	54	55	56	Tampa-St.Petersburg, Fla. (18)	164	200	169
Rockford, Ill. (111)	33	30	34	Terre Haute, Ind. (127)	14	38	46
Roswell, N.M. (183)	—	16	—	Toledo, Ohio (60)	60	93	93
Sacramento-Stockton, Calif. (20)	142	137	156	Topeka, Kan. (136)	11	35	26
St. Joseph, Mo. (189)	17	—	—	Traverse City-Cadillac, Mich. (138)	16	45	32
St. Louis (17)	157	188	188	Tucson, Ariz. (83)	41	42	46
Salinas-Monterey-San Jose, Calif. (110)	41	23	28	Tulsa, Okla. (54)	98	84	73
Salisbury, Md. (167)	13	23	—	Tuscaloosa, Ala. (188)	—	10	—
Salt Lake City (42)	90	90	89	Twin Falls, Idaho (204)	—	—	10
San Angelo, Tex. (193)	—	14	—	Tyler, Tex. (160)	52	13	—
San Antonio, Tex. (44)	95	101	78	Utica, N.Y. (159)	16	—	27
San Diego (26)	97	115	86	Valdosta, Ga. (Tallahassee, Fla.)	6	—	—
San Francisco (5)	276	298	276	Victoria, Tex. (203)	6	—	7
Santa Barbara-Santa Maria, Calif. (114)	26	22	18	Waco-Temple, Tex. (95)	42	51	—
Sarasota, Fla. (158)	23	—	—	Washington (9)	217	247	215
Savannah, Ga. (108)	33	53	27	Watertown-Carthage, N.Y. (172)	—	20	—
Seattle-Bellingham-Tacoma (16)	164	138	173	Wausau-Rhineland, Wis. (131)	28	46	15
Selma, Ala. (208)	—	7	—	West Palm Beach-Ft. Pierce, Fla. (62)	43	23	53
Shreveport, La.-Texarkana, Tex. (53)	90	90	70	Wheeling, W.Va.-Steubenville, Ohio (123)	—	49	53
Sioux City, Iowa (139)	30	13	37	Wichita-Hutchinson, Kan. (57)	59	76	65
Sioux Falls-Mitchell, S.D. (93)	38	62	25	Wichita Falls, Tex.-Lawton, Okla. (126)	26	30	28
South Bend-Elkhart, Ind. (85)	45	57	66	Wilkes Barre-Scranton, Pa. (50)	104	64	98
Spokane, Wash. (75)	50	51	54	Wilmington, N.C. (151)	31	5	56
Springfield, Mass. (94)	38	—	48	Yakima, Wash. (122)	24	32	24
Springfield, Mo. (82)	23	56	64	Youngstown, Ohio (92)	44	66	60
Springfield-Decatur-Champaign, Ill. (70)	53	63	67	Zanesville, Ohio (200)	—	—	11

## ABC, NBC tie for first in ratings

The order of finish was reversed in the prime time ratings for the week ending March 24, as ABC and NBC tied for first, just edging out CBS. Based on Nielsen's National Television Index (NTI), ABC and NBC tied with a 15.6 rating and a 24.8 and 25 share, respectively, of the national prime time television households.

CBS scored a 15/24, more than 12% below its season-to-date ratings average. (Part of the reason for CBS's lower numbers was the network's coverage of NCAA basketball on Friday night, which preempted both *Dallas* and *Falcon Crest*. Basketball finished 59th and 70th respectively.)

The combined network rating and share for the 26th week of the 1984-85 prime time season was a 46.2/74, down slightly from a 47.8/77 for the comparable week a year ago. HUT levels were up 1% to a 62.8, however.

The week broke down into wins on Monday, Saturday and Sunday for CBS. ABC took Wednesday and Friday, and NBC took Tuesday and Thursday.

Like the 25th week, week 26 of the season produced a high number of repeats—17 out of 72 programs. *The Cosby Show* finished first for the seventh time in eight weeks, with an average 25.9/38. NBC had five of the top 10 shows, including second-place *Family Ties* (22.8/34) and fifth-place *Cheers*, both Thursday shows.

ABC premiered two one-hour series on Thursday, *Wildside* (16.4/24) at 8:30 and *Eye to Eye* (18.1/28) at 9:30. ABC had been averaging 12.9/18 and 13.9/22, respectively, in those two time periods this year.

*Off the Rack* on ABC scored a 13.6/22 on Friday at 9:30, up from its season average of 12.2/19.

NBC's premiere of *Half Nelson* on Sunday night (9-11 p.m. EST) scored a 14.2/22. ABC's *Sunday Night Movie*, "California Girls," scored a 20.3/31 to win the night. CBS averaged a 18.5/27 for the 9 p.m. hour with *Crazy Like a Fox* and 16.4/27 for the one-hour *Trapper John* at 10 p.m.

In its second week on CBS, *Detective in the House* was down from its premiere of 14.4/24, scoring a 12.6/21.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	25.9/38	26.	Trapper John, M.D.	CBS	16.4/27	51.	Hunter	NBC	13.1/24
2.	Family Ties	NBC	22.8/34	27.	Hardcastle & McCormick	ABC	16.3/24	52.	St. Elsewhere	NBC	13.1/23
3.	Dynasty	ABC	22.6/36	28.	Wildside	ABC	16.1/24	53.	Punky Brewster	NBC	12.9/20
4.	60 Minutes	CBS	22.5/38	29.	Knots Landing	CBS	16.0/26	54.	Cover-Up	CBS	12.7/23
5.	Cheers	NBC	21.9/33	30.	TV Bloopers & Prac. Jokes	NBC	15.9/23	55.	Detective in the House	CBS	12.6/21
6.	Newhart	CBS	21.3/32	31.	Remington Steele	NBC	15.8/28	56.	V	NBC	12.3/20
7.	Kate & Allie	CBS	21.3/31	32.	Mr. Belvedere	ABC	15.8/25	57.	Different Strokes	NBC	12.1/20
8.	A Team	NBC	20.6/31	33.	Pill Guy	ABC	15.6/24	58.	Used Cars	CBS	12.0/20
9.	California Girls	ABC	20.3/31	34.	Life's Embarrassing Moments	ABC	15.5/23	59.	Basketball, G-town-Loyola	CBS	12.0/19
10.	Riptide	NBC	19.4/30	35.	This Wife for Hire	ABC	15.4/24	60.	Moonlighting	ABC	11.9/21
11.	Murder, She Wrote	CBS	19.3/28	36.	Betty Boop Special	CBS	15.2/23	61.	MacGruder & Loud	ABC	11.9/18
12.	20/20	ABC	18.9/34	37.	Who's The Boss?	ABC	15.0/22	62.	Finder of Lost Loves	ABC	11.7/21
13.	Hotel	ABC	18.7/33	38.	Private Sessions	NBC	14.9/23	63.	Gimme a Break	NBC	11.5/19
14.	Crazy Like a Fox	CBS	18.5/27	39.	Airwolf	CBS	14.7/24	64.	Double Trouble	NBC	11.5/19
15.	Eye to Eye	ABC	18.1/28	40.	Charlie Brown Special	CBS	14.6/24	65.	Code Name: Foxfire	NBC	11.4/19
16.	Facts of Life	NBC	17.9/27	41.	Benson	ABC	14.6/23	66.	Jeffersons	CBS	11.4/18
17.	Night Court	NBC	17.8/28	42.	First Steps	CBS	14.4/24	67.	Alice	CBS	11.0/16
18.	Highway to Heaven	NBC	17.8/27	43.	Sara	NBC	14.4/22	68.	Silver Spoons	NBC	10.9/18
19.	Webster	ABC	17.4/29	44.	Love Boat	ABC	14.2/24	69.	Ripley's Believe It or Not	ABC	10.9/18
20.	Charlie Brown Special	CBS	17.4/27	45.	Half-Nelson	NBC	14.2/22	70.	Basketball, St. John's-Ky.	CBS	10.8/20
21.	Cagney & Lacey	CBS	17.2/29	46.	Garfield Special	CBS	13.9/23	71.	Under One Roof	NBC	10.6/18
22.	Scarecrow & Mrs. King	CBS	17.1/25	47.	T.J. Hooker	ABC	13.7/23	72.	E/R	CBS	8.0/12
23.	Miami Vice	NBC	17.0/30	48.	Three's A Crowd	ABC	13.7/21				
24.	Knight Rider	NBC	17.0/25	49.	Off the Rack	ABC	13.6/22				
25.	Hill Street Blues	NBC	16.4/29	50.	Matt Houston	ABC	13.5/24				

\*Indicates premiere episode

## New York clear channel daytimer loses appeal

**Supreme Court rules that WNYC(AM) must stop nighttime broadcasts on 830 khz, same as WCCO(AM) Minneapolis; WNYC to seek frequency change**

WNYC(AM), the New York City-owned station, has lost its last bid to continue operating at night on 830 khz, a right it has had since 1943, despite the interference of its signal with that of WCCO(AM) Minneapolis. The Supreme Court last week denied the city's request for review of a lower court opinion affirming the FCC's decision to end WNYC's current nighttime operation (BROADCASTING, Oct. 1, 1984). But the station, proud of the programming it offers, is not giving up its fight to continue offering it at night, if on a different frequency.

The commission had granted the special permission to WNYC to broadcast between the hours of 6 p.m. and 10 p.m. during World War II because the station was thought to provide "needed wartime service." WNYC, a class II station on the air since 1923, is technically authorized to operate with 1 kw on the clear channel station, on which WCCO is the dominant station, from sunrise in New York until sunset in Minneapolis.

WCCO's effort to restore WNYC to its pre-war operating hours began in 1954, when New York asked the commission to regularize the temporary authority it had been given. WCCO contended that listeners in parts of Michigan, New York, Pennsylvania, Ohio, West Virginia, Kentucky, Tennessee and Mississippi were being denied the nighttime service it was providing. And, finally, in 1982, the commission accepted WCCO's position, and ordered WNYC to end its nighttime broadcasting.

WNYC had cited the quality of its programming—its public affairs, instructional children's programming, and drama and music—as the principal argument for remaining on the air at night. The commission spoke highly of the station's programming but said there were a number of other stations in the New York area, including WNYC's FM affiliate, providing nighttime service. It also said the station had not established that its programming "is required to satisfy the special needs of its service area, which would justify its interference to clear channel WCCO." And the U.S. Court of Appeals in Washington, in affirming the commission, said the agency had "rationally weighed the competing policies."

The Supreme Court's action letting that decision stand was described by WNYC's director, Mary Perot Nichols, as "unfortunate-

**Dereg revisited.** Broadcasting deregulation legislation has reappeared in the Congress. Representatives Tom Tauke (R-Iowa) and Billy Tauzin (D-La.) are planning to introduce a bill this week that would deregulate radio and television. The measure is identical to one they offered in the last Congress, H.R. 2382, and would codify the FCC's deregulation of radio and television and eliminate the comparative renewal process. "We're not making a major push at this stage of the process," Tauke told BROADCASTING. "We're putting this issue on the stove but we're not moving it to the front burner yet. We recognize the political realities, and we're not going to bash our head against the wall. We're anxious to do something, but we're waiting for the appropriate opportunity." The National Association of Broadcasters, meanwhile, is urging its members to ask their congressional representatives to sponsor the legislation. However, said John Summers, NAB executive vice president for government relations, it won't be a "front burner issue like last year."

... for both WNYC and the millions of New Yorkers who will lose hundreds of hours of unique quality programming." But she said the story is not yet over. She said the station's attorneys are pursuing "other options, including an application pending at the FCC for a change in frequency from 830 khz to 820 khz." WNYC is seeking to operate with 50 kw day and 5 kw night on the unlimited-time frequency.

But it is unlikely to get it without another, possibly lengthy, fight. Seven other applicants have proposed operations on 820 khz or adjoining frequencies in cities scattered between Massachusetts and Texas. A comparative hearing to sort out and resolve the conflicting applications is scheduled to start in July.

Nichols, in her statement, said there will be no change in the station's programming in the three months before the court orders become effective. But the station will begin signing off at 8:30 p.m. in the fall. "But if none of our legal remedies are successful," Nichols said, "our allowable hours on the air would decrease over the winter months to the point where in December we would lose about one-third of our program schedule." □

## Storer seeks FCC help in blocking move to control its board

Storer Communications Inc. last week in effect asked the FCC to derail the efforts of the Committee for Full Value of Storer Communications to take control of the company's board of directors and sell off its television stations and cable systems (BROADCASTING, March 25).

At issue is whether the committee, which consists of a group of Storer stockholders who control more than 5% of the company, needs FCC approval to seek the votes of other shareholders to elect its slate of directors at the company's May 7 annual meeting. The committee, in an FCC filing, said it believed FCC approval was unnecessary. "The solicitation of votes from existing shareholders does not involve a change in

ownership and, therefore, no transfer of control, since, regardless of the outcome of the election contest, the existing stockholders of Storer will retain complete voting power and full economic benefits inherent in their stock ownership," the committee said.

Yet the committee also filed a "short form" transfer application (FCC Form 316) with the commission. (With the short form, there is no statutory 30-day holding period, and petitions to deny need not be considered.) "If the commission considers the form to be necessary, it is respectfully requested that the application be granted as expeditiously as possible," the committee said. "Absent action by the commission, we will assume that we are correct in viewing an election of directors by existing shareholders not to be a change in control and that other than a post-effective ownership report (Form 323), no filing is required."

In response, Storer last week asked that the committee's short-form application be dismissed. According to Storer, the committee's proposal would constitute a voluntary de facto transfer of control. And no such transfer, Storer said, can be accomplished without the prior filing and grant of one of the FCC's long-form transfer applications (FCC Form 315), which are subject to a 30-day holding period and petitions to deny.

"Any displacement of the existing Storer management group [Storer's current board and officers] by a new group with radically different operational objectives—in this case to sell off all of Storer's assets—would clearly constitute a transfer of de facto control," Storer said. "No such de facto transfer of control may be accomplished under the Communications Act without a prior public-interest finding by the commission. No such public-interest finding may be made without prior scrutiny of the proposed transferee's qualifications and an opportunity for parties in interest to file petitions to deny under the procedures Congress has established in Section 309 of the [Communications] Act. The committee's proposed Form 316 procedure would simply ignore such statutory requirements, would be inconsistent with all prior commission precedent and is accordingly unlawful."

Mass Media Bureau attorneys have been

assigned to the issue and are hoping to resolve it soon to avoid, if possible, preventing the committee from going forward with its plans at the May 7 stockholder meeting. Several FCC officials said they didn't believe—at first blush, anyway—that the committee even had to file a short-form transfer application. □

## U.S. government tries again to fix copyright problem with Canada

**In comments filed in Ottawa America suggests either full liability for programming or prohibiting rebroadcast without OK from originator**

American producers and distributors of programming who have long complained about what they considered the theft of their material in Canada may have some basis for hope that the new Canadian government will heed their pleas and afford them copyright protection. Prime Minister Brian Mulroney, whose government has begun a review of the country's Copyright Act, assured President Reagan on that score during their recent meeting in Ottawa. And the U.S. government, as well as a number of private interests, have filed comments with the parliamentary committee considering revision of the law, urging that it be rewritten to provide for protection of programming retransmitted by cable or satellite.

Mulroney's position on the copyright protection issue was contained in a statement he and Reagan issued on trade in goods and services. Among the "irritants" discussed in that area, Mulroney was said to have resolved the copyright problem involving the retransmission, by cable and satellite, of television programming. The statement noted that the government had referred proposed revisions of the Copyright Act to the Parliamentary Committee on Communications and Culture, and that "the prime minister assured the President that revision of the act is a priority." It also said the prime minister promised that "best effort would be made" to accommodate U.S. concerns on the protection of programming retransmitted by cable or satellite when the government develops legislative proposals.

Reagan and Mulroney also promised cooperation in a broader area of copyright protection. They said the two governments, in "full consultation with the private sector,"

will work to resolve a number of "impediments to trade." In that regard, they promised to cooperate "to protect intellectual property rights from trade in counterfeit goods and other abuses of copyright and patent law."

As for the question of liability for cable and satellite retransmission of copyrighted works, the Canadian government's White Paper that provides the basis for the current parliamentary review of the Copyright Act makes no recommendation. But the Americans filing comments with the Committee on Communications and Culture do—generally calling for the imposition of full copyright liability and the right that would give copyright owners to negotiate for the sale of their product.

The U.S. government, in a comment filed through the U.S. embassy in Ottawa, noted that the two governments have frequently discussed "the inequities inherent" in the fact Canadian copyright owners earn royalties from the retransmission by cable of their works in the U.S., while Canadian law does not afford the same rights to American copyright owners for material relayed by Canadian cable systems. "This imbalance should be corrected fairly in the proposed revision" of the law, the U.S. said.

It suggested two principles as to how copyright liability might be discharged. One calls for full copyright liability: "Distribution of copyright material should be authorized by rights holders and compensation shall be provided to rights holders." The other calls for prohibiting any entity from intercepting or altering "a broadcast signal prior to redistribution without authorization from the broadcaster."

CBS noted that the "wholesale unauthorized distribution of American broadcast signals"—by cable systems and Cancom, the national satellite service—is permitted by law and "encouraged and authorized by the Canadian Radio-Television and Telecommunications Commission." It also observed that Cancom scrambles the signals of programs, including American, that it transmits "to prevent their reception by those who do not pay Cancom." And, like the U.S., CBS's proposed solution calls for the imposition of full copyright liability for retransmission. "The copyright owner should be granted the sole right to retransmit his programs and the sole right to authorize others do so, with full copyright liability for violation of the right," CBS said.

In calling for full copyright liability, CBS said the U.S. experience with a compulsory license system cable system argues against its adoption in Canada. CBS said that "the expense, inefficiency, inequity, claims, lawsuits, appeals in the courts and to the Con-

gress for relief, and the delays attendant upon the operation of such a system have made all groups affected by it unhappy with it."

ABC endorsed the CBS position as far as it goes—it is limited to the retransmission of television broadcast signals. But ABC also asked the committee to consider the unauthorized use of satellite transmissions carrying copyrighted works that are not intended for the general public. ABC cited two sections of U.S. law it said embody "sound principles" and "should be considered and adopted by the Canadian government in amending its copyright laws." One is Section 705(a) of the Communications Act, adopted last year, that prohibits any entity from intercepting and using a satellite transmission it was not intended to receive. The second law cited imposes full copyright liability on any commercial enterprise using copyrighted transmissions from satellites.

Representatives of the public broadcasting community also filed comments in support of a copyright law that would protect the owners of retransmitted television programs and motion pictures. But the Public Broadcasting Service and the National Association of Public Television Stations, in a joint filing, do not call for full copyright liability, except in cases involving nonbroadcast material not intended for the general public. But they say the retransmission of broadcast signals "can be appropriately subject to compulsory access," provided the license "is limited to the simultaneous retransmission of the entire broadcast signal, without addition or deletion of material in any and without any other alteration of the signal as actually broadcast."

With April 15 the deadline for filing comments in the proceeding, additional comments from U.S. interests are expected. Representatives of the Motion Picture Association of America and NBC say those organizations will file. □

## Senate committee questions Fowler on CCC/ABC waivers

**FCC chairman says he won't be "receptive" to special treatment**

If Capital Cities Communications buys ABC for \$3.5 billion as proposed, the company apparently can count on divesting plenty of property to bring itself into compliance with FCC ownership rules (BROADCASTING, March 25).

At a Senate Appropriations Subcommittee hearing last week (to consider the commission's request of \$92.3 million for fiscal 1986), FCC Chairman Mark Fowler, responding to a question by Senate Appropriations Committee Chairman Mark Hatfield (R-Ore.), said he won't be "receptive" to Capcities waiver requests. And, among the properties Fowler mentioned that would have to be divested, "absent waivers," are Capcities' cable systems in 55 communities. Fowler also noted that ABC's TV's are parts of grandfathered combinations with radio stations and that those combinations gener-

**Comparative renewal.** The FCC has designated for comparative hearing the renewal application of Circle L Inc. for KCRJ-TV (ch. 4) Reno with the competing application of Washoe Broadcasting Co. Washoe's president and 30% owner is James E. Rogers, who is also the 32% owner of KVBC-TV (ch. 3) Las Vegas. Louis Weiner, 8% owner of KVBC-TV, owns 30% of Washoe; Clark Tester, 4% owner of KVBC-TV, owns 10% of Washoe; Janet Phillips, 4% owner of KVBC-TV, owns 15% of Washoe; Rolla Cleaver, vice president and general manager of KVBC-TV, owns 10% of Washoe, and Gerald S. Rourke, Washoe's Washington attorney, owns the remaining 5%. Rourke said the Washoe principals believe "they could do a much better job" of running the station than the incumbent does.



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## From the FCC

**Tariff questions.** ABC, CBS, NBC, Hughes Television Network and National Association of Broadcasters have asked FCC to reject or suspend and investigate March 15 revised tariff proposals for video transmission service by local telephone companies. In joint filing, group alleged, among other things, that telcos had "blatantly" ignored FCC's "explicit directive to suspend one-half of the \$42 million in PSV cable [type of cable used to transmit video signals] investment which is not used by the television service."

**Second opinion.** Reversing Initial decision by FCC Administrative Law Judge Walter Miller, Review Board has granted application of Debra D. Carrigan for new FM in North Las Vegas, Nev., denying mutually exclusive applications of Constance J. Wodlinger, Silver State Communications Inc., MCB Broadcasting of Nevada, Las Vegas Electronics and New Radio Inc. Miller had granted application of Las Vegas Electronics, only applicant that hadn't proposed location in North Las Vegas. Las Vegas Electronics proposed location in Paradise, Nev., and Miller ruled that radio needs of that community outweighed those of North Las Vegas. Board, however, said Miller erred in awarding Las Vegas Electronics "dispositive" preference for "proposing to use this Class C, North Las Vegas-assigned channel at Paradise, Nev., a 'community' totally subsumed within the Las Vegas 'urbanized area,' if not the city of Las Vegas itself." On comparative grounds, board said Carrigan was preferred under integration criteria. Carrigan is president and majority stockholder of Mr. Beepers Inc., Las Vegas radio paging company. She has no other media interests.

**Renewal designated.** FCC has designated for hearing renewal application of Catocin Broadcasting Corp. of New York, licensee of WBZ(AM) Fredonia, N.Y. Commission also deferred action on Catocin's application to sell station pending outcome of hearing. FCC designated issues to determine whether Catocin had violated rules by not making its public file available for inspection and whether that file contained all necessary information; whether it misrepresented facts or lacked candor about its ascertainment, problems/programs lists, and dates those documents were placed in public file; whether it misrepresented facts about failure to hire black woman, and whether it failed to conduct contest substantially as announced.

**Cuban relief.** FCC Mass Media Bureau has found Plough Broadcasting Co., former licensee of WSUN(AM) St. Petersburg, Fla., (station has been sold to Taft Radio and Television Co.) eligible for \$12,265.24 in compensation for modifying transmitting facilities to offset effects of Cuban interference. Finding is bureau's first under Radio Broadcasting to Cuba Act, which authorized compensation. Bureau's determination will be forwarded to United States Information Agency, which is responsible for distributing funds.

**Philadelphia hearing.** FCC has designated for comparative hearing renewal applications of WHAT(AM)-WWDB(FM) Philadelphia with competing applications of Main Line Communications and American Minority Communications Inc., which are vying for facilities of each station. FCC designated issues to determine, among other things, whether WHAT had broadcast lottery information in violation of commission rules.

**Keep it.** FCC's proposal to stop requiring filing of network affiliation and transcription contracts, object of unanimous opposition (BROADCASTING, Feb. 25), has been hit again. In reply comments at commission, Group W, Fisher Broadcasting Inc. and Media Access Project all said requirement should be retained. "The simple filing requirement which the commission is proposing to eliminate is precisely the type of nonintrusive, nonpaperwork-producing regulation which the commission should be relying upon to foster the efficient functioning of the competitive marketplace," Group W said.

**Tower move.** FCC has granted Beasley Broadcast Group waiver of its separation requirements to move transmitter of its WXTU(FM) Philadelphia closer to that city. Commission said factor supporting waiver was that Beasley proposed move to a "de facto antenna farm."

**Restraint requested.** Pan American Satellite Corp., which has filed application to provide private international satellite service, has asked FCC to prohibit Communications Satellite Corp. from lobbying against adoption of policy permitting separate international satellite systems. In complaint at FCC, PanAmSat also asked that Comsat be prohibited from paying for any portion of Intelsat lobbying expenses on same subject.

ally have to be split up when there is a transfer of ownership. Fowler did not specifically address the likelihood of Capcities being permitted to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York, whose signals overlap. But Fowler said that waivers are supposed to "further the purpose" of the rule from which a waiver is being sought.

In an interview after the hearing, Fowler added that he wasn't ruling waivers out. But Capcities and ABC would "have a very heavy burden" to demonstrate why waivers should be granted, Fowler said.

On a separate topic, Senator Frank Lautenberg (D-N.J.) said he thought there was a "responsibility to communicate" children's television programming. "We'll continue to look at that," Lautenberg said.

## Intelsat's Colino outlines measures to protect service

**In speech to UCLA satellite symposium, director general details steps to counter competition; Commerce and State officials express reservations**

Intelsat's director general, Richard Colino, is speaking out with increasing frequency and harshness on the issue of the new U.S. policy favoring the establishment of separate international satellite systems that would compete with the global system he heads. In a speech at the University of California at Los Angeles (BROADCASTING, March 26), Colino suggested that the U.S., "with the best of intentions," has embarked on a policy that could "set in process the destruction of Intelsat and a global communications network that will ultimately result in a colossal and tragic loss of economic and political power for the United States by the year 2000."

Such talk was not winning friends among U.S. policy makers. Nor did there appear to be any enthusiasm for steps he said the U.S. "must" take to avoid such a situation and "protect the viability of Intelsat." Of four he suggested, the most extreme would have the U.S. commit itself in advance not to authorize any separate system that the Intelsat Assembly of Parties (governments), following a coordination process under Article XIV(d) of the Intelsat Agreement, finds would be economically injurious to the global system.

Another calls on the U.S. to initiate an effort within Intelsat to amend its pricing procedures to enable the organization to charge different rates in order to compete with separate satellite systems on specific routes. Under its present procedures, Intelsat is required to average prices globally to ease the cost burden on developing countries located on thin routes. Unless the agreement is changed, Colino said, Intelsat "will be unable to compete."

The two other steps would have to be taken by the FCC—one calls on it to do what Colino said is within its authority "to enable Intelsat to meet its current capital equipment commitments," which he said were made to meet the projected requirements of the U.S.

He did not elaborate on what he would have the commission do, but presumably the commission could defer approving separate systems through completion of the current Intelsat VI program in the Atlantic region, which runs until 1992. It could also assure an allocation of sufficient traffic to satellites as opposed to trans-Atlantic cable facilities. He would also have the commission develop a "technically sound, limiting, and realistic definition" of services that separate systems would be allowed to offer. President Reagan has said such systems should be prohibited



Colino

from offering public switched services, which now generate most of Intelsat's revenue (although Colino said the percentage has dropped, from 85 in 1981 to 72 last year).

Commerce and State Department officials last week dismissed out of hand the proposal that the U.S. agree in advance to be bound by a decision of the Assembly of Parties as to whether a proposed separate satellite system would cause Intelsat economic harm. "We're not going to agree to be bound," said David Markey, of Commerce's National Telecommunications and Information Administration. "It would mean that we'd be forever bound not to authorize a system unless Intelsat blessed it." And Kenneth Leeson, an adviser to the State Department's coordinator for international communication and information policy, said such a proposal "goes beyond what is required by the Intelsat Agreement." The Assembly of Parties finding under XIV(d), he said, "is a recommendation."

Leeson also indicated he did not accept Colino's scenario of an impending apocalypse in the absence of such a commitment. "We've always said if we were convinced that a separate system would cause economic harm [to Intelsat], we wouldn't go forward," he said. Nor did he indicate implicit trust in the director general: "Colino can probably deliver a majority of votes of the Assembly of Parties on the basis of the drama he has built up as opposed to a clean, analytical assessment of economic harm."

Markey indicated he, too, takes Colino's remarks at less than face value. Told that the

director general, in his remarks in Los Angeles, said Intelsat had "suffered for several years a shortfall in traffic," he snapped: "Suffered? Any outfit that spends \$2 million on lobbying can't be suffering." That was a reference to what PanAmSat, one of the separate-system applicants, said—in a filing with the commission—Intelsat spent on lobbying by the end of 1984. Kim Degnan, Colino's executive assistant, said Intelsat does not lobby, a point Intelsat officials have made consistently—but is waging an "educational" campaign, to inform decision makers about Intelsat, an institution Intelsat officials say is only dimly understood in Washington. And Degnan said of the \$1.8 million mentioned in the PanAmSat filing, \$1.5 million was spent to generate the information, in the form of research material.

As for amending the agreement to permit greater "flexibility" in pricing, Markey and Leeson said they did not understand why the U.S. should be expected to initiate such a proposal. "If Intelsat thinks it should consider a change in its pricing procedure, it should proceed as an institution," Leeson said. But more than that, they noted the U.S. position remains that changes in the agreement are not necessary, that pricing flexibility is already available to Intelsat. Leeson said, as an example, that while the same services must be priced the same everywhere, somewhat different services may be priced differently. He also said some sophisticated services would be offered only in the high-density traffic areas and that, as a result, they could be priced to compete with the separate systems without regard to global averaging.

Meanwhile, the Organizacion de Television Iberoamericana, an association of television broadcasters in 22 countries that offer Spanish- and Portuguese-language programming, has written to FCC Chairman Mark S. Fowler, expressing support for alternative satellite systems, particularly "a regional satellite system" that would serve Latin

America. The letter complained of what it said were the high costs, poor technical service and lack of adequate capacity available from Intelsat.

Among the signers of the letter was Rene Anselmo, president of Spanish International Network and one of the principals in PanAmSat, which has applied to the FCC for authority to establish an alternative satellite system that would serve the U.S. and Latin America. □

## USIA budget fares well in Hill hearing

The U.S. Information Agency budget requests for 1986 and 1987 emerged largely intact last week from a markup session of the House International Operations Subcommittee. The subcommittee, considering an authorization measure, recommended cuts of \$24 million in the agency's budget for 1986 and \$16 million in 1987. But USIA would still be among the favored few agencies, in this time of general budget austerity, whose funding is growing rapidly. The resulting \$949.6 million in 1986 would be \$154 million more than the funds on which the agency is operating in the current fiscal year; the total for 1987 would be \$1.1 billion.

Most of the reduction in the 1986 budget request—\$16 million—would come from the \$168-million installment on the administration's long-range, \$1.3-billion program of modernizing the radio facilities of the Voice of America. And the money would not be eliminated, but deferred to 1987. The subcommittee said the agency usually has difficulty spending all the money appropriated for it in a given year. The subcommittee recommended \$310 million for the modernization program in 1987.

Another \$8 million of the proposed reduc-

### From the ALJ's

**Ames TV.** In initial decision, FCC Administrative Law Judge Joseph Stirmer has granted application of Metro Program Network for new UHF in Ames, Iowa, on ch. 23. Metro Program Network, sole remaining applicant after settlement agreement, is owned by Gerald Fitzgerald, Cedar Rapids publisher of real estate guides. In separate initial decision, Stirmer has granted Metro Program Network's application for new UHF in Cedar Rapids, Iowa, on ch. 28 (BROADCASTING, March 25).

□

**Kailua-Kona grant.** In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Fakas Broadcasting for new FM in Kailua-Kona, Hawaii, denying competing application of Makai Broadcasting Inc. Fakas won on integration grounds. James A. Fakas is 90% voting partner of Fakas Broadcasting. Fakas is vice president of KCAL-FM Redlands, Calif.

□

**Another ALJ reversal.** Reversing initial decision by FCC Administrative Law Judge John Conlin, Review Board (with Board Chairman Joseph Marino dissenting) has granted application of Broadcast Associates of Colorado for new FM in Lamar, Colo., denying competing application of FM 105 Inc. Conlin had granted FM 105's application, holding it to be preferred on integration grounds. Board, however, said FM 105 warranted "fatal" demerits for false deposition testimony by its principal and improper certification of engineering exhibit. In dissenting statement, Marino said ALJ, who assessed FM 105 with but slight demerit for "two faults" that applicant and her lawyer had "candidly acknowledged early in the proceeding," should have been affirmed "as more consistent with board and commission precedent." Broadcast Associates of Colorado is limited partnership whose sole general partner is Don Yoximer, Lamar computer salesman.

tion in the administration's request for USIA for 1986 had been sought for RIAS—Radio in the American Sector of Berlin—to build a television station. The subcommittee objected to what would be a grant to West Germans to build a television facility to broadcast to East Germany.

The subcommittee, in another action, indicated it felt the agency was seeking too much money for its television service and not enough for its book program. It said \$3.3 million of a \$7-million increase proposed for the television and film service should be authorized instead for the translation and publication abroad of American books. The subcommittee expressed concern the Soviet Union was outstripping the U.S. in that area of information. □

## Intelsat cuts rates, OK's new services

**Board of governors approves 15% cut in some video rates; it continues to debate coordination question with proposed competitors**

The International Telecommunications Satellite Organization, which is faced with the probability of competition in the provision of satellite-delivered service, is demonstrating its potential as a tough competitor. The global system's board of governors, at its quarterly meeting in Washington last week, approved a number of modifications and additions to the new video services it is offer-

ing—including a 15% reduction in the full-time rates for those services. The reduction will reduce some video rates to less than \$1 a minute.

While that price reduction was the major piece of hard news to emerge from the meeting, considerable attention was focused on the controversial question of whether Intelsat should adopt procedures and guidelines governing how proposed separate satellite systems would be coordinated with Intelsat under Article XIV(d) of the Intelsat Agreement. And the discussion indicated that the U.S. is increasingly isolated on the issue. It was the only one of the 27 members to call for retention of the present system of considering coordination matters on a case-by-case basis. A final decision by the board is expected at its September meeting.

The XIV(d) coordination is designed to protect Intelsat from not only technical interference from separate systems but the adverse economic harm they might cause. And the debate on whether guidelines should be adopted was conducted against the background of an economic report estimating the likely impact on the rates of Intelsat members of a loss of business to two of the separate systems whose applications for authority to operate are among the five now pending before the FCC. The report, an updating and amplification of an earlier one by Walter Hinchman and Associates Inc., measures the likely effect on each of Intelsat's 109 member countries—and concludes that in most cases the effect would be significant, and adverse.

However, a report expected to be released this week by the Commerce Department's National Telecommunications and Information Administration, which is among the authors of the executive branch policy endorsing the authorization of separate systems, offers a completely different estimate. It suggests the effect of separate systems on Intelsat rates would be minimal. The differences in the conclusions stem in part at least from differences in the assumptions on which they are based.

Intelsat's charges for video services were already relatively low—\$1.4 million a year for a seven-year, full-time preemptible lease that would enable a broadcaster to originate programming in the U.S. and transmit throughout Europe to medium-sized earth stations. Intelsat Director General Richard Colino, in a speech last month to a seminar in London that was sponsored by the European Study Conferences Ltd., said the rates for a full-time, seven-year zone beam lease on a preemptible basis, "could be as low as \$1.14 per minute. For a global beam under a seven-year preemptible lease," he added, "rates are as low as \$2.66 per minute."

With the board's action last week, those rates are reduced by 15%.

Intelsat officials do not cite as a reason for the price cut the competition to be expected from the separate systems. Rather, Kim Degnan, executive assistant to Colino, said the reduced rate is "a promotional" effort, one designed to meet the needs of would-be cus-

### Washington Watch

**FTC budget update.** Federal Trade Commission Chairman James Miller asked Senate Appropriations Subcommittee for fiscal 1986 budget of \$63,934,000 (4% decrease in "real terms" from FY '85 budget) and FY '85 supplemental request of \$1.45 million to cover salary increases. □

**Senate Copyrighters.** Senate Copyright Subcommittee has completed reorganization. Members are: Chairman Charles McC. Mathias (R-Md.), Paul Laxalt (R-Nev.), Alan Simpson (R-Wyo.), Orrin Hatch (R-Utah), Patrick Leahy (D-Vt.), Howard Metzenbaum (D-Ohio) and Dennis DeConcini (D-Ariz.) □

**Hearns-Hagler tickets.** National Association of Broadcasters has arranged for its membership to view April 15 middleweight championship title fight during its convention in Las Vegas. Fight between Marvin Hagler and Thomas Hearns will be shown on closed circuit in convention center rotunda. Tickets, \$15 each, will be available at NAB registration desk on April 13. □

**Kidnapped on C-SPAN.** Bi-partisan group of congressmen, led by Representative Mickey Edwards (R-Okla.), will take turns displaying pictures on C-SPAN of some of 160,000 children reported missing by parents each year and discuss details of their disappearance. Edwards and others did same thing last year. □

**Appeal activities.** National Association of Black Owned Broadcasters has petitioned U.S. Court of Appeals in Washington to review FCC decision eliminating seven-station rule and replacing it with rule raising ownership limits to 12 AM, 12 FM and 12 TV stations. NABOB has consistently opposed liberalizing ownership limits on ground higher limits would make it more difficult for minority group members to enter ranks of broadcast owners. In other appeals of commission actions: People of State of California are seeking review of commission action authorizing television stations to operate data and other communications services on vertical blanking interval of TV video signal; Dadeland Broadcasting Co. and New Continental Broadcasting Co. appealed commission order affirming Review Board grant of construction permit for new AM station in Miami to Community Broadcasters Inc., St. Charles CATV Inc. and Chaso Cablevision Ltd. are seeking review of commission order directing systems that serve communities in Maryland to carry programs of noncommercial WHMM(TV) Washington (ch. 32), and Southwestern Electric Power has asked court to review commission order affirming staff decision declaring that rates Southwestern charged Warner Amex Cable Communications Inc. at Fayetteville, Ark., were unjust and unreasonable. □

**By popular demand.** National Association of Broadcasters annual state presidents and executive directors meeting held recently in Washington was such success that association plans to repeat conference in November. Format for next meeting, however, will be slightly different. Gathering will be held only for executive directors from state broadcasting associations and will concentrate primarily on association management ideas. □

**Lottery stay requested.** Stella Pappas, applicant for multichannel multipoint distribution service, has asked FCC to stay MMDS lotteries in markets where women have applied until commission adopts final order in pending rulemaking to grant women lottery preferences.



tomers in countries around the world who say their start-up costs are so heavy—most are establishing cable systems—they would have difficulty paying video charges.

However, the charges eventually borne by end users include those of the Intelsat signatories which transmit and receive the signals from the Intelsat satellite. Thus, they are considerably higher than those quoted by Intelsat. And the degree to which end users will benefit from the Intelsat price cut depends on the degree to which those middlemen pass it on.

The issue of the adoption of guidelines for the board's use in considering XIV(d) coordination matters has been controversial since it arose in advance of the board's meeting in September, when Colino submitted a proposal on the matter. U.S. officials charged that the proposed guidelines were designed to block coordination of the separate system applications then (and still) pending before the FCC. Colino—who noted that the paper he submitted was the result of a request the board of governors had made of his predecessor, two years earlier, has consistently denied the charge. And last week he presented an analysis designed to show the proposed guidelines were essentially a codification of criteria Intelsat had used in the past.

The board did not act on the matter at the meeting, and apparently a consensus has yet to develop on the guidelines the governors will accept. But reports from the meeting indicate that a substantial majority of the governors favor the adoption of guidelines—both to help the board in its evalua-

tion of the separate systems submitted for coordination and to facilitate the work of the executive organ that submits coordination matters to the board. Support for establishing guidelines was said to have been expressed not only by the U.S.'s neighbors—Canada, Mexico and countries in the Caribbean—but by such allies as the United Kingdom and Japan.

The U.S., in its comments at the meeting, opposed "the adoption of mechanistic procedures and criteria for purposes of Article XIV(d) consultations regarding significant economic harm." It said that "exclusive reliance on inflexible, quantitative criteria, rather than a fuller consideration of all factors—qualitative as well as quantitative—would, in our view, be detrimental to the long-term interests of Intelsat." It called for continued reliance on the case-by-case approach, saying that "flexibility inherent in such procedures has enabled members to work together in good faith to avoid taking economic actions that would result in significant economic harm to Intelsat."

But the board directed the director general to revise the proposed criteria in light of the comments expressed at the meeting and to submit the product to the board at its meeting in June. The board hopes to complete work on the project at its meeting in September, and to report the results of its work to the Assembly of Parties, which is scheduled to meet in October. Guidelines the board adopts would be used by it in making its recommendations on coordination to the Assembly of Parties, Intelsat's ultimate authority.

Among those in attendance at the board meeting on the XIV(d) issue was a State Department official, John Gilsenen, who was serving as a government observer—the first time in Intelsat's 21-year history the U.S. has sent an observer to check on the manner in which the Communications Satellite Corp., the U.S. signatory, was representing U.S. interests.

The Hinchman report indicates that the impact would vary widely among individual Intelsat members. But for the majority, the report says, the expected diversion of traffic from Intelsat "would result in a significant increase in their Intelsat costs." Under one of the four scenarios Hinchman assumes, the U.S. would experience increased Intelsat costs ranging from \$784,000 to \$3,369,000 a year.

But the scenario employed in that analysis were described by one NTIA official as "silly"—Intelsat's loss to competitive systems of all U.S.-Europe international business service and video traffic, as well as all voice circuits projected for use for record, data or alternative voice data. The NTIA study, a polishing of one prepared a year ago but never released, assumes a loss of 50% of Intelsat's video and IBS business, as well as 10% of its public switched services—which are supposed to be protected against loss under the same U.S. policy calling for the establishment of separate systems. The loss of Intelsat business that would cause, according to the NTIA study, would require a 5% increase in revenues—and that would result in an increase of \$1.34 per channel, per day. □



### HDTV choice gains support

The U.S. TV industry's call for a worldwide high-definition television production standard using a modified Japanese NHK system has been endorsed by the Society of Motion Picture and Television Engineers. SMPTE concurred with recommendations made March 19 by the HDTV Technology Group of the Advanced Television Systems Committee for a HDTV studio standard of 1,125 lines, 60 fields-per-second, 2:1 interlace scanning and a 5.33:3 aspect ratio (BROADCASTING, March 25).

The society also seconded an ATSC recommendation to continue work on a 60 hz, 1:1 progressive scan system. In February, a society standards working group expressed a preference for progressive scan methods, which would provide twice the picture lines-per-second of interlace scanning, although bandwidth requirements are increased. But "in the interest of achieving a world standard," the group had accepted a family proposal which included both NHK interlace and progressive scan members.

The recommendations of the SMPTE working group were requested by ATSC, and, according to E. William Henry, ATSC chairman, had been a valuable input in ATSC deliberations.

"SMPTE is particularly pleased that the

ATSC actions provide a basis for a strong and unified U.S. position" for upcoming interim working party meetings of the UN-sponsored International Radio Consultative Committee (CCIR), the society noted in a March 21 release. The CCIR meetings, to be held in Geneva during May, are part of efforts to reach an international agreement by next October.

The key to that agreement may be European acceptance of a 60 hz standard (Europe's television systems are 50 hz), with the quality of downconversion from HDTV a major concern. Reports are mixed, but positions should be clearer following a European Broadcasting Union technical committee meeting April 10-17 in Spain.

Sony, a major manufacturer of HDTV systems, expects no significant purchases of the technology soon. Sony Broadcast President William G. Connolly told BROADCASTING last week that "the equipment being built now is in order to have equipment to experiment with." Customers in the U.S. and worldwide are primarily research laboratories, he explained.

"Members of the motion picture industry have experimentation ongoing in production with HDTV," Connolly said, "But there won't be an investment or major commitment until there is a worldwide or de facto standard."

### Two PTV's go stereo

Two public TV stations, KERA-TV in Dallas and KDMN-TV in Des Moines, Iowa, have become the first in their respective markets to begin a multichannel sound service, according to station representatives.

KERA-TV, in the 10th market, began its stereo broadcasts on March 24 with a 7 p.m. broadcast of the PBS special, *Gala of the Stars*, and plans to program an average of five to eight hours of true stereo material each week. The remainder of its schedule will be pseudo-stereo, using an Orban stereo synthesizer. Nearly \$750,000 was spent by the station for the conversion, which included two new Larcen stereo-ready transmitters and a pair of stereo generators, one from Modulation Sciences, New York, and the other from Orban Associates, San Francisco. The station is alternating the generators daily before deciding which to use.

KDMN-TV, which is in the 65th market and is the Iowa public broadcasting network's flagship television station, started its broadcasts on March 8 and plans to program three hours a week in stereo, including *Austin City Limits* and *Live from Lincoln Center*. The station plans to do live stereo remotes of local music events and will also use an Orban stereo synthesizer to complete its stereo schedule. According to Howard Frazier, as-

stant director of engineering for Iowa PTV, the station has spent approximately \$35,000 to \$40,000 to date to upgrade its transmission plant, including the purchase of an Orban stereo generator and minor modifications of a Harris transmitter.

The conversions bring to 30 the number of TV stations with the multichannel sound service either broadcasting or in place.

### Ottawa bound

High-definition television will be the subject of a four-day gathering sponsored by the Canadian government May 13-16 in Ottawa, with four dozen TV technology experts presenting lectures, workshops, papers and demonstrations. The 300 attendees expected will be addressed on four themes: needs, technology, systems and delivery, and policy/standards/impacts. Sponsored by the federal Department of Communications, the Canadian Broadcast Corp. and the National Film Board of Canada, the colloquium also covers other advanced television systems, including extended definition and improved conventional NTSC and PAL systems.

Ottawa is also the site of "Innovations '85," a wide-ranging technology conference sponsored by the Ottawa section of the Society of Motion Picture and Television Engineers. Held in the Westin Hotel April 27-28, the program will cover topics from digital video and audio to component editing. A panel on "Warm-Hearted Components and Frost-Bitten Digits" led by Fred Remley of the University of Michigan highlights the opening day, and other speakers include representatives of Canadian Broadcast Corp. and Canadian National Film Board.

### DBS seeks standards

The pace has picked up on efforts to establish voluntary U.S. standards for direct broadcast satellite systems, with a series of tests to be started this spring and standards adoption procedures due to begin at the FCC next summer.

A series of system demonstrations will begin in May by the Direct Broadcast Satellite Association, a trade group authorized by the Justice Department last year to help develop DBS technical standards. DBSA will perform objective and subjective comparisons through an RF test channel with noise and interference impairments, and although the exact date and location of the demonstrations remain to be determined, companies likely to participate include Scientific-Atlanta and M/A-Com. DBSA will use the comparison results to identify parameters for a standard system.

Also scheduling an evaluation of DBS transmission methods is the Advanced Television Systems Committee, whose Technology Group on Enhanced 525-Line Television last spring selected a "strawman" system to be the subject of a series of tests beginning next June.

The FCC, which began proceedings for the selection of DBS standards in February, recently extended from April 4 to June 30 the comment period on proposals developed last summer by its advisory committee on DBS technical standards. The extension was requested by DBSA, which expects to submit the comparative test results to the commission by that time.

Similar standardization efforts taking

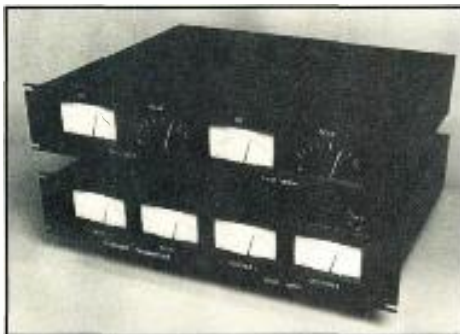
place in Europe have already resulted in the selection of a "family" of compatible systems, following meetings of the European Broadcast Union and European manufacturers in Brussels during February. The two-modulation scheme, C-Mac/packet system recommended by the user-based EBU, and the D2-Mac/packet system with frequency modulation, recommended by the manufacturers, are essentially alike in picture transmission and signal scrambling methods, but vary in the handling of sound and data services. A single type of home receiver can be constructed for the two techniques, EBU said.

### Tribune camera buy

Tribune Broadcasting has bought over \$1 million in studio and field video cameras from Ikegami Electronics of Maywood, N.J., for three of its owned TV stations, a representative of the Chicago-based group told BROADCASTING. The 14-camera buy includes eight HK-322 triax studio cameras for WGN-TV Chicago, to replace decade-old RCA cameras now in its three studios. Three more HK-322's will go to WPX(TV) in New York for Independent Network News telecasts and local productions, while Tribune's KWGN-TV in Denver will get three field cameras: an HL-95 Unicam and two HL-79s.

### Gearing up

For stereo audio applications, B & B Systems has developed the MP-4 audio meter panel. According to the Los Gatos, Calif.-based company, the three-and-a-half-inch rack mount unit can be provided with any combination of four VU or peak program me-



ters, and separate input circuits for each meter include buffered, balanced and active bridging electronics. The \$995 panel has applications for TV broadcasters, and production and post-production houses, as well as in the radio and film industry, B & B said.

□

Leader Instruments of Happaug, N.Y., will have a TV stereoscope available by the end of April. Designed for studio use, the rack-mountable unit provides for stereo channel measurements of level, balance, azimuth, separation and phase angle. Cost of the LBO-552BH1 is \$750.

□

Audio time compressor/expander units from Lexicon, used by broadcasters to shorten program material without altering the pitch, have been upgraded for stereo and should be available by the end of April, the company announced mid-March. The Model 1200 stereo system uses two upgraded

mono compressor/expanders along with a mono-compatible stereo matrix built by Straight Wire Audio of Arlington, Va., and costs approximately \$18,500. Factory retrofits are also available for current owners of 1200B and 1200C models, with prices ranging in most cases between \$1,000 and \$3,000.

The company also announced a new serial control option for its model 1300 digital audio delay synchronizer to make it compatible with the Tektronix 110-S four-field frame synchronizer, enabling the unit to achieve precise machine-to-machine synchronization for multiple channel audio.

### Pacific seeks patent

A method of digital conversion which turns a single phone line into two voice and five data channels has been developed by Pacific Bell, the San Francisco-based company announced in mid-March. The transmission technology, subject of a patent application with the U.S. Patent and Trademark Office, has applications for such services as pay-per-view programming and videotex, according to the company, and can work either over copper wire or fiber optics. Tests on the technique will begin late this year in conjunction with Apple Computer of Cupertino, Calif.

### RMS merges divisions

RMS Electronics of New York has merged its Poleline Corp. operation into its CATV division, which will continue to supply Poleline items, including pedestals, apartment boxes and traps.

### Regional radio

RCA American Communications's Satcom I-R satellite will be used for a new single channel per carrier (SCPC) distribution service of regional or specialized radio networks, the company announced March 13. The service will provide 15 and 7.5 khz audio channels with monthly space-segment rates ranging from \$1,750 to \$10,375.

### Cable buys

More than \$3 million worth of General Instrument's addressable baseband converters and decoders have been ordered by The Lenfest Group of Abington, Pa., and Cable Co. of Claremore, Okla. GI's Tocom Division, based in Dallas, will deliver 15,000 model 5503 baseband converters with remote control and 18,000 model 5501 baseband decoders to Lenfest for use at its 11 Pennsylvania cable systems. Three thousand of the converters will go to the Claremore system.

### Games on the bird

Modulation Associates will supply IDB Communications of Los Angeles with more than \$500,000 in satellite uplink gear for its national sports interconnect network (BROADCASTING, March 4). Shipments from the Mountain View, Calif.-based equipment company began in late February and are scheduled to be finished in time for IDB to complete 22 uplink installations that will backhaul Major League Baseball games and other sporting events.

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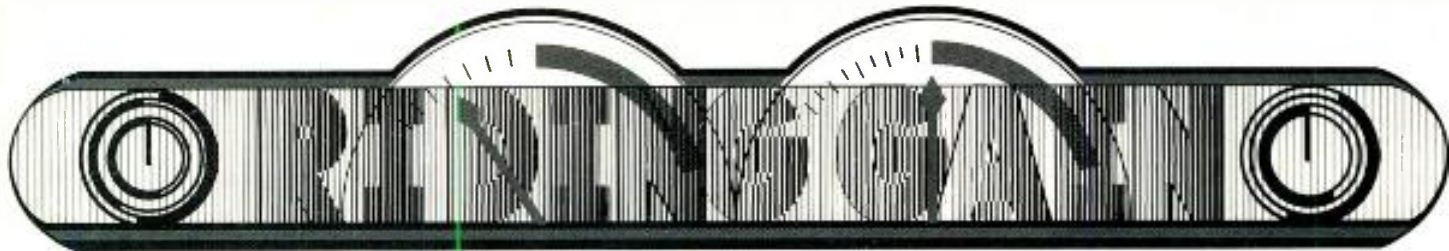
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## The week's worth of news and comment about radio

### Gridiron talk

The CBS Radio Network, which held the rights to National Football League games for seven consecutive years before being outbid by NBC Radio this year, will continue to use its two premiere football announcers, Jack Buck and Hank Stram. They will host a new two-hour, Sunday night sports talk show titled *The NFL Tonight*.

According to CBS, the show will feature interviews with key players and coaches of the day's games as well as reviews of Sunday's action by Buck and Stram. The program will also include a listener phone-in segment.

Although Buck and Stram will co-host the show, the two will be, for the most part, in different parts of the country each week. Buck is the announcer for the St. Louis Cardinals home and away contests for CBS-owned KMOX(AM), and also serves as the station's sports director. Stram will be traveling with the CBS Television Network sports



Stram and Buck

team as color commentator for Sunday NFL games. *The NFL Tonight* is slated to air from 9 to 11 p.m. NYT.

In addition, CBS sportscaster Brent Musburger and Jimmy (the Greek) Snyder will be featured in a 20-minute NFL preview commentary show, fed to stations each Friday night for broadcast prior to Sunday's games. Both *The NFL Tonight* and the preview program will premiere the weekend of Sept. 8 and run for the full NFL season. CBS will also have extensive *Sports Central USA* weekend reports during the NFL season, said CBS Radio Networks Senior Vice President Dick Brescia.

On another front, CBS Radio is assembling announcer teams for its Major League Baseball "game of the week" series, which begins Saturday, May 25 ("Riding Gain," Nov. 19, 1984). Among the names of sportscasters being mentioned are Jerry Coleman, Bill White, Dick Stockton, Lindsay Nelson, John Rooney, Curt Cowdy and Musburger.

### RNA search

Radio Network Association (RNA) President and Executive Director Jack Thayer, who is recovering from a stroke suffered late last year, will not return to his post, according to RNA Chairman and CBS Radio Networks Senior Vice President Dick Brescia. Thayer, former vice president and general manager of Metromedia's WNEW(AM) New York, was the association's second president, succeeding Art Kriemelman last summer ("In Brief," Aug. 13, 1984). Kriemelman, who left RNA to join RKO Radio Networks, now is vice president and director of sales for Westwood One.

Brescia last week announced a three-member presidential search committee composed of executives from RNA member

networks: Nick Verbitsky, president, The United Stations; Dick Penn, senior vice president, NBC Radio Networks, and Ed McLaughlin, president, ABC Radio Networks. Tom Dawson, who has been managing the association's affairs in the interim, will continue in that capacity, said Brescia.

### Selected formats

United Press International (UPI) will soon unveil a refined system of delivering news that is compatible with different radio formats. The new system is an extension of UPI's high-speed CustomNews service, introduced in early 1983, which allows subscribing stations with a special micro-processor to pre-program certain news and information elements by choosing different categories available in UPI's database (BROADCASTING, March 21, 1983).

"We took the next logical step in the development of CustomNews," said Marcy Kreiter, CustomNews editor based at UPI's Chicago bureau. "We will be able to put together news packages aimed specifically at rock stations, country formats, religious broadcasters, news/talk stations and stations catering to agricultural areas," she said. The new system will be marketed under the name of "CustomNews Format Wires."

It will expand the amount of information traditionally made available to CustomNews subscribing stations by pulling information from newspaper wires and other specialized wires, noted Kreiter. In this way, format-oriented news items will be valuable not only to the news director, but to the program director and disk jockey as well, she said.

CustomNews currently has just over 800 radio and television station subscribers. Although the new format wire service is primarily geared for radio stations, said Kreiter, the news/talk and agricultural news stories can apply to some television stations.

"CustomNews Format Wires," which will be on display at the National Association of Broadcasters convention in Las Vegas (April 14-17), will be available as an option to CustomNews subscribers by June 1 at a small additional cost.

### Measurement committee

The National Association of Broadcasters has announced the formation of a radio audience measurement task force, assigned to examine the possibility of creating a non-profit entity to collect commercial audience research for the radio industry. The members are: Kenneth MacDonald, MacDonald Broadcasting Co., Saginaw, Mich.; John

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### Arresting development

Bruce Carroll Pierce, who Denver police believe headed a "hit squad" that murdered outspoken KOA(AM) Denver talk show host, Alan Berg (BROADCASTING, June 25, 1984), was arrested March 26 in Rossville, Ga., according to a UPI report. Pierce, 30, was armed when arrested near his brown van, which reportedly contained guns, grenades, pipe bombs and a cross bow and arrows. According to an FBI agent, Pierce was considered the most wanted man in the West after he took over as leader of a neo-Nazi organization whose members have been accused of staging armored car robberies to finance their activities. Of the others linked to the Berg slaying, two are still at large, and one died in a gun battle with federal agents near Seattle last December.

### Radio excellence

The National Association of Broadcasters, in conjunction with McKinsey & Co., the New York-based international consultancy firm that develop the basic principles for the best-selling management book, "In Search of Excellence," has developed a similar study for the radio industry. "This marks the first time that these principles have been targeted to a given industry," said an NAB spokeswoman.

Some of the material in the study, which has been given the title "Radio: In Search of Excellence: Lessons from America's Best-Run Radio Stations," will be presented at a workshop on Monday, April 15, at the NAB convention in Las Vegas. For the session, McKinsey & Co. staffers Bob Waterman and Sharon Patrick will provide findings from a survey of 11 of the nation's "best-run" radio stations in markets of various sizes to see how they have maintained their "high performance levels."

The results of the study, along with an NAB-conducted survey of nearly 900 "top performing radio stations" in programing, staff, community involvement, image and innovation, as well as advice articles written by radio consultants, is being published by the association in a handbook that will be on sale at the convention for \$15.

### Independent production

A "how-to" kit designed for independent producers who are seeking national distribution for their programs has been released by New Dimensions Radio, a San Francisco-based radio program supplier. Titled *Beyond Production: A Guide to Marketing Your Audio Production*, the manual discusses satellite versus tape distribution, direct mailing and telephone follow-up as well as highlighting

photo samples of producer mailings. "The kit is designed to de-mystify the whole process of large-scale distribution and marketing," said Phil Catalfo, director of broadcasting for New Dimensions Radio and author of *Beyond Production*. Cost for the book is \$25. For more information contact New Dimensions Radio at (415) 621-1126.

### Summer numbers

Arbitron Ratings said it will add a summer radio survey this year for Dallas-Fort Worth, giving the market four rating periods—the maximum number for year-round audience measurements. The summer ratings report, which is now produced in 13 markets, surveys listening from June 20 to Sept. 11. In the past six months, Arbitron has added new survey sweeps in Portland, Ore.; Sacramento, Calif., and Seattle-Tacoma.

### Playback

*The Christian Science Monitor* extended its radio broadcasting activities to the international market last month with the launch of *The Christian Science Monitor Weekend Edition*—a news program for English-speaking audiences in Western Europe. The 45-minute program, which is aired over Radio Luxembourg (1440 khz), includes six minutes of advertising time.

The new program will complement the newspaper's *Monitorradio*, a weekly, one-hour news and features show carried in the U.S. on 145 public radio stations ("Riding Gain," Sept. 24, 1984). "The overriding goal

of the Monitor's two radio programs is to bring out the humanity as well as the newsworthiness of the people interviewed and to contribute to listeners' understanding of current events and trends," noted John Parrott, editor and executive producer of the *Monitor's* broadcasting division and host for both series.

The *Weekend Edition* is aired each Sunday at 6:15 p.m. (Greenwich Mean Time). Advertising time is sold by *The Christian Science Monitor's* London-based sales staff.

### Beautiful becomes Easy

TM Communications, Dallas, has changed the name of its TM Beautiful Music format to TM Easy Listening. The new name is indicative of the music evolution the format has followed over the past several years, said Neil Sargent, TM's senior vice president. The format, which serves 30 stations, draws from more than 1,400 "bright" instrumental selections.

### Overseas connection

Jhan Hiber, president of Jhan Hiber & Associates, Pebble Beach, Calif.-based radio research firm, will conduct a series of seminars beginning next May for Australia's Radio Marketing Bureau. The company currently has three Australian radio stations as clients. Hiber said he is also working with Radio New Zealand's 30 commercial properties and is consulting its audience measurement company, Broadcast Corp. New Zealand (BCNZ).

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## ABC News goes exploring in South Africa

**'Nightline's' week-long broadcasts bring together opposing figures for interviews and debates on major issues**

ABC's Ted Koppel was back in the network's Washington headquarters on DeSales Street last week, preparing and doing *Nightline* broadcasts on routine stuff like the House debates and votes on whether to release funds for 21 more MX missiles, with whatever consequences would flow, for the U.S. and the rest of the human race. Historic broadcasts were behind him, at least for the present, broadcasts that gave new meaning to *Nightline's* motto, "Bringing together people who are worlds apart."

"Worlds apart?" For five nights, Koppel, reserved and almost painfully respectful, as always, sat in a South African Broadcasting Corp. studio in Johannesburg questioning, via split screen, people who are usually thought of as occupying different, and often warring, planets. One night, South Africa's best known black leader, Nobel laureate Bishop Desmond Tutu, and South African foreign minister R.F. (Pik) Botha debated the issues dividing them. On another night, there was the outlawed Oliva Tambo, president of the African National Congress, via satellite from his exile in Lusaka, Zambia, debating Connie Mulder, deputy chief of South Africa's Conservative Party, generally regarded as occupying a position to the right of the government.

And so it went, until a final, lengthy interview, shown on Friday, with President Pieter W. Botha, who complained that the four previous nights of *Nightline* had been unfair to

South Africa, that the programs had focused on a few problem areas and had ignored the positive aspects of the country. If Botha was aware of the irony involved in presenting his government's position, and with some vigor, while complaining about the lack of fairness shown the government, he did not reveal it.

Koppel described the series as "unprecedented television." And if for Americans accustomed to seeing representatives of conflicting, even warring, factions debating on *Nightline* and other American television programs, the sight and sounds of people on opposite sides of South Africa's apartheid line was fascinating, for South Africans, Koppel said, the impact was "extraordinary." That kind of interaction is not shown on television in South Africa. And while the country's semiofficial television service did not show each night's program in its entirety—it did not, for instance, show the Tambo-Mulder confrontation—it certainly offered enough to give South Africans a generous taste of what public debate by opposite sides on the country's most emotional and divisive issues could be like.

The reactions Koppel got from people on the street, he said, were "all positive," in some cases "moving." He recalled one South African, an Englishman, who called out to him, "Good show." He liked the "controversy," as he put it. And an Afrikaner, after watching and listening to Tutu, told Koppel he never before "realized how unjust it is that an educated man like Tutu is not able to vote in his own country."

Were the *Nightline* broadcasts the start of anything in South Africa? After all, not only

was much of what was presented on *Nightline* available on South African television, the South African newspapers, which operate with a degree of freedom that surprised Koppel, provided extensive coverage (even if reporters on all but one occasion were prevented by the government from accepting ABC's invitation to screen the programs as they were transmitted from Johannesburg). Koppel does not speak of any political changes that might result, at least not directly. Rather, he talks of the possible impact on South African television.

"There were a lot of technicians and editors at SABC who came to us and said, 'Wow, we never knew what television news could be like,'" Koppel said. "It will be hard to put that genie back in the bottle. Television news in South Africa is not state of the art, in editorial content or production. They sit in front of a camera and read the news. Interviewers don't ask pointed questions, and they don't have the production support we do on *Nightline*." Then, in his typical manner of wrapping a criticism in a gracious remark, he said of the technicians and other production people at SABC: "They were very cooperative and helpful and kind. But they didn't know what their own equipment could do until our people showed them."

But Koppel had hoped for more from his trip than stimulating improvement in South African television news techniques, if that is what the *Nightline* programs did. "I had one hope before we left," he said, "and that was that when we came back, a significant number of people in the country would, A, know



**African dialogue.** Koppel interviews Winnie Mandela, a black nationalist and the wife of the imprisoned leader of the outlawed African National Congress. Overseeing the broadcasts in the control room are Rick Kaplan (l), executive producer, and ABC News president, Boone Arledge.



more about South Africa and, B, be able to answer the question, "Where do I want my government to place its bets?" There are tough decisions to be made about South Africa. We didn't go over there with the expectation we could answer the questions, or that we would make editorial recommendations—the idea was to present enough diverse points of view that people would be able to answer those questions themselves. In that sense, we did about as well as we could have hoped."

What was in it for South Africa? Why would it subject its government's chief ministers to debates with black nationalists? Koppel believes the government made a judgment that the benefits it could obtain by presenting its views, in an unedited manner, through its officials, outweighed any risks. "They feel the press they get is uniformly bad," Koppel said. So, "what did they have to lose" by cooperating with *Nightline* in the project?

And the government did cooperate. Koppel said, "They kept their word." There were complaints about the programs from the government during the week, Koppel said. And at one point an official—Constitutional Affairs Minister Chris Heunis—canceled a scheduled appearance, but Koppel thinks the reason was not state disapproval of *Nightline* but an unwillingness to appear with blacks with whom he was about to open negotiations on a government matter. There were hints that President Botha might also withdraw, but, as viewers noted in the final program, on March 22, that ran for a total of one hour and 20 minutes (four other guests also appeared on the broadcast), he did not.

It wasn't only the whites who complained about the broadcasts. Koppel said that Tutu as well as Pik Botha complained about their joint appearance. "They felt they had been interrupted too much," he said. "By each other?" "By me, and each other." Tutu, Koppel reported, had been nervous in advance of the broadcast. He has proved himself an experienced and polished performer on American television during his visits to the U.S. But, as Koppel noted, appearing on television in a South African setting is different from appearing on television in Washington or New York.

The five nights of programing—which ABC shipped 25 staffers and technicians to South Africa to produce—had their genesis in a luncheon meeting Koppel and *Nightline's* executive producer, Richard Kaplan, had with South Africa's ambassador to the U.S., Bernardus Fourie, in November. "We

said we'd like to go to South Africa, but only if we could do there what we routinely do here," Koppel said, "that is, to quote our motto, 'to bring people together who are worlds apart.' We made only one commitment—that we would make every effort to be fair. We wouldn't present only one side. We would give government officials every opportunity to present the government point of view. But there wouldn't be separation of the guests. There would be no apartheid on *Nightline*."

Fourie appeared optimistic the proposal would be accepted. And some two months later, Fourie said visas for the *Nightline* crew would be available. That did not end the uncertainty, however. Indeed, for a time, it appeared that the project was in jeopardy.

Two producers who were sent on ahead ran into difficulty at the Foreign Ministry when they said they wanted to book Pik Botha to appear with Tutu on the first broadcast. "They looked at me like I was crazy," Koppel quoted Tara Sonenshine, a booking producer, as reporting. "I don't have the impression they heard any of this before. They're really telling me they don't think it's going to be possible to bring these kinds of people together. I told Tara I wouldn't leave Washington without assurances that we could." He noted he had received assurances from the ambassador on the issue and that if they were not to be honored he would call off the project—a position with which Kaplan agreed when Koppel called him in New York to report the disturbing news. "For five days," Koppel said, "the thing hung in the balance." Then the word came: The assurances would be honored.

Koppel declines to discuss his views on what policy the U.S. should take with respect to South Africa. It's not that he is reluctant to discuss his abhorrence of the country's apartheid policy. "It's very tough not to just judge South Africa on human terms," he said. "There is no question that apartheid is an abomination." And that feeling was reinforced in him, both during his visit—he was preparing his next to last broadcast from the country when 19 blacks were killed in a demonstration on the 25th anniversary of the Sharpeville massacre, when 69 were killed—and after, when he read of arrests of blacks and whites who oppose apartheid who had appeared on *Nightline* broadcasts.

"But," said Koppel, who was a diplomatic correspondent for ABC for four years, "I spent too many years of my life covering foreign policy to expect that governments

make decisions based on ethical considerations alone. They never will. . . The question is not whether apartheid should be changed. The question is how—and how much involvement the U.S. can or ought to have in bringing change about."

Perhaps the five broadcasts from Johannesburg will generate the kind of thinking that may lead to constructive answers to those questions—perhaps even to bringing closer together those people who occupy different worlds within the single country of South Africa. □

## Investigation determines deaths of CBS News crew in Israel could have been accidental

But Joyce expresses regret that Israelis plan no further inquiry

CBS News vice president and deputy director of news coverage, Ernest Leiser, completed his mission in the Middle East last week, where he was sent by network news president Edward Joyce to investigate the killings of two CBS cameramen by Israeli defense forces the week before. Leiser determined that the killings could indeed have been accidental and not the "deliberate and unprovoked attack" that Joyce characterized

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Leiser

shortly after the incident, based on what the network believed at the time were reliable eyewitness accounts. Nevertheless, Joyce expressed dismay last week that the Israeli government has decided not to investigate the matter further.

The two men, a cameraman and a soundman, were killed as they were filming a UPI Television News car just after it had been fired upon by Israeli troops sweeping an area in southern Lebanon for terrorists on March 21. The two men, in a clearly marked press car, were killed by two shells from an Israeli tank. A third man, the news crew's driver, was severely injured. All were Lebanese.

The Israeli government considers the case closed. The government's conclusion is that the killings were, in the words of a press spokesman with the Israeli embassy in Washington, "a tragic accident... a case of mistaken identity." Last week, after conferring with Leiser on his findings, Joyce issued a statement conceding that the killings may indeed have been an accident. "It appears that contrary to earlier eyewitness reports, which placed the Israeli tank at between 500 and 900 yards away, it may have been a good deal further, perhaps as much as a mile and a half. If this were the case, it is entirely possible that the tank crew was unable to make out the camera and the press signs on the car."

That is exactly the position taken by the Israelis, said the embassy spokesman. The tank crew, he said, believed the camera crew to be "terrorists with antitank weapons on their shoulders." He said it was the army's contention that the press car was a mile and a half from the tank and therefore the press markings were not distinguishable.

But Joyce, in a follow-up letter to Israeli Prime Minister Shimon Peres, said it was a "matter of regret that the prime minister has elected not to investigate the incident further, and plans no measures which could prevent a recurrence of last week's tragedy." But as far as the Israeli government is concerned, the embassy spokesman said, "the facts are now clear and there is no need for any further investigation." He added that CBS was "wrong in passing judgment" on the nature of the killings, a reference to Joyce's claim that they were "unprovoked and deliberate."

But there were no apologies extended by either side—not for the killings and not for what turned out to be hasty accusation by CBS News. The Israeli government spokesman said "we expressed sorrow for the

deaths. But our soldiers acted strictly according to military regulations." Leiser was quoted in Jerusalem last week, before flying back to New York, as saying that "knowing what I know now, we might have qualified our language somewhat." He said he could not yet tell whether the Israeli army should take some blame for the deaths.

Back in New York, Leiser declined to comment either on his visit to the Middle East—where he spoke with Peres, military officials and visited the site of the shelling in Southern Lebanon—or what he told Joyce. "There is nothing more that can usefully be said on the matter," he said. Leiser did indicate, however, that during his trip CBS was granted an interview with the commanding general to whom the tank crew involved in the killings reported. He said the interview would be broadcast "shortly."

CBS News said it was canceling planned special coverage by the *CBS Morning News* of a week in Israel just before Easter and Passover as a gesture of "mourning" for the slain camera crew. Israeli officials saw the cancellation more as a punitive measure, however. But, said one official, "they are only punishing their own audience." □

## Courts continue to grant wider First Amendment rights to cable

**Appeals court in Atlanta rules Supreme Court's 'Pacifica' standards of indecent material are not applicable to cable**

The cable television industry is continuing on a roll in court decisions involving cable's First Amendment rights. A panel of the U.S. Court of Appeals for the 11th Circuit, in Atlanta, has affirmed a lower court decision that a Miami ordinance designed to prohibit cable systems from transmitting "indecent material" violates the constitutional guarantee of free speech. The panel also affirmed the lower court's holding that the ordinance violated the notion of fairness "implicit in one's right of due process of law."

The decision marks another judicial declaration that cable systems are different from broadcasting stations and, as a result, must be accorded a greater degree of First Amendment protection. Miami, in seeking reversal of the U.S. district court ruling in the case, had relied on the Supreme Court decision in the 1978 *Pacifica* case, in which the FCC was held to have the authority to impose sanctions on stations broadcasting "offensive" and "shocking" language at a time when children could be expected to be exposed to it. The high court was concerned about the "pervasiveness" of radio. But Miami's effort to extend the high court's "pig in the parlor" analogy to cable television did not persuade the appeals court panel.

The high court had said that "government is entitled to keep the pig out of the parlor," however it entered, whether "through the

door of broadcast, cable or amplified speech." But the panel said "that if an individual voluntarily opens his door and allows a pig into his parlor, he is in less of a position to squeal." The panel noted that the subscriber to Miami Cablevision, the system serving the city, "must affirmatively elect to have cable service come into his home... must make the additionally affirmative decision whether to purchase 'extra' programming services... must make a monthly decision whether to continue to subscribe to cable, and if dissatisfied with the cable service, he may cancel his subscription."

Thus, the court said, "although we recognize the complicated and uncertain area of unconstitutional interpretation which we are entering and the importance of the interests asserted by the city, we are persuaded that *Pacifica* cannot be extended to cover the facts of this case."

The Miami case is the third in which legislation aimed at outlawing allegedly offensive cable television programming has been struck down. In two earlier cases, both in Utah, an ordinance adopted by the town of Roy City and a state statute were struck down by U.S. district courts, both on grounds distinguishing cable television from broadcasting. However, now pending before the U.S. district court in Utah is a challenge to a new statute drafted by the legislature with an eye to meeting what the court said were the infirmities of the earlier one.

The Miami case was brought by a would-be subscriber to Miami Cablevision, Ruben Cruz, who wanted the Playboy Channel, which the cable system, because of the ordinance, was not providing. HBO, which has been fighting local and state laws like the one in Miami, entered the case as a plaintiff.

However, the decision in that case does not rule out ordinances aimed at barring obscenity, provided they observe the standard established by the Supreme Court in its *Miller* decision—that is, whether, among other things, "the average person, applying contemporary community standards, would find the work taken as a whole, appeals to the prurient interest." The ordinance uses that language in prohibiting "obscene" material, and Cruz and HBO did not challenge that definition or the city's constitutional right to ban it from cable television service. They challenged only the provision of the ordinance seeking to regulate "indecent material." The definition of that term in the ordinance tracked the language used by the commission in its *Pacifica* decision.

The appeals court panel also endorsed the district court's conclusion that the ordinance structured a procedure for dealing with allegedly offensive material that was unfair. Under the ordinance, the city manager receives all complaints, reviews them to determine whether there is probable cause to believe a violation has occurred, presides over hearings in cases where probable cause is found and issues decisions that include the sanctions to be imposed. The district court found that the procedures presented a high risk of unfairness in "an area of moral judgment that might well try the neutrality and impartiality of Solomon."

Said the panel: "We find ourselves in agreement with the district judge." □



## USCI stays afloat with cash from TCI

**Largest cable MSO continues infusion of money into nation's only operating DBS service; ATC also showing interest in TCI's DBS plans**

United Satellite Communications Inc., the nation's first and only satellite broadcasting company, continues to beam its five-channel service to several thousand homes in the northeast quadrant of the U.S., even though revenues come nowhere near covering costs and cash infusions to make up the difference from USCI's principals ended long ago.

That USCI remains on the air under such conditions is due to Tele-Communications Inc., the nation's largest MSO. TCI President John Malone confirmed last week that TCI has pumped a substantial amount of money into USCI, keeping the company afloat while it tries to renegotiate some of USCI's "onerous" contracts and decide whether it wants to acquire it. "If we can get all of the contracts sufficiently renegotiated contingent upon our ownership," he said, "then we might buy it."

American Television and Communications, the second-largest MSO, Malone also confirmed, is interested in being a part of TCI satellite broadcasting plans. "They may well be our partner in whatever we do."

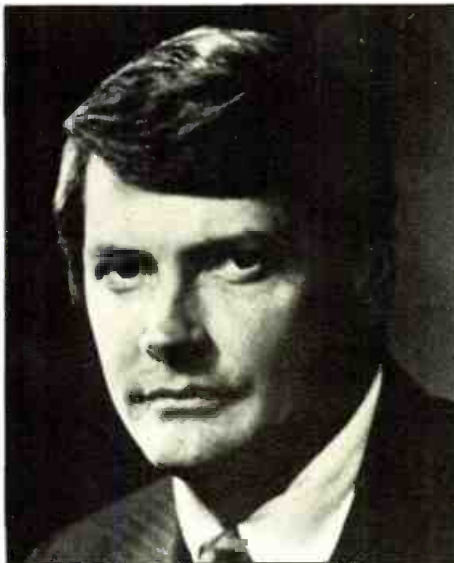
But Malone indicated that TCI may soon lose interest in acquiring USCI. "The price of keeping USCI in business after... [March] goes up substantially because of the nature of its satellite and uplink arrangements and program commitments," he said.

Malone says he is a believer in medium-power Ku-band satellite broadcasting that USCI pioneered when it went into business on Nov. 15, 1983. "I'm not willing to get up and swear on the Bible that it is a business because I haven't tried it. But my bones tell me it is."

USCI, which is principally owned by Prudential Insurance, began running into financial trouble in early 1984 after it failed to raise \$40 million through a private stock offering. Without the cash, USCI had to call a halt to its marketing effort at the end of March. Since then, it has been in limbo, providing service to the subscribers it had accumulated by the end of March while looking for a white knight to rescue the company.

Nathaniel Kwit, president of USCI, claims that USCI has 11,000 paying subscribers, but Malone said USCI's principals have told him that the number is closer to 7,000.

TCI would like to buy USCI rather than start an operation from the ground up, Malone said, because USCI is an up-and-running business and "that counts for more than meets the eye." What's more, he said, the company "has a tax shield already in place." The original backers have invested "a lot of



Malone

money" that could be used to generate tax losses, if the company is turned around and begins to make a profit, he said. According to one of USCI's minority investors, USCI has already spent \$85 million.

Before TCI will feel comfortable buying USCI, Malone said, it must renegotiate several contracts USCI entered into with various suppliers. *The Wall Street Journal* reported on March 15 that USCI's contract with Paramount Pictures Corp., a supplier of some of USCI's movies, was causing problems, but Malone said last week that that is no longer so. "Paramount has shown a willingness to be helpful so I would not say that Paramount is a barrier now," he said.

But other contracts are still standing in the way of a TCI takeover, he said. "It's a long list and most of them are onerous from the point of view of our ownership. It's a very complex business with a lot of interested third parties... As one issue gets resolved another one pops up."

Malone sees satellite broadcasting as an "adjunct" to the cable business. Cable operators like TCI, he said, already have in place the people and equipment needed to handle the tough chores associated with the satellite broadcasting business—marketing, installation and servicing of home reception equipment, billing and collection.

"It's just logical that this business should be an adjunct to the business of cable," Malone said. "And I don't think it has any chance of success apart from that. As an adjunct to cable, it has a reasonable chance of satisfying the need of people who want cable programming, but can't get cable and the need of the program suppliers who want to have universal distribution."

There is "a strong demand" for satellite broadcasting service within 25 miles of most cable headends, Malone said. "Not only

would it reduce pressure to build uneconomical cable areas," he said, "but it also provide good incremental revenue at the same time."

Malone said he is sure that the cable networks would provide programming for his satellite broadcasting venture. What if they don't? "I am so confident that enough of them will, that I don't have to answer that," he said. "They are standing in line to get in on this."

For a Ku-band broadcasting service to work, Malone said, most of the signals now transmitted by cable programmers over C-band satellites have to be scrambled so that homeowners can't buy an earth station and receive cable programming for free. "We are not going to displace the guy with the C-band receiver until there is a substantial amount of scrambling," he said, "but the people who don't yet have the C-band receiver, which is most people in the market, are going to find a Ku-band package of well known service with the assurance that it is going to be there for an extended period of time more attractive."

Malone believes that much of the most popular cable programming on C-band will be

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scrambled within the next year and a half and hopes that the programmers will cooperate in their scrambling plans so that owners of backyard earth stations will be able to subscribe to a package of C-band services. "That's doable if they will cooperate."

Malone said he could foresee the day when a TCI system offers both C-band and Ku-band services. It could provide the Ku-band service in areas just beyond the reach of his cable and C-band service in more remote areas, he said. The system would not sell, install or service the C-band earth station, he added, but act solely as an agent for the C-band programming.

If the C-band and the Ku-band services he envisions ever compete head-to-head, he said, the Ku-band will come out on top. The Ku-band service will offer fewer channels, but will be substantially cheaper, he said.

To subscribe to a C-band service, the customer has to pay between \$1,500 and \$3,000 for a C-band earth station and its installation and pay the monthly fee of top of that.

To subscribe to the Ku-band service, however, he said, he will have to pay no more than the average cable operator he said, \$25 for installation and between \$15 and \$20 a month depending on the level of service. For the Ku-band business, he said, TCI is willing to make the capital investment and buy the reception hardware. "On that basis, it would penetrate the market substantially."

According to Malone, USCI's problem was not enough money, but too much money at the outset. "As a result, they didn't boot-

strap," he said. "They tried to buy their way in. You just can't do that. Nobody has deep enough pockets to buy their way into this industry. We've seen a lot of people try over

time, but nobody's been able to do it. You have to have a good business first and then apply the dollars to it. You just can't throw money at the problems."

## Changing Hands

### PROPOSED

**WGKX(FM) Memphis and KSSN(FM) Little Rock, Ark.** □ Sold by Firstcom Corp. to KIX Broadcasting Inc. for \$13.5 million cash. **Seller** is owned by Jerome H. Atchely and Kirby E. Confer. It also has interest in WRLX(AM)-WFFX(FM) Tuscaloosa, Ala. Confer also has interest in The Keymarket Group, Aiken, S.C.-based station group of five AM's and seven FM's. **Buyer** is owned by Albert J. Kaneb, who also owns WSLR(AM)-WKDD(FM) Akron, Ohio, and WHLI(AM)-WKJY(FM) Hempstead, N.Y. WGKX is on 105.9 mhz with 100 kw and antenna 760 feet above average terrain. KSSN is on 95.7 mhz with 100 kw and antenna 1,005 feet above average terrain. **Broker:** *Americom Media Brokers.*

**KHTT(AM)-KSJO(FM) San Jose, Calif.** □ Sold by Sterling Recreation Organization to Naragansett Broadcasting for \$8.25 million, comprising \$6.25 million in cash and \$2 million for consulting and noncompete

agreements. **Seller** is Bellevue, Wash.-based station group of seven AM's and five FM's, principally owned by Frederic A. Danz and family. **Buyer** is subsidiary of Providence, R.I.-based venture capital firm with no other broadcast interests. It is headed by John E. Franks, former owner of WHJJ(AM)-WHJY(FM) Providence. **Broker:** *The Mahlman Co.*

**WPLO(AM) Atlanta** □ Sold by DKM Broadcasting Corp. to Capital Cities Communications for approximately \$4 million. **Seller** is Atlanta-based station group of three AM's and four FM's headed by Robert Dyson, chairman. It is also purchasing WAOK(AM) Atlanta (see below). **Buyer** is publicly owned, New York-based station group, publisher and cable MSO, headed by Thomas Murphy, chairman. It is buying American Broadcasting Companies Inc. for \$3.5 billion (BROADCASTING, March 25). Capcities is purchasing WPLO, which features country music, to complement its country-formatted WKHX(FM) Marietta, Ga. (Atlanta). WPLO is on 590 khz full time with 5 kw.

**WAOK(AM) Atlanta** □ Sold by Atlanta OK Broadcasting Co. to DKM Broadcasting Corp. for approximately \$4 million. **Seller** is owned by Ragan Henry, principal owner of Philadelphia-based station group of four AM's and two FM's. **Buyer** is selling WPLO(AM) Atlanta (see above) and acquiring WAOK to go with its urban-contemporary WVEE(FM) Atlanta. WAOK is on 1380 khz full time with 5 kw.

**WGH(AM)-WNSY(FM) Newport News, Va.** □ Sold by Wmmcor Inc. to Susquehanna Broadcasting Co. for \$3.2 million, comprising \$1,319,000 cash and assumption of \$1,881,000 note. **Seller** is owned by R.J. Minor. It has no other broadcast interests. **Buyer** is York, Pa.-based station group of five AM's and eight FM's, principally owned by Louis Appell and family. It also owns five cable systems in Pennsylvania, Illinois, Indiana, Maine and Rhode Island. WGH is on 1310 khz full time with 5 kw. WNSY is on 97.3 mhz with 74 kw and antenna 400 feet above average terrain. **Broker:** *Chapman Associates.*

**KWAS(FM) Amarillo, KFIX(FM) Laredo, KPAS(FM) Fabens, all Texas, and WAYE(AM) (formerly WTWG[AM]) Birmingham and WACV(AM) (formerly WCOV[AM]) Montgomery, both Alabama** □ Sold by Good News Broadcasting to Charles Woods for \$2,950,000, comprising \$400,000 cash and \$2,550,000 note. **Seller** is Crane, Mo.-based station group of three AM's and three FM's, owned by Gary L. Acker. It is also selling WROS(AM) Jacksonville, Fla. (see below) for total divestiture. **Buyer** also owns WTVY-FM-TV Dothan, Ala.; WTVW(TV) Evansville, Ill.;

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WHB (AM)	Kansas City, Missouri	3,500,000
WEAN/WPJB (FM)	Providence, Rhode Island	5,000,000
WTHU (AM)	Thurmont, Maryland	375,000
KCBR (TV)	Des Moines, Iowa	8,300,000
KJIM (FM)	Arlington (Dallas), Texas	7,200,000
WWQQ-FM	Wilmington, North Carolina	1,275,000

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KLBK(TV) Lubbock, Tex.; KARD(TV) West Monroe, La.; KMTC(TV) Springfield, Mo., and low-power television stations in Milwaukee and Chicago. It is also applicant for low-power television stations in Dothan, Ala.; Evansville, Ill., and Lubbock, Tex. KWAS is on 101.9 mhz with 100 kw and antenna 730 feet above average terrain. KFIX is on 92.7 mhz with 3.7 kw and antenna 291 feet above average terrain. KPAS is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. WAYE is daytimer on 1220 khz with 1 kw. WACV is on 1170 khz with 10 kw day and 1 kw night.

**KVEC(AM) San Luis Obispo, Calif.** □ Sold by Century Broadcasting Co. Liquidating Trust to Five Cities Broadcasting Inc. for \$750,000 cash. **Seller** is owned by Charles D. Powers, David B. Cohen and Harold M. Plant. They also have interests in KTFI(AM) Twin Falls, Idaho, and WPHI(AM) Herrin, Ill. **Buyer** is owned by Michael Nigris, president (11%); James Sweida and Dan Armstrong (15% each), Phillip Zimmerman (12.33%); Steven Baum (11%), and Kenneth Eisenberg (3.67%). Nigris, Zimmerman Eisenberg and Baum are New York certified public accountants with no other broadcast interests. Sweida is former sales manager of KWAQ(FM) Sun City, Ariz. Armstrong is operations manager of KLFF(AM)-KMZK(FM) Phoenix. KVEC is on 920 khz with 1 kw day and 500 w night.

**KXSS(FM) Lincoln, Neb.** □ Sold by Radio Group Inc. to Sequel Communications for \$665,000, comprising \$120,000 cash, assumption of note of \$358,329, \$100,000 note and \$86,671 noncompete agreement. **Seller** is owned by David Benware, who has no other broadcast interests. **Buyer** is equally owned by Celltech Communications, headed by Steven E. Reichert, and U.S. Cellular Telephone Co. Inc., publicly held, Denver-based firm, also headed by Reichert. It is also purchasing KLIZ-AM-FM Brainerd, Minn. ("For the Record," March 25.) KXSS is on 95.3 mhz with 3 kw and antenna 115 feet above average terrain. **Broker:** Pat Thompson Co.

**WROS(AM) Jacksonville, Fla.** □ Sixty percent sold by Good News Broadcasting to The Rose of Jacksonville for \$525,000 cash. **Seller** is selling station group (see above). **Buyer** is owned by Elwyn V. Hall, general manager of WROS, and owner of remaining 40%. WROS is daytimer on 1050 khz with 5 kw.

**WBTR-FM Carrollton, Ga.** □ Sold by Commercial Media Inc. to Carroll County Media Inc. for \$525,000 cash, less assumption of note. **Seller** is owned by G. Lee Smith, who has no other broadcast interests. **Buyer** is owned by Dallas M. Tarkenton. It also owns WJGA-FM Jackson and WCOH(AM)-WRNG(FM) Newnan, both Georgia, and WKXR(AM)-WRLT(FM) Asheboro, N.C. WBTR is on 92.1 mhz with 3 kw and antenna 105 feet above average terrain.

*Broker for the sale of KTNQ(AM)-KLVE(FM) Los Angeles (BROADCASTING, March 25, was Gammon & Ninowski Media Investments Inc.*

*For other proposed and approved sales see "For the Record," page 99.*



Wechsler



Nogales



McCrohon

**Newer order.** Raymond H. Wechsler, 40, who as president of Wechsler Management Corp. has been financial consultant to UPI International for the past eight months, has been named president and chief operating officer of UPI, succeeding Luis Nogales, who remains chairman and chief executive officer, titles he acquired when he was fired and rehired in UPI's management reorganization last month (BROADCASTING, March 11). In conjunction with appointment, Nogales has created an office of the president, to include himself, Wechsler, and Maxwell McCrohon, executive VP and editor-in-chief.

Wechsler will be responsible for UPI's business operations including finance, marketing and communications. All editorial divisions will report to McCrohon. Wechsler and McCrohon will report to Nogales. Wechsler, former VP, treasurer and chief financial officer of AT&T International, and who remains president of Wechsler Management Corp., was the main architect of the 13-month operating plan UPI launched last September in an attempt to become profitable after 22 years in the red. UPI posted its first net profit in that time, \$1.1 million, in the first quarter of 1984, and, according to company spokeswoman, continues to operate in the black.

"It is hard to believe that this company could be unprofitable 22 years in a row," said Wechsler. "But I believe now we can succeed with the continued support and commitment of the employees, creditors and lender. UPI in the last month has made progress from a very, very difficult situation to just a very difficult one."

December 31, 1984

## Mountain States Broadcasting

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## Children's show preview

"The tube really does impress and influence millions of people at a time, and we [at CBS] take that responsibility seriously," said Judy Price, vice president, children's programs and daytime specials, CBS. The network held a luncheon at the Capitol Children's Museum in Washington, where it previewed two new CBS children's series, *American Treasury* and *CBS Storybreak*.

Both programs are designed to encourage reading. *American Treasury* is a series of approximately 100 weekday afternoon one-minute spots that "focus on interesting facts about people, places and events in real life and fiction." Celebrities introduce the segments, which contains a commercial, and then conclude with the tag: "It's a fact in the Library of Congress. Read more about [the person or subject] in your library."

*CBS Storybreak* is a weekly half-hour series featuring animated adaptations of popular children's literature, and is hosted by the former "Captain Kangaroo," Bob Keeshan. Its premiere episode, "The Great Ringtail Garbage Caper," was scheduled to

air March 30. The series was "created to encourage young viewers to seek not only the featured books but also other books by the same authors and books on similar subjects," according to a two-page ad which ran last Wednesday (March 27) in the *Washington Post*.

Last week's luncheon was attended by CBS executives, including Donald Wear, VP, CBS/Broadcast Group; Tony Malara, president, CBS-TV, and Thomas Leahy, executive VP, CBS/Broadcast Group; representatives of National Association of Broadcasters, Congress, the Library of Congress and various child-oriented groups.

## Schedule shifts

NBC-TV is adding *The Best of Times*, a new midseason drama series, to its prime time lineup Friday, April 19, at 8-9 p.m. NYT for a six-week run. The program, about "the struggles and triumphs of high school students and teachers in a southern California beach community," replaces *Codename: Foxfire*, which went on hiatus March 22. *The Best of Times* is a Beechwood Production in

association with Lorimar Productions. During the interim, NBC is moving *Knight Rider* from Sunday nights through April 12. The time period normally occupied by *Knight Rider*, 8-9 p.m. NYT Sundays, will be occupied by special programming through Aug. 14. NBC also added the previously announced midseason drama series, *Half-Nelson* last Friday at 9-10 p.m. NYT.

ABC-TV has rescheduled *Lace II*, the mini-series sequel to *Lace I*, for Sunday and Monday, May 5-6. The move originally placed *Lace II* in direct competition with *Christopher Columbus*, the six-hour CBS-TV mini-series about the Italian explorer's voyage, but CBS-TV announced Wednesday it will air *Christopher Columbus* May 19-20 to 8-11 p.m. NYT.

## Suit update

A Los Angeles judge last Monday (March 25) declined to take immediate action on the request for a preliminary injunction filed by Metromedia Broadcasting Corp. against MGM/UA Entertainment Co. to invalidate the plaintiff's current or future contracts with MGM/UA (BROADCASTING, March 18). U.S. District Court Judge Pamela Rymer heard arguments from attorneys representing both parties in the matter and said she would announce a decision "soon."

Metromedia filed suit against MGM/UA seeking an injunction and unspecified compensatory and punitive damages relating to the first-run, syndicated television series, *Fame*, produced by the studio and broadcast by Metromedia-owned stations since September 1983. Metromedia alleges that, in negotiations for the 1985-86 season, MGM/UA would not offer the station group first-run *Fame* episodes without a guarantee of a daily rerun package. Metromedia is seeking enforcement of its contract rights "without being required to pay millions of dollars to take the strip package."

Karen Newman, an attorney with the Los Angeles law firm of Wyman, Bautzer, Rothman, Kuchel & Silbert, representing MGM, told BROADCASTING the studio believes Metromedia has made "misleading" statements to reporters regarding the case but did not specify what those statements were. "MGM's position is that they do not litigate their lawsuits in the press," said Newman.

The Los Angeles law firm representing Metromedia, Gibson, Dunn & Crutcher, did not respond to requests for comment.

## Weekend America

Paramount Domestic Television and Video Programming will produce a weekend edition of its new weekday first-run syndicated series, *America*, to be distributed in both one-hour and double-run half-hour formats.

The program will feature "more live on-location performances, lighter human inter-



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**Rocket men.** CBS-TV previewed its 13-hour mini-series, *Space*, scheduled to run April 14-18, with a gala reception at the Air and Space Museum in Washington on March 21. The mini-series is based on the book of the same by James Michener. Among the luminaries

present for a 90-minute screening of the mini-series were: (left photo, l-r) CBS's Walter Cronkite, Michener and actress Blair Brown. Right photo, l-r: actor Michael York, and Senators John Glenn (D-Ohio) and Jake Garn (R-Utah).

est features and out-of-studio segments," explained John Goldhammer, executive vice president of PDTVP. "In other words, the generally younger viewers available in weekend time periods will see a much faster-paced entertainment-packed 'prime time special' every weekend."

The weekend edition of *America* is included in the purchase of the Monday-through-Friday series, which has cleared on more than 85 network-affiliated stations for its Sept. 9 start.

*America* is co-produced by PDTVP and Post-Newsweek Stations Inc.

### Computer interface

Noncommercial KUON-TV Lincoln, Neb., has received a \$75,000 "computer conferencing contract" from the Corporation for Public Broadcasting to manage an eight-month "demonstration project" to study the "potential of computer conferencing and other electronic communications systems" within the noncommercial network. The demonstration will include computer conferences with other public broadcasting organizations, covering topics such as audience research, public information and development, and satellite technology.

### Children's hours

ABC-TV's Saturday-morning children's lineup for the 1985-86 season will open Sept. 7 with new entries including *Ewoks & Star Wars Droid Adventure Hour*, featuring the Ewok characters first seen in "Return of the Jedi," and the adventures of R2D2 and C3PO of the "Star Wars" films.

Squire D. Rushnell, vice president for long-range planning and children's television for ABC Entertainment, who announced the schedule, said other highlights would include *The Bugs Bunny Looney Tunes Comedy Hour*, with the Warner Bros. cartoons reacquired by ABC; *ABC Fun Fit*, fea-

turing Olympic gold medalist Mary Lou Retton as host of a series of four-minute programs designed to promote physical fitness for children, and a return of *The Littles*, ABC's highest-rated children's series.

The *Bicentennial Constitutional Minutes*, a new short-form program featuring Bugs

Bunny and other cartoon figures in messages about the "the bicentennial of the upcoming Constitution and Bill of Rights," said ABC, and the *ABC Weekend Specials* will add to the morning's balance of information and entertainment, Rushnell said.

The new Saturday-morning lineup: 8-9



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a.m. (NYT), *Bugs Bunny Looney Tunes Comedy Hour*; 9-10, *Ewoks & Star Wars Droids Adventure Hour*; 10-10:25, *The Superfriends*; 10:25-30, *ABC Fun Fit*; 10:30-11, *The Thirteen Ghosts of Scooby Doo*; 11-11:25, *Scarey Scooby Funnies*; 11:25-30, *ABC Fun Fit*; 11:30-12, *The Littles*; 12-12:30 p.m., *ABC Weekend Specials*, and 12:30-1:30, *American Bandstand*.

### Liberal bias

CBS has made a \$750,000 grant to create a corporate council to study the influence of liberal arts education on business leadership. The new "Corporate Council on the Liberal Arts" will be headed by Frank Stanton, president emeritus of CBS Inc., and will be headquartered at the American Academy of Arts and Sciences in Cambridge, Mass. The CBS-backed council was formed to "represent encouragement" for liberal arts institutions themselves, to "put into better perspective" liberal arts' strengths for students and parents and to place corporations in a "stronger position" to recruit liberal arts graduates.

### 'Summer' time

Production will begin this month on NBC-TV's *Long, Hot Summer*, a four-hour miniseries to air during the 1985-86 season and to star Jason Robards, Cybill Shepherd and Don Johnson. Stuart Cooper will direct the Len Hill-20th Century Fox Television production, with John Lenox producing. The script is based on a novel and two short stories by William Faulkner. □

"Where Things Stand" continues from page 35.

also gave green light to USCI, Skyband and any other company wishing to offer broadcast satellite service with fixed (11.7-12.2 ghz) satellites (BROADCASTING, June 6, 1983).

□

**Equal employment opportunity.** FCC has launched rulemaking aimed at implementing equal employment opportunity aspects of Cable Communications Policy Act of 1984 (see "Cable regulation" entry above). FCC beefed up its processing guidelines for cable last year. Under new guidelines, cable units with five to 10 full-time employees will be expected to have 50% parity with labor force, and 25% parity in top four job categories. Units with 11 or more full-time employees will be expected to have 50% parity overall and in top four job categories.

Commission in 1980 voted to launch rulemaking looking toward more stringent EEO reporting requirements for broadcast stations with five or more employees, and comments were filed in proceeding on Oct. 24, 1980, but FCC, under Chairman Mark Fowler, doesn't appear inclined to head that way. Although commission was slated to address rulemaking two years ago, item was pulled after Commissioner Henry Rivera voiced strong opposition (BROADCASTING, Jan. 4, 1982). One item proposed reducing frequency of broadcasters' annual employment reports. Second item proposed to exempt all licensees with 15 or fewer employees from EEO reporting requirements. (Currently, only stations with five or fewer employees are exempt.) Third item would have requested comment on Office of Management and Budget recommendation that FCC stop requiring licensees to routinely file af-

firmative action reports—FCC model EEO program forms—at renewal time. In directive to FCC, OMB said model EEO program forms should be required only in cases where FCC had first determined licensee had been engaging in "discriminatory practices" (BROADCASTING, Nov. 30, 1981). OMB, however, has granted FCC permission to continue requiring routine filing of those forms through 1985. FCC could reject OMB recommendation with majority vote. 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 has launched notice of inquiry to explore whether it can and should pare back or eliminate fairness doctrine (BROADCASTING, April 16, 1984). In comments, many broadcasters said FCC could and should eliminate doctrine altogether. Group W, and most of nonbroadcasters commenting, took different view (BROADCASTING, Sept. 10, 1984). Mass Media Bureau is planning to make recommendations on issues raised in rulemaking to full commission before end of June. FCC also has proposed to repeal personal attack and political editorializing rules (BROADCASTING, May 16, 1983). FCC official declined to speculate on when that item would be addressed. "It's not on a front burner at the commission," official said.

□

**Federal Trade Commission.** Congress failed to act in 1984 on authorizing legislation for Federal Trade Commission, but FTC received \$63.5-million appropriation for fiscal 1984. House Energy and Commerce Committee reported bill in May 1983 that authorizes agency for three years, but that died with end of 98th Congress. Bill had set ceiling of \$70.7 million in fiscal 1984, \$75.7 million in FY '85 and \$80.9 million in FY '86.

Senate Commerce Committee passed FTC reauthorization measure (S. 1714) that would redefine commission's unfairness standard and partially exempt advertisers from jurisdiction under standards in all rulemakings except on case-by-case basis (BROADCASTING, Aug. 8, 1983). That bill also died, however, when 98th Congress adjourned in October 1984. Bill had set FTC funding levels of \$71.1 million in FY 1984, \$71.1 million in FY '85 and \$72.4 million in FY '86. There are strong signs that new FTC reauthorization measure will be very similar to S. 1714; hearings are tentatively scheduled in House and Senate in April, following Congress's Easter break. In meantime, FTC Chairman James C. Miller last month asked House and Senate Appropriations Subcommittees for fiscal 1986 budget of \$63,934,000 (4% decrease in "real terms" from FY '85 budget) and FY '85 supplemental request of \$1.45 million to cover salary increase.

In October 1983, FTC issued codification of its deceptive advertising policy, that would require proof that "reasonable consumer" had been harmed before advertiser could be charged with deceptive advertising practices. Statement was strongly criticized by Representative John Dingell (D-Mich.), chairman of House Energy and Commerce Committee, which had requested FTC policy statement, and two FTC commissioners—Patricia P. Bailey and Michael Pertschuk. Miller defended statement before Oversight and Investigations Subcom-

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mittee on March 26, 1984, calling deception policy "neither a radical departure from precedent nor a retreat from vigorous enforcement of the consumer protection laws." In late July, FTC reaffirmed and refined its commitment to advertising substantiation program, requiring advertisers and advertising agencies to have "reasonable basis"—to actually possess evidence they say they have—before disseminating claims.

Mary Azcuenaga, 11-year veteran of FTC staff, was confirmed by Senate on March 18 as FTC commissioner, replacing departed commissioner, Michael Pertschuk, whose seven-year term expired Sept. 25, 1984 (BROADCASTING, March 11). Azcuenaga was initially nominated by President Reagan to seven-year term expiring Sept. 26, 1991, and was then named by President as recess appointee when Senate adjourned without acting on her nomination. Meanwhile, FTC Commissioner George W. Douglas announced his resignation, effective in mid-September. Democrat and economist, Douglas, 46, was appointed to FTC by President Reagan in 1982, for term ending Sept. 25, 1989.

Petition filed at FTC by Center for Science in the Public Interest to ban broadcast advertising for beer and wine or require equivalent counter-advertising (BROADCASTING, Nov. 28, 1983) is still under FTC staff consideration. (See "Beer-wine ban" item above).

□

**Financial interest-network syndication.** Don't expect action in foreseeable future on FCC's controversial proceeding to eliminate those rules. FCC Chairman Mark Fowler has said, on several occasions, that commission's rulemaking is now "low-priority item." He reportedly told Senator Pete Wilson (R-Calif.) something to that effect while two were discussing fate of 12-12-12 multiple ownership rule (BROADCASTING, Dec. 17, 1984).

Attempts by networks and Hollywood to negotiate compromise position on FCC rules fell apart, with CBS last network to bow out (BROADCASTING, Feb. 20, 1984).

In "tentative decision," FCC had proposed to eliminate rule preventing TV networks from acquiring financial interests in programs produced by others and to gut much of rule prohibiting networks from syndicating programs (BROADCASTING, Aug. 8, 1983).

□

**Home videotaping and copyright.** Supreme Court ruled early in 1984 that videotaping of broadcast programming on home videocassette recorders is exempt from copyright law (BROADCASTING, Jan. 23, 1984). Court, which was split 5 to 4, suggested that Congress resolve issue. It ruled that taping of television programs for later viewing was "fair use" of copyrighted works and, therefore, beyond liability for copyright royalties.

Legislative proposals were introduced in last Congress to compensate copyright holders through compulsory license on sale of audio and videocassette recorders. Draft of omnibus copyright measure floated by House Subcommittee Chairman Robert Kastenmeier (D-Wis.) would have exempted home taping from copyright liability but given copyright holders control over rentals of videotapes. Omnibus approach never got off ground.

Supreme Court action was in response to Sony Corp. of America's petition to review decision by Ninth Circuit Court of Appeals in Los Angeles that found home taping violates copyright law.

**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 International Telecommunications Satellite Organization. President acted in November 1984, eight months after State Department, in 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. Split between State Department and Commerce Department on procedural questions had stalled action by government. At issue was conflict regarding respective jurisdictions of two departments—conflict that was finally resolved early in November 1984. FCC in December initiated notice of inquiry/rulemaking as prelude to acting on pending applications for separate systems.

Intelsat Director General Richard Colino caused concern within U.S. government with proposal to board of governors for revising procedures for coordinating separate systems with Intelsat, proposal U.S. officials feel would bar virtually all separate systems. Board is continuing to consider matter at its quarterly meetings but has set no date by which it will act.

□

**Low-power television.** FCC gave birth to new broadcast service three years ago, adopting rules for low-power television (BROADCASTING, March 8, 1982). Latest FCC list shows 295 licensed LPTV stations. Commission has granted construction permits for another 440. According to same list, there are now 4,603 translators licensed; commission has issued construction

permits for another 634.

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 about 22,000 LPTV and translator applications pending.

Freeze is in effect on major amendments and on new LPTV and TV translator applications (BROADCASTING, Sept. 19, 1983).

□

**Minority ownership.** FCC extended its tax certificate policy to cable systems (BROADCASTING, Dec. 6, 1982). Acting on other recommendations from Advisory Committee on Alternative Financing for Minority Opportunities in Telecommunications, FCC also approved change in policy to make it easier for limited partnerships to benefit from tax certificates.

In 1978, FCC adopted policies aimed at easing minorities' path to station ownership (BROADCASTING, May 22, 1978). Small Business Administration changed its policy against making loans to broadcasters, ostensibly to help minority owners, but only seven of first 32 broadcast loans in first year went to nonwhite-owned enterprises (BROADCASTING, Nov. 13, 1978). In private sphere, National Association of Broadcasters



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has raised about \$10 million from networks and other broadcast organizations for its nonprofit Broadcast Capital Fund (BROADCASTCAP) through which it plans to leverage \$40 million for direct loans and loan guarantees to minority broadcast owners (BROADCASTING, Jan. 1, 1979). Fund's subsidiary MESBIC (minority enterprise, small-business investment corporation) has committed \$6.5 million in 15 radio ventures and three TV ventures.

**Multichannel MDS.** FCC has authorized lottery to grant four-channel multipoint distribution service licenses, which should give rise to so-called "wireless cable" services. Lottery was necessitated by overwhelming number of applications: 16,499. Lottery authorization was hung up for several months while Congress and FCC battled over whether lottery should give preference to minority applicants. Congress was for it, and prevailed.

There are two four-channel MMDS licenses available in most markets. For the 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 will be able to lease, for profit, "excess" capacity on their channels. 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 existing single-channel MSO operators, in cooperation with Microband Corp. of America, nation's largest MDS common carrier, plan to launch multichannel MDS-ITFS services in New York, Milwaukee and San Francisco by May 1.

**Multiple ownership.** Acting on reconsideration, FCC has revised multiple ownership rules (BROADCASTING, Dec. 31, 1984). Under new rules, which took effect April 2, entities may own 12 AM's and 12 FM's. Entity 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, however, 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.

Responding to mounting criticism of its original rule, FCC stayed television portion of that order until April 1, 1985, and Congress set that stay in legislative concrete (BROADCASTING, Aug. 13, 1984).

Commission has relaxed attribution rules (BROADCASTING, May 7, April 2, 1984), which define ownership percentage that triggers multiple ownership rules. Under changes adopted, anyone may own up to 5% of media company before being considered owner, regardless of number of shareholders company has. And passive investors are permitted to own up to 10%

before property in question is counted against their portfolios.

In other action, FCC has eliminated its regional concentration rule, which prohibited ownership of three broadcast stations when two are located within 100 miles of third and primary service areas of any overlap (BROADCASTING, April 16, 1984).

**Music licenses.** All-Industry TV Station Music License Committee, unable to come to terms with Broadcast Music Inc. and American Society of Composers, Authors and Publishers on new music licenses for TV stations, filed class action suit in U.S. District Court in New York in 1978, charging ASCAP and BMI licenses are monopolistic and anticompetitive (BROADCASTING, Dec. 14, 1981); court agreed (BROADCASTING, Aug. 23, 1982). ASCAP and BMI appealed, and U.S. Court of Appeals for Second Circuit in New York heard oral arguments Nov. 1, 1983 (BROADCASTING, Nov. 7, 1983). Appeals court overturned district court's decision Sept. 18 (BROADCASTING, Sept. 24, 1984).

In February, U.S. Supreme Court let stand September 1984 appeals court decision holding that blanket music licenses for television stations did not violate antitrust laws or restrain competition (BROADCASTING, Feb. 25, 1984).

Without comment high court refused to hear six-year-old antitrust suit that asserted that blanket licenses offered to television stations by American Society of Composers, Authors and Publishers and Broadcast Music Inc. were anticompetitive and illegal.

All-Industry Television Station Music License Committee, representing broadcasters, conceded decision was "a setback" but said it would continue to press for fair price for music for TV stations.

When parties cannot agree, there is separate mechanism to negotiate blanket license fees. For ASCAP, under terms of consent decree with Justice Department, federal rate court has been established to set license fee payments. For BMI, licensing group met with broadcasters to set payments on monthly basis.

In radio, All-Industry Radio Music License Committee reached new two-year agreement with BMI on revisions in radio station music license contracts (BROADCASTING, Aug. 13, 1984). Agreement, which is retroactive to Jan. 1, 1984, when previous contract expired, raises rates beginning in 1985 at 8.8%. Agreement between committee and BMI also called for establishment of "formal rate-making procedure" if committee and BMI cannot agree on new contract terms at end of 1985. Committee has also reached tentative agreement with ASCAP on all provisions for new contract except final rate. Industry has been operating with interim ASCAP agreements since last contract expired on Dec. 31, 1982.

**Network standings.** Prime time TV rating/snare averages for first 26 weeks of 1984-85 season (Sept. 24, 1984-March 26): CBS, 17.1/26.8; NBC, 16.3/25.6; ABC, 15.6/24.5. Daytime TV rating/shares (10 a.m.-4:30 p.m.) for first 12 weeks of 1985, ending March 22: CBS, 6.9/23; ABC, 6.6/21; NBC, 5.2/18.

**Public broadcasting.** In October 1984, President vetoed measure (S. 607) that would have reauthorized Corporation for Public Broadcasting for fiscal 1987, '88 and '89 at budget ceilings of \$200 million, \$225 million and \$250 million, respectively. Measure also would have provided



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funding levels for National Telecommunications and Information Administration's Public Telecommunications Facilities Program for FY's 1985, '86 and '87 at \$25 million, \$35 million and \$40 million respectively. S. 607 was second CPB reauthorization measure in three months that President vetoed.

On Nov. 9, 1984, Reagan signed into law Labor, Health and Human Services bill, which included funding for CPB of \$200 million for FY '87.

In meantime, after having "re-evaluated" its earlier authorization request, CPB will seek President Reagan's proposed budget appropriation figure of \$214 million for FY 1988. CPB did so "in light of the extraordinary demands" placed on federal budget and in face of administration's recommended elimination in FY 1986 of Public Telecommunications Facilities Program, which helps maintain public broadcasting delivery system. In other action, CPB has opposed administration's proposed \$10-million rescission of \$200 million appropriated for CPB for FY 1987.

President's directive to "explore alternative revenue sources" following second veto was viewed by some in public broadcasting as re-opening door to limited advertising on noncommercial system, which was set aside last spring (BROADCASTING, March 12, 1984). In meantime, one "alternative" revenue source getting attention is proposed UHF-VHF channel swap (BROADCASTING, Dec. 31, 1984), in which commercial UHF stations would be swapped for noncommercial V's, with bonus of cash to make up difference in value. Public broadcasters have had mixed responses to proposal; some are studying issue further.

CPB received authorization of federal funding for 1985 and 1986 budgets at \$130 million. Administration had attempted to cut CPB's 1985 budget to \$85 million, down 35% from \$130 million appropriated by Congress last year, and cut additional \$55 million from \$130 million authorized for CPB in fiscal 1986 (BROADCASTING, Feb. 28, March 21, 1983).

Supplemental appropriations bill for CPB (H.R. 6040) was signed by President Reagan Aug. 22, 1984, providing CPB with additional \$7.5 million, \$20.5 million and \$29.5 million for fiscal years 1984-86, respectively.

Congressman Al Swift (D-Wash.) introduced legislation March 27, 1984, that implemented recommendations for "enhanced underwriting" made by Temporary Commission on Alternative Financing for Public Television. Parts of Swift bill, including increased funding for CPB, are included in bill renewing CPB authorization.

CPB board unanimously re-elected CPB President Edward Pfister and other top corporate officers at its Jan. 11 board meeting, putting to rest earlier speculation that Republican-controlled board—headed by Reagan-appointee Sonia Landau—would seek to replace them.

National Public Radio board passed resolution for new five-year business plan (beginning in 1987) that would overhaul its funding system. Plan proposed that all federal radio funds be sent directly by CPB to noncommercial stations which, in turn, would pay NPR annual membership fee. Last would cover such NPR services as programming, representation, development, legal and engineering support, and would be based on fixed percentage of station's revenues (BROADCASTING, Feb. 11).

Payment of remaining \$5.4 million of NPR's debt, left over from summer of 1983 crisis, was shifted to stations in form of "dues assessments," at July 17, 1984, board meeting. ("Hardship plan" is being developed for member sta-

tions that would suffer severe financial difficulties from dues assessments, NPR said.) Board also passed resolution to establish systemwide fund-raising campaign—Public Radio Campaign '85. NPR will launch campaign April 22-27 with week of "specially produced" performance and news programs from NPR and member stations, featuring NPR personalities and guest celebrities, including ABC anchor Peter Jennings, NBC anchor Tom Brokaw and singer Pearl Bailey.

NPR board in February voted to cut back its fiscal 1985 budget (cut to \$21.3 million) to make up for \$686,000 in unexpected loss of revenue and new expenses (BROADCASTING, Feb. 11). On March 15, CPB board approved midyear payment of \$921,000 for NPR's production of news programs, *All Things Considered* and *Morning Edition*. Board's action followed NPR's request for \$1.3 million, which noncommercial radio network said it needed to head off end-of-year shortfall (BROADCASTING, March 25). In meantime, audit report prepared by General Accounting Office on "financial management" of NPR, said: "Despite the improvements made by NPR and the monitoring performed by CPB, we cannot offer assurance that NPR will continue as a viable entity." GAO said NPR "had no room for error and no reserve for contingency" for FY 1985 budget.

NPR has established new "auxiliary" membership category for stations unable to meet more stringent NPR membership qualifications, such as minimum \$100,000 annual budget (BROADCASTING, March 25).

Public Broadcasting Service began move back to its former headquarters at Post Office building at L'Enfant Plaza in Washington. PBS staff had been spread out at nine locations

throughout Washington area following fire Oct. 15, 1984, which caused more than \$12 million in damages. In meantime, search continues for one central location to unite PBS corporate offices with its technical center. Center was located in basement of Post Office building and suffered most damage from fire. It will remain dispersed at three locations throughout Washington until new central location is chosen.

PBS board approved on Dec. 13, 1984, incorporation of PBS Enterprises, for-profit subsidiary. Among its first ventures is agreement with International MarketNet (IMNET)—joint venture of IBM and Merrill Lynch—to develop high-speed, data delivery service, in which financial information would be downloaded to computers through vertical blanking intervals of PBS member stations (BROADCASTING, March 4).

PBS received one-year extension for 76 of its 102 Instructional Television Fixed Service (ITFS) construction permits, in pursuit of establishing PBS narrowcast network. Nationwide system would be used for distribution of instructional and informational programming for public and private organizations—linking ITFS stations through PBS's satellite distribution network.

Noncommercial TV stations participating in PBS's 12th annual Station Program Cooperative—method by which PBS member stations bid on different program offerings—have bought 24 series costing \$34,836,518 for television season beginning in September.

□

**Radio Marti.** More than year after Congress passed legislation creating Radio Marti, station that is to broadcast news of Cuba to that country is not yet on air. Problem is said to be difficulty in recruiting staff and securing necessary security

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clearances for prospective employees. Person administration had picked to head Radio Marti—Paul Drew, veteran broadcaster—who had been serving as consultant since October 1984, resigned in January (BROADCASTING, Jan. 21). Radio Marti bill, which had been controversial, was finally passed in October 1983, after it was amended to satisfy opponents who feared administration proposal would cause Cubans to retaliate by increasing interference to U.S. AM stations. In present form, programming aimed at Cuba will become responsibility of Voice of America and will be broadcast from VOA facilities on Florida's Marathon Key, on VOA frequency of 1180 khz. There is no definite word as to when Radio Marti will begin broadcasting.

□

**Regional Administrative Radio Conference.** U.S. obtained eight orbital slots at conference of western hemisphere countries in Geneva in summer of 1983 to plan direct broadcast satellite service use of 12 ghz band. U.S. had sought eight, but three of those assigned to it are in less desirable locations than called for in its proposal. And U.S. felt obliged to take reservation on question of satellite power; U.S. wanted standard providing for more power than conference approved. Nevertheless, Ambassador Abbott Washburn, who headed U.S. delegation, said U.S. had achieved its principal objectives (BROADCASTING, July 4, 1983, et seq.).

□

**Teletext.** Mixing some good news for broadcasters with some bad, FCC authorized television stations to offer teletext (BROADCASTING, April 4, 1983). It refused, however, to select technical standard or to give teletext must-carry status on cable. (FCC has left open docket on proceeding examining whether must-carry obligations should apply for program-related teletext and other vertical blanking interval services [BROADCASTING, Feb. 11].) In teletext order, FCC defined teletext as "ancillary" service—thereby exempting it from fairness doctrine and equal-time obligations. Broadcasters offering teletext as broadcast offering—that is, by offering mass media services—can launch or drop it without notifying FCC. Those whose offerings resemble private or common carrier offerings will have to notify commission first, however. Also under rules, noncommercial broadcasters may offer teletext on for-profit basis.

In 1983, FCC also proposed to permit TV stations to transmit nonteletext services on vertical blanking interval (BROADCASTING, March 12, 1983). Proposed change would permit VBI to be used for paging, utility load management purposes, or any other communication in digital or analog mode. FCC said it was proposing same technical rules it has adopted for teletext.

By deciding not to set standard, FCC touched off marketplace battle between incompatible World System Teletext, developed by British broadcasters and electronics manufacturers, and North American Broadcast Teletext Specification, developed through compromise of Canadian, French and U.S. teletext and video-text interests.

WST proponents are now led by Taft Broadcasting, which is broadcasting WST-based service, Electra, in Cincinnati over WKRC-TV. Under agreement with Taft, Zenith is selling \$300 decoder compatible with its late-model sets in Cincinnati. Southern Satellite Systems, Tulsa, Okla.-based satellite common carrier, is now distributing Electra service nationwide on vertical blanking interval of superstation WTBS Atlanta. Service can be seen (with decoder) in cable

homes that receive superstation. Broadcasters are invited to downlink superstation, strip off Electra and broadcast it locally over their own VBIs.

NABTS proponents are led by CBS, which has been offering national service (supplemented by local service at two affiliates) since spring of 1983. NBC, which had been CBS's chief NABTS ally, decided to drop its teletext ambitions and shut down its national teletext service at end of January. NBC cited high cost of NABTS gear as reason for its abrupt departure from business.

□

**TV allocations.** FCC has proposed to permit noncommercial broadcasters to swap VHF facilities with commercial UHF's without exposing them to competing applications from third parties (BROADCASTING, Feb. 18). But proposal has raised congressional concerns. Indeed, Senator Ernest Hollings (D-S.C.), ranking minority member on Senate Commerce Committee, has hinted that action on proposal might lead to Congress, once again, overturning FCC (BROADCASTING, March 25).

FCC Chairman Mark Fowler has 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. Now staff, at Fowler's direction, is looking toward establishing criteria that would protect as much established service as possible. FCC official said further notice should be ready by end of June. Staff had completed work in 1983 on original proposal, which was introduced almost 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 drop-in at Charleston, eight for Salt Lake City, 13 for Knoxville and four for Johnstown. Further applications have been cut off, and all have been designated for hearing.

□

**TV cameras in Senate.** Two measures have been introduced in Congress that would authorize television coverage of Senate proceedings. Senators Robert Byrd (D-W.Va.) and William Armstrong (R-Colo.) have offered bills that would permit TV coverage of chamber although each has different approach. Byrd bill (S. Res. 2) calls for test period before coverage would become available to public and also provides for number of rule changes to streamline Senate procedures. Armstrong legislation (S. Res. 81) is identical to measure offered in last Congress by former Senate Majority Leader Howard Baker calling for gavel-to-gavel radio and television coverage with TV cameras operated by Senate employees. Baker's proposal failed to make it through previous session of Senate.

□

**TV deregulation.** FCC has deregulated commercial television along lines it already had deregulated radio (BROADCASTING, July 2, 1984), eliminating nonentertainment programming and commercial loading guidelines. It also eliminated formal ascertainment and logging requirements. Under order, commercial television broadcasters, on quarterly basis, will have to place issues/programs list in public inspection files. That list must contain at least five to 10

issues to which station gave particular attention over preceding three months and include statement of how each issue was treated.

□

**TV stereo.** On Aug. 7, 1984, noncommercial WTTW-TV Chicago became first station in nation to regularly broadcast programming with stereo sound.

Although it's anticipated that most broadcasters will switch to stereo, it will not happen overnight. Great deal of money is needed to produce programming in stereo and to convert studios and transmitters. What's more, many broadcasters don't see any way to recoup investment. Competition from other media and other broadcasters is expected to drive broadcasters to offer service.

There are now 28 stations broadcasting either true stereo or synthesized stereo (BROADCASTING, March 18).

FCC 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. Commission, however, has postponed ultimate decision on whether cable systems must retransmit broadcasters' stereo signals under must-carry rules. No must-carry of signals is being required now, but commission launched rulemaking to further consider issue.

Majority of FCC commissioners—James Quello, Mimi Dawson and Henry Rivera—said they believe program-related multichannel TV sound is part of basic signal "and is required to be delivered by whatever technical means the cable system chooses." But majority, in voting to leave proceeding docket open for time being, said it was not prepared to require that carriage now (BROADCASTING, Feb. 11).

Unlike broadcasters, 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 that upgrade existing sets for stereo reception.

While ABC and CBS are taking wait-and-see attitude, NBC is forging ahead with production and distribution of stereo programming. It plans to offer *Tonight* and *Friday Night Videos* in stereo on July 1. NBC also plans to convert three of its five major-market stations to stereo.

Technology that makes stereo possible also makes possible simultaneous broadcast of ancillary broadcast services. Three stations, including two stereo stations, are offering SAP services. One offers reading-for-the-blind service; one offers Spanish-language soundtrack for limited amount of its syndicated and news programming, and one is airing audio program guide.

□

**WARC.** Senate has approved treaty protocol negotiated at 11-week World Administrative Radio Conference in Geneva which concluded in December 1979. Among results: Upper end of AM band was extended from 1605 to 1705 khz, shortwave frequencies were increased by about 500 khz, and proposal was adopted to triple number of broadcast and fixed satellites that can operate in 12 ghz band and in western hemisphere.

In addition, conference provided for co-equal sharing by television, mobile and fixed services in 806-890 mhz band, but U.S. added footnote to assure right to such sharing between 470 and 806 mhz and from 890 to 960 mhz and reserved right to ignore WARC-imposed conditions on coordinating such sharing with Canada, Mexico and Cuba (BROADCASTING, Dec. 24, 1979). Senate action came on voice vote in closing hours of 97th Congress.

As compiled by BROADCASTING, March 20, through March 27, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Ownership Changes

### Applications

- **KTSP-TV** Phoenix; **WGHP-TV** High Point, N.C.; **WTSP-TV** St. Petersburg, Fla.; **KESQ-TV** Palm Springs, Calif.; **KTXA(TV)** Arlington, Tex.; **KTXH(TV)** Houston; **KTXQ(FM)** Fort Worth; **WNDE(AM)-WFBQ(FM)** Indianapolis; **KTLR(FM)** Houston; **WKLS-AM-FM** Atlanta, and **WLTT(FM)** Bethesda (KTSP-TV: ch. 10; CBS; ERP vis. 316 kw; aur. 47 kw; HAAT: 1,700 ft.; ant. height above ground: 265 ft.; WGHP-TV: ch. 8; ABC; ERP vis. 316 kw; aur. 63.1 kw; HAAT: 1,270 ft.; ant. height above ground: 1,255 ft.; WTSP-TV: ch. 10; ABC; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 1,410 ft.; ant. height above ground: 1,433 ft.; KTXA: ch. 21; independent; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,690 ft.; ant. height above ground: 1,529 ft.; KTXH: ch. 20; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,807 ft.; ant. height above ground: 2,000 ft.; KTXQ: 102.1 mhz; 100 kw; HAAT: 1,420 ft.; WNDE: 1260 khz; 5 kw-U; WFBQ: 94.7 mhz; 52 kw; HAAT: 850 ft.; KTLR: 93.7 mhz; 100 kw; HAAT: 1,779 ft.; WKLS(AM): 970 khz; 5 kw-D; WKLS-FM: 96.1 mhz; 97 kw; HAAT: 930 ft.; WLTT: 94.7 mhz; 27 kw; HAAT: 780 ft.)—Seeks transfer of control of Gulf Broadcasting Co. to Lincoln Communications Co. (LinCom). In response to Gulf Broadcasting's announcement that it intends to sell its broadcast properties to Taft Television and Radio Corp. for \$755 million (BROADCASTING, Feb. 8), or, if sale is not approved by shareholders, to give Taft option to purchase KTSP-TV Phoenix. Lincom (Gulf's largest shareholder at 24.93%) feels sale "improvident" and price "inadequate" and has initiated proxy contest to block sale and place three directors on Gulf's board. Since this would result in *de facto* change in control of Gulf, it requires prior FCC approval. Lincom is owned by American Continental Corp., headed by Charles H. Keating Jr., chairman, president, and stockholder (23.3%), and his son, Charles H. Keating III (7.5%). Filed March 22.
- **KVEC(AM)** San Luis Obispo, Calif. (920 khz; 1 kw-D; 500 w-D)—Seeks assignment of license from Century Broadcasting Co., Liquidating Trust to Five Cities Broadcasting Inc. for \$750,000 cash. Seller is owned by Charles D. Powers, David B. Cohen and Harold M. Plant. They also have interests in **KTFI(AM)** Twin Falls, Idaho and **WHPI(AM)** Herrin, Ill. Buyer is owned by Michael Nigris, president (11%), James Sweida, Dan Armstrong (15% each), Phillip Zimmerman (12.33%), Steven Baum (11%) and Kenneth Eisenberg (3.67%). Sweida is former sales manager at **KWAO-FM** Sun City, Ariz. Armstrong is operations manager at **KLFF(AM)-KMZK(FM)** Phoenix. Others are New York City certified public accountants with no other broadcast interests. Filed March 18.
- **KSTR-AM-FM** Grand Junction, Colo. (AM: 620 khz; 5 kw-D; FM: 96.1 mhz; 65 kw; HAAT: 1,679 ft.)—Seeks assignment of license from KSTR Broadcasting Inc. to First Star Corp. for \$1.1 million. Seller is owned by Thomas J. Weins. It has no other broadcast interests. Buyer is wholly owned by Norton E. Warner, who is principal owner of **KIMB Inc.**, Lincoln, Neb.-based station group of three AM's and three FM's. Filed March 22.
- **WROS(AM)** Jacksonville, Fla. (1050 khz; 5 kw-D)—

Seeks transfer of control from Good News Broadcasting (60% before; none after) to The Rose of Jacksonville (40% before; 100% after) for \$525,000 cash. Seller is Crane, Mo.-based station group of two AM's and three FM's, owned by Gary L. Acker. It is also selling remainder of station group (see below). Buyer is owned by Elwyn V. Hall, general manager of **WROS**, who has no other broadcast interests. Filed March 22.

- **WBTR-FM** Carrollton, Ga. (92.1 mhz; 3 kw; HAAT: 105 ft.)—Seeks assignment of license from Commercial Media Inc. to Carroll County Media Inc. for \$525,000 cash, less assumption of note. Seller is owned by G. Lee Smith, who has no other broadcast interests. Buyer is owned by Dallas M. Tarkenton. It also owns **WJGA-FM** Jackson, **WCOH(AM)-WRNG(FM)** Newnan, both Georgia, and **WKXR(AM)-WRLT(FM)** Asheboro, N.C. Filed March 19.

- **KIGO(AM)** St. Anthony, Idaho (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Lynn D. Spencer to Lake County Communications Inc. for \$218,500, comprising \$102,000 cash, \$113,000 note at 9% over 12 years. Seller has no other broadcast interests. Buyer is owned by Ernest W. Riedelbach, who has no other broadcast interests. He recently sold **KQIK(AM)** Lakeview, Ore. ("For the Record," Aug. 27, 1984). Filed March 22.

- **WKLZ(AM)** Kalamazoo, Mich. (1470 khz; 500 w-D)—Seeks assignment of license from Independent Voices Inc. to Fairfield Broadcasting Co. for \$175,000, comprising \$40,000 cash and remainder assumption of note. Seller is owned by Walter Isbert, who has no other broadcast interests. Buyer is owned by Stephen C. Trivers, and his wife, Irene (70%), and William J. Wertz (30%). It also owns **WQLR(AM)** Kalamazoo, Mich., and **WAFX(AM)-WEZV(FM)** Fort Wayne, Ind. Filed March 19.

- **KDAL-FM** Duluth, Minn. (95.7 mhz; 100 kw; HAAT: 803 ft.)—Seeks assignment of license from The Snee and Associates Limited Partnership to Radio Station of Duluth Inc. for assumption of debts. Seller is owned by John R. Snee and his wife, Geraldine, who have no other broadcast interests. Buyer is subsidiary of Duchossois Communications Co., with 10% of nonvoting stock in **KDAL** owned by Rolland C. Johnson. It is station group of two AM's and one FM, principally owned by Richard Duchossois. It recently purchased **KCBR(TV)** Des Moines, Iowa. Johnson also has interest in **WBWB(FM)** Lafayette, Ind. Filed March 21.

- **KJJK(FM)** Fergus Falls, Minn. (96.5 mhz; 100 kw; HAAT: 560 ft.)—Seeks transfer of control of Otter Tail Promotions Inc. from Howard G. Bill (49.5% before; none after) and John D. Ringdahl (9.7% before; none after) to Lewis M. Latto for \$200,000, comprising \$150,000 cash and \$50,000 note at 11% over five years for Bill's shares and \$10,500 cash for Ringdahl's shares. Seller, Howard G. Bill, is owner of **KOLM(AM)-KWWK(FM)** Rochester, N.Y. Ringdahl has no other broadcast interests. Buyer is owner of **WAKK-FM** Duluth, Minn.; **KTXP(AM)** Superior, Wis., and **WEVE-AM-FM** Eveleth, Minn. Filed March 22.

- **KCMO-AM-FM** Kansas City, Mo. (AM: 810 khz; 50 kw-D; 5 kw-N; FM: 94.9 mhz; 100 kw; HAAT: 1,060 ft.)—Seeks assignment of license from Fairbanks Communications Inc. to Summit Radio of Kansas City Inc. for \$11 million cash. Seller is owned by Richard M. Fairbanks, president (87.04%); his wife, Virginia (0.74%), and sons, Richard M. Fairbanks III (11.48%) and Anthony C. Fairbanks (0.74%). It also owns **WJNO(AM)** West Palm Beach and **WRMP(FM)** Palm Beach, both Florida; **WKOX(AM)-WVBF(FM)** Framingham, Mass.; and four cable systems serving Florida and Indiana. Buyer, headed by Richard S. Stakes, president and CEO, is subsidiary of Summit Com-

# A RECORD!

**H & W COMMUNICATIONS, INC.**

has contracted for the assets of  
**KTNQ (AM)/KLVE (FM)**

Los Angeles, California

from

**K-LOVE RADIO BROADCASTING, INC.**

FOR

A

**RECORD  
SETTING**

**\$40,000,000 CASH**

**GAMMON & NINOWSKI**

**MEDIA INVESTMENTS, INC.,**

served as broker in this transaction.

**Washington, D.C.**

Ronald J. Ninowski

James A. Gammon

Donald R. Bussell, CPA

(202) 861-0960

**Los Angeles, CA**

Carl J. Fielstra

(717) 837-9800

munications, Winston-Salem, N.C.-based station group of four AM's and four FM's, principally owned by estate of Gordon Gray. It also operates three cable systems in North Carolina and one in Cobb County, Ga. Filed March 25.

■ **KXSS(FM)** Lincoln, Neb. (95.3 mhz; 3 kw; HAAT: 115 ft.)—Seeks assignment of license from Radio Group Inc. to Sequel Communications for \$665,000, comprising \$120,000 cash, assumption of note of \$358,328.80, \$100,000 note and \$86,671.20 noncompete agreement. Seller is owned by David Benware, who has no other broadcast interests. Buyer is equally owned by Celltech Communications, headed by Steven E. Reichert, and U.S. Cellular Telephone Co. Inc., publicly held, Denver-based firm, also headed by Reichert. It is also purchasing KLIZ-AM-FM Brainerd, Minn. ("For the Record," March 25.) Filed March 22.

■ **WKVL(AM)** Clarksville, Tenn. (1550 khz; 1 kw-D; 250 m-hz)—Seeks transfer of control from John McCreery et al. (77.77% before; none after) to Richard Albright (22.22% before; 100% after) for \$10,000 cash. Seller is owned by John McCreery (22.22%), Doug Roberts (22.22%), Lonnie Marcum (22.22%) and Charles Simms (11.11%). McCreery owns WMTS(AM) Murfreesboro, Tenn., where Roberts is assistant manager. Others have no other broadcast interests. Buyer owns WBDX(AM) White Bluff, Tenn., and has interest in WSLV(AM) Ardmore, Tenn. Filed March 22.

■ **WGKX(FM)** Memphis and KSSN(FM) Little Rock, Ark. (WGKX: 105.9 mhz; 100 kw; HAAT: 760 ft.; KSSN: 95.7 mhz; 100 kw; HAAT: 1,005 ft.)—Seeks assignment of license from Firstcom Corp. to KIX Broadcasting Inc. for \$13,500,000 cash. Seller is owned by Jerome H. Atchely and Kirby E. Confer. It also has interest in WRLX(AM)-WFFX(FM) Tuscaloosa, Ala. Confer also has interest in WRUS(AM)-WBVR(FM) Russellville, Ky.; WSSL-AM-FM Grey Court, S.C.; WIGL(AM) Orangeburg, S.C.; WNNK(FM) Harrisburg, Pa.; WIZD-AM-FM Atmore, Ala.; WJDX(AM)-WMSI(FM) Jackson, Miss.; WKJN(FM) Hammond, La., and WFMG(FM) Augusta, Ga. Buyer is owned by Albert J. Kaneb, who also owns WSLR(AM)-WKDD(FM) Akron, Ohio, and WHLI(AM)-WKJY(FM) Hempstead, N.Y. Filed March 21.

■ **KWAS(FM)** Amarillo; KFIX(FM) Laredo; KPAS(FM) Fabens, all Texas, and WAYE(AM) [formerly WTWG(AM)] Birmingham and WACV(AM) [formerly WCOV(AM)] Montgomery, both Alabama (KWAS: 101.9 mhz; 100 kw; HAAT: 730 ft.; KFIX: 92.7 mhz; 3.7 kw; HAAT: 291 ft.; KPAS: 103.1 mhz; 3 kw; HAAT: 300 ft.; WAYE: 1220 khz; 1 kw-D; WCOV: 1170 khz; 10 kw-D; 1 kw-N)—Seeks assignment of license from Good News Broadcasting to Charles Woods for \$2,950,000, comprising \$400,000 cash and \$2,550,000 note at 12% over 10 years. Seller is also selling WROS Jacksonville, Fla. (see above). Buyer also owns WTVY-FM-TV Dothan, Ala.; WTVW(TV) Evansville, Ill.; KLBK(TV) Lubbock, Tex.; KARD(TV) West Monroe, La.; KMTC(TV) Springfield, Mo., and LPTV's in Milwaukee and Chicago. It is also app. for LPTV's in Dothan, Ala.; Evansville, Ill., and Lubbock, Tex. Filed March 19.

■ **KWRD(AM)** Henderson, Tex. (1470 khz; 500 w-D)—Seeks transfer of control of Wes Dean and Associates Inc. from Helen Dean (100% before; none after) to Dean Broadcasting Co. for no consideration. Seller, who is mother of buyer, has no other broadcast interests. Buyer is owned by Chad Dean and his wife, Kim. It also owns KGRI-AM-FM Henderson. It will spin off KGRI(AM). Filed March 20.

■ **KGRA(AM)** Kermit, Tex. (106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of construction permit from Hispanic Broadcasting Co. to KERB Broadcasting Inc. for \$35,755 cash. Seller is owned by Abraham Torres, who also has interest in app. for new FM in Midland, Tex. Buyer is owned by M.F. (Ken) Welch (60%) and his wife, Jean, who also own KERB(AM) Kermit, Tex. Filed March 25.

■ **WGH(AM)-WNSY(FM)** Newport News, Va. (AM: 1310 khz; 5 kw-U; 97.3 mhz; 74 kw; HAAT: 400 ft.)—Seeks assignment of license from Commcor Inc. to Susquehanna Broadcasting Co. for \$3.2 million, comprising \$1,319,000 cash and remainder assumption of \$1,881,000 note at 10% over nine years. Seller is owned by R.J. Minor. It has no other broadcast interests. Buyer is York, Pa.-based station group of five AM's and eight FM's, principally owned by Louis Appell and family. It also owns five cable systems in Pennsylvania, Illinois, Indiana, Maine and Rhode Island. Filed March 20.

■ **WCFL-AM-FM** Clintonville, Wis. (1380 khz; 5 kw-D; 2.5 kw-N; FM: 92.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control from Paul E. Lowrey and his wife, Merry (33% each) to E. James Verkest and his wife, Mary (17% each before; 50% each after) for a sum to be determined, plus assumption of outstanding debts, obligations and contracts. They also own WWSM-AM-FM Hayward, Wis. Lowrey is app. for transfer of control of KKKI(AM)-KWKI(FM) Big Spring, Tex., of which he owns 51%. Buyers have no other broadcast interests. Filed March 20.

## New Stations

### Applications

#### New FM's

■ **Woodlake, Calif.**—SEB Broadcasting seeks 104.1 mhz 1.010 kw; HAAT: 2,703 ft. Address: 3405 Shady Bend Dr., Independence, Mo. 64052. Principal is owned by Sherly E. Bott. Bott also owns KSIV(AM) Clayton, Miss., and KCCV(AM) Independence, both Missouri; KQCV(AM) Oklahoma City, and WFCV(AM) Fort Wayne, Ind. It is app. for new FM in Mount Bullion, Calif., and new AM in Overland Park, Kan. Members of Bott family are also app.'s for new FM's in Mount Bullion and Ukiah, Fla. (see below). Filed March 13.

■ **Gulf Breeze, Fla.**—Sherry Ann Scott seeks 95.3 mhz; 3 kw; HAAT: 300 ft. Address: 1605 Carlisle Drive, Mobile, Ala. 36618. Principal has no other broadcast interests. Filed March 13.

■ **Ukiah, Fla.**—Bott Communications seeks 105.9 mhz; 2.8 kw; HAAT: 1,801 ft. Address: 10984 East 28th St., Independence, Mo. 64052. Principal is owned by Richard Bott. Members of his family are also app.'s for new FM's in Woodlake, Calif., and Mount Bullion, Mo. (see above and below). Filed March 14.

■ **Owensville, Ky.**—Owensville Communications Co. seeks 95.3 mhz; 3 kw; HAAT: 328 ft. Principal is owned by Marcus D. Jones and his wife, Tracy. It also owns WZBR(AM) Amory, Miss., and has interest in app. for new FM's in Calipatria, Calif., and Kerrville, Tex. Filed March 12.

■ **Moberly, Mo.**—FM 105 Inc. seeks 105.5 mhz; 3 kw; HAAT: 328 ft. Address: 1317 Concannon, 65270. Principal is owned by Virginia S. Chirillo and her husband, Phillip (85%), Juanita Fleming and her husband, DeWayne (10%), and two others. It has no other broadcast interests.

■ **Mount Bullion, Mo.**—AJB Communications seeks 99.9 mhz; 1.865 kw; HAAT: 2,099 ft. Address: 7564 Buckingham, Clayton, Mo. 63105. Principal is owned by Arla Bott. Members of Bott family are also app.'s for new FM's in Ukiah, Fla., and Woodlake, Calif. (see above). Filed March 13.

#### New TV's

■ **Orlando, Fla.**—Fausto Sanchez seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,611 ft.; ant. height above ground: 1,616 ft. Address: 201 Buttonwood Dr., Key Biscayne, Fla. Principal has no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Marlin Broadcasting Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,604.6 ft.; ant. height above ground: 1,615.3 ft. Address: 126 East Jefferson St., 32801. Principal is equally owned by Dr. Catol A. Sures; Carolyn M. Fennell; Dr. Jean B. Raffia; Paula Stuart, her sister-in-law, Elisabeth Stuart; M. Jean Butler and Paulette Clark. They have no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Second Millenium Group seeks ch. 27; ERP vis. 5,000 kw; aur. 500kw; HAAT: 1,906 ft.; ant. height above ground: 1,911 ft. Address: P.O. Box 66041, 32853. Principal is owned by Michela A. English (12.5%), Petra L. Kahn (50%), Noraleen Lavery (25%) and Donald R. Quartel (12.5%). Filed March 20.

■ **Orlando, Fla.**—RCTV Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 948 ft.; ant. height above ground: 930 ft. Address: 4201 Massachusetts Ave., Washington. Principal is owned by D. Rita Chappelle, who has no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Orlando Telecasting Co. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,606 ft.; ant. height above ground: 1,606 ft. Address: 1877 East Crowley Circle, Longwood, Fla. 32779. Principal is equally owned by Anita V. Spivey and Pegram Harrison. Harrison owns WNOK-AM-FM Columbia, S.C.; WBBB(AM)-WPCM(FM) Burlington, N.C., and has CP for new FM in Port Royal, S.C. Filed March 20.

■ **Orlando, Fla.**—RA Communications seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,605.8 ft.; ant. height above ground: 1,578.9 ft. Address: 22 E. Pine St., 32801. Principal is owned by Marsha D.M. Reece and her husband, Rudolph. It has no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Sanford Seminole Television Network seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,605 ft.; ant. height above ground: 1,610 ft. Address: 1350 Woodbine Ave., Deltona, Fla. 32725. Principal is equally owned by Armando Lopez, Julio Galarza and Charles A. Durr, who have no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Orlando Television Partners seeks ch.

27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,283 ft.; ant. height above ground: 1,280 ft. Address: 3348 Edgewater Dr., 32804. Principal is owned by Mary L. Demetree (51%), Barbara C. Roper (30%), Deborah R. Sawruck (10%), Martha Walton (6%) and Jeanette S. Austin (3%). Roper and her husband, Bert, have interest in Comco Inc., station group of two AM's and one FM. Austin is news director of WMFE-FM Orlando. Filed March 20.

■ **Orlando, Fla.**—Florida Television Co. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,606.4 ant. height above ground: 1,575 ft. Address: 7838 Redgate Circle, Houston, Tex. 77071. Aprille J. Meek (51%) and Mable Butler (49%). Meek is program producer at KRIV-TV Houston. Filed March 20.

■ **Orlando, Fla.**—Highland Communications Ltd. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,610 ft.; ant. height above ground: 1,571.5 ft. Address: 801 N. Magnolia Ave., 32802. Principal is owned by Carmen S. Reid (10% general partner), Richard H. Adams, Robert W. Anthony, Russell W. Divine, Ladd H. Fassett, Robert J. Pleus (14% each) and John T. Rutledge. Rutledge is app. for new AM in Pleasure Ridge Park, Ky., and has interest in app. for new AM in East Naples, Fla. His wife, Marcella, is also app. for new FM in Mary Esther, Fla. Filed March 20.

■ **Orlando, Fla.**—Orlando 27 Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,616 ft.; ant. height above ground: 1,600 ft. Address: 108 E. Central Boulevard, 32802. Principal is equally owned by Buell G. Duncan III; Zoila Hiribane; Dan Honeywell; H. David Luff; Mel R. Martinez, and his brother, Rafael E. Martinez; John S. McEwan; Alzo Reddick; Clay Townsend, and Council Wooten Jr. They have no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Spanish American Broadcasting Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,461 ft.; ant. height above ground: 1,451 ft. Address: 2722 SW 29th Ave., Miami 33133. Principal is equally owned by Heana M. Fuentes and Beatriz Lopez. It has no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Marilynn J. Craig seeks ch. 27; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 433 ft.; ant. height above ground: 417 ft. Address: 1537 Unionville, Fair Grove, Mich. 48733. Principal has no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Morris, Washington and Marshall seek ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,500 ft.; ant. height above ground: 1,488 ft. Address: 3220 NW 169 Terrace, Carol City, Fla. 33056. Principal is owned by Carmen Morris (40%), Pluria Marshall (40%) and Anthony Washington (20%). Washington is marketing director at WJLA(TV) Washington. Marshall is currently salesman with WLBT-TV Jackson, Miss. His father is head of the National Black Media Coalition in Washington. Filed March 20.

■ **Orlando, Fla.**—Orlando 27 Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,693 ft.; ant. height above ground: 1,661 ft. Address: 5921 Westbury Dr., 32082. Principal is owned by Amanda Houge (10%), Royce Waldon (10%), Phillip Rubin (40%) and Robert A. Bednarek (40%). Bednarek is also app. for new TV in Gainesville, Fla. Filed March 20.

■ **Orlando, Fla.**—Central Florida Television Inc. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 943 ft.; ant. height above ground: 867 ft. Address: 8006 Rowan Ct., 32819. Principal is equally owned by Marita Valentine Sapp and Charles W. Jordan. Jordan also has interest in KUTV(TV) Salem, Ore. Filed March 20.

■ **Orlando, Fla.**—Central Florida Television Ltd. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,603 ft.; ant. height above ground: 1,605 ft. Address: 921 Brown Bldg., Austin, Tex. 78701. Principal is owned by Yvonne Chavez (20% general partner) and Tolbert Foster and his daughter, Bonnie R. Walker (80% limited partner). It has no other broadcast interests. Filed March 20.

■ **Orlando, Fla.**—Mathew D. Wiggins seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,533 ft.; ant. height above ground: 1,515 ft. Address: 102 W. Leake St., Clinton, Miss. 39056. Principal is owner of WYAI(AM) Ridgeland and WZXX(FM) Gluckstadt, both Mississippi. He is also app. for new FM in Springfield, Fla. Filed March 20.

■ **Orlando, Fla.**—Suburban Broadcasting Ltd. seeks ch. 27; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,602 ft.; ant. height above ground: 1,591 ft. Address: 313 Hoffman Dr., Tallahassee, Fla. 32312. Principal is owned by Christine D. Billings (10% general partner) and David H. Wagner (90%). It has no other broadcast interests. Filed March 20.

■ **Murray, Ky.**—WML LPTV Co. seeks ch. 38; ERP vis. 425.7 kw; aur. 85.1 kw; HAAT: 497 ft.; ant. height above ground: 463 ft. Address: 1500 Diuguid Rd., 42071. Principal is owned by Sam Parker, who also owns WSJP(AM) Murray, Ky. Filed March 15.

■ Rock Hill, S.C.—Metrolina Media Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500kw; HAAT: 1,176 ft.; ant. height above ground: 415.5 ft. Address: 615 N. Pine St., Charlotte, N.C. 28202. Principal is equally owned by Ginise J. Clement, John H. Mildren, Malcolm M. Burlinson and George Gold. Mildren also owns WSSC(AM) Sumter, S.C., and WWSW(FM) Saginaw, Mich. Filed March 20.

■ Rock Hill, S.C.—Family 55 TV Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,890 ft.; ant. height above ground: 1,899 ft. Address: 1610 Mulberry Circle, 29730. Principal is owned by Diane Wells (10%) and Jonathan Byrd (90%). Byrd is also app. for new TV in San Antonio, Tex. Filed March 20.

■ Rock Hill, S.C.—Urban Broadcasting Ltd. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,487 ft.; ant. height above ground: 1,514 ft. Address: 515 East Farris Ave., High Point, N.C. 27262. Principal is owned by Miriam L. Wagner, who has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Rock Hill Telecasters Associates Ltd. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,151 ft.; ant. height above ground: 1,038 ft. Address: 201 Parkmont Dr., Greensboro, N.C. 27408. Principal is owned by Benjamin T. Perry (50% partner, 15% owner) and Mark Conrad (50% partner, 5% owner) and Katherine R. Everett and her husband, Robinson. It also owns WKJA(TV) Wilmington, N.C., and is app. for new TV in Gainesville, Fla. Perry is also app. for new TV in Fort Worth. Everett and Conrad have interest in WGGT(TV) Greensboro, N.C. Everett also has interest in WFCT(TV) Fayetteville, N.C. Filed March 20.

■ Rock Hill, S.C.—DSL Broadcasting Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,964 ft.; ant. height above ground: 1,931 ft. Address: 3814 Columbine Circle, Charlotte, N.C. 28211. Principal is owned by Matye Silverman, who has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Koontz Communications seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,952 ft.; ant. height above ground: 1,955 ft. Address: 201 South College #1300, Charlotte, N.C. 28244. Principal is owned by Kenneth H. Koontz (20%), Robert A. Seefried (40%), James D. Berry (20%) and Allan C. Eustis III (20%). Berry is announcer and Eustis is weatherman for WJLA(TV) Washington. Filed March 20.

■ Rock Hill, S.C.—Susan S. Mulkey seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 610 ft.; ant. height above ground: 473 ft. Address: 84 S. 67th Ave., Pensacola, Fla. 32506. Principal has no other broadcast interests. Filed March 20.

■ Rock Hill, S.C.—Faye Daye Corp. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,005 ft.; ant. height above ground: 973 ft. Address: 111-C Cricket Tree Lane, Columbia, S.C. 29210. Principal is owned by Faye Daye, who is also app. for new TV's in Fort Worth; Castle Rock, Colo.; Charleston, S.C.; Tolleson, Ariz., and Blanco, Tex. Filed March 20.

■ Rock Hill, S.C.—Catawba Communications Inc. seeks ch. 55; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,475 ft.; ant. height above ground: 1,413 ft. Address: 4511 Aberdeen Dr., Tyler, Tex. 75703. Principal is owned by L. William Heyman, who has no other broadcast interests. Filed March 20.

## Facilities Changes

### Applications

#### AM's

##### Tendered

■ KGDP (660 khz) Santa Ynez, Calif.—Seeks mod. of CP to change city of lic. to Orcutt, Calif. and change TL. App. March 19.

■ KNTA (1430 khz) Santa Clara, Calif.—Seeks CP to increase night power 2.5 kw; change TL, and make changes in ant. sys. App. March 19.

■ WGNZ (650 khz) Titusville, Fla.—Seeks mod. of CP to change city of lic. to Christmas, Fla. App. March 22.

##### Accepted

■ WJYV (850 khz) Forest, Miss.—Seeks CP to make changes in ant. sys. App. March 25.

■ WXSS (1030 khz) Memphis—Seeks MP to correct coordinates of directional ant. App. March 20.

■ WFCL (1380 khz) Clintonville, Wis.—Seeks CP to make changes in ant. sys. App. March 25.

#### FM's

##### Accepted

■ \*KUAR (89.1 mhz) Little Rock, Ark.—Seeks mod. of CP to change TL. App. March 25.

■ \*KRCC (91.5 mhz) Colorado Springs—Seeks CP to change ant. site; change ERP to .055 kw, and change HAAT to 2,102.48 ft. App. March 25.

■ \*KCFR (90.1 mhz) Denver—Seeks mod. of CP to make changes in ant. sys. App. March 25.

■ \*KWIT (90.3 mhz) Sioux City, Iowa—Seeks CP to increase ant. height and change ERP to 84 kw. App. March 25.

■ New (105.3 mhz) Haysville, Kan.—Seeks mod. of CP to change SL to 8.5 miles from center of Haysville on Highway 81. App. March 25.

■ WUUN (103.3 mhz) Marquette, Mich.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 541.2 ft. App. March 25.

■ \*KDCV-FM (91.1 mhz) Blair, Neb.—Seeks CP to rated power from 10 to 100 w. App. March 25.

■ WIBF-FM (103.9 mhz) Jenkintown, Pa.—Seeks CP to install aux. ant. sys. App. March 22.

■ WXTU (92.5 mhz) Philadelphia—Seeks mod. of CP to change TL; change ERP to 17 kw, and change HAAT to 852.14 ft. App. March 25.

■ \*WUOT (91.9 mhz) Knoxville, Tenn.—Seeks CP to construct higher tower; increase ant. center of radiation; replace present ant. and transmission line; change ERP to 100 kw, and change HAAT to 1,050.37 ft. App. March 25.

■ \*WBCR (88.1 kw) Beloit, Wis.—Seeks CP to relocate ant., TL and SL; change ERP to .13 kw, and change center of radiation. App. March 25.

#### TV's

##### Accepted

■ WTLV (ch. 12) Jacksonville, Fla.—Seeks MP to change coordinates. App. March 19.

■ WSMW-TV (ch. 27) Worcester, Mass.—Seeks CP to correct ant. site coordinates. App. March 20.

■ \*KWCM-TV (ch. 10) Appleton, Minn.—Seeks MP to change HAAT to 1,246 ft. and coordinates. App. March 25.

■ KNLC (ch. 24) St. Louis—Seeks CP to change ERP to vis. 3,126 ft., aur. 312.6 ft. and change HAAT to 1,002 ft. App. March 25.

■ KTRE-TV (ch. 9) Lufkin, Tex.—Seeks CP to change ERP to vis. 158 kw, aur. 31.6 kw; change HAAT to 670 ft., and change ant. App. March 20.

## Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
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

#### Actions

##### AM's

■ KJMB (1450 khz) Blythe, Calif.—Granted app. to increase nighttime power to 1 kw. Action March 18

■ KKAR (540 khz) Hesperia, Calif.—Granted app. to operate transmitter by remote control. Action March 7.

■ KOB0 (1450 khz) Yuba City, Calif.—Granted app. to change nighttime power to 500 w. Action March 13.

■ WSBR (740 khz) Boca Raton, Fla.—Granted app. to increase day power 2.5 kw and change day electrical parameter. Action March 13.

■ WESL (1490 khz) East St. Louis, Ill.—Dismissed app. to increase daytime radiation efficiency. Action March 8.

■ KCOG (1400 khz) Centerville, Iowa—Granted app. to change nighttime power to 1 kw. Action March 13.

■ WGCR (1180 khz) Brevard, N.C.—Granted app. to make changes in ant. sys. Action March 14.

##### FM's

■ KJJZ (101.1 mhz) Kodiak, Alaska—Granted app. to change ERP to 4.3 kw and change HAAT to 36.08 ft. Action March 6.

■ KCIZ (104.9 mhz) Springdale, Ark.—Granted app. to change HAAT to 478.88 ft. and change ERP to 1 kw. Action March 7.

■ KKG0 (105.1 mhz) Los Angeles—Granted app. to install aux. sys. and change HAAT to 2,853.6 ft. Action March 7.

■ KSIQ (96.7 mhz) Manteca, Calif.—Granted app. to change HAAT to 328 ft. Action March 11.

■ KLDL-FM (95.1 mhz) Delta, Colo.—Granted app. to change ERP to 100 kw and change HAAT to 969 ft. Action March 14.

■ WXBM-FM (102.7 mhz) Milton, Fla.—Granted app. to change TL; change HAAT to 1,328.4 ft., and make changes in ant. sys. Action March 19.

■ \*WKGC-FM (90.7 mhz) Panama City, Fla.—Granted app. to change HAAT to 336 ft. and make changes in ant. sys. Action March 8.

■ WMKM (105.5 mhz) St. Augustine, Fla.—Granted app. to change ERP to 2.12 kw. Action March 14.

■ WKES (101.5 mhz) St. Petersburg, Fla.—Dismissed app. to change TL; change HAAT to 1,429 ft., and make changes in ant. sys. Action March 6.

■ WCUP (100.3 mhz) Tifton, Ga.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 1,004.66 ft. Action March 15.

■ WMJB (96.7 mhz) Wrens, Ga.—Granted app. to change HAAT to 157 ft. Action March 14.

■ KIPO-FM (93.5 mhz) Lihue, Hawaii—Granted app. to change TL and change ERP to 3 kw. Action March 14.

■ KOSX (98.3 mhz) Chubbuck, Idaho—Granted app. to change TL; change ERP to 3 kw, and change HAAT to minus 10 ft. Action March 11.

■ KMAQ-FM (95.3 mhz) Maquoketa, Iowa—Granted app. to change HAAT to 328 ft. Action March 6.

■ WMDJ-FM (100.1 mhz) Allen, Ky.—Granted app. to change SL outside community of lic. Action March 18.

■ WHRZ (97.7 mhz) Providence, Ky.—Granted app. to change HAAT to 328 ft. Action March 11.

■ WMJX (106.7 mhz) Boston—Granted app. to install new transmission sys. Action March 18.

■ WKSQ (94.5 mhz) Ellsworth, Me.—Granted app. to change ERP to 11.5 kw; change HAAT to 1,026.64 ft., and change TL. Action March 8.

■ WWMR-FM (96.3 mhz) Rumford, Me.—Granted app. to change ERP to 62.5 kw. Action March 14.

■ WQLR (106.5 mhz) Kalamazoo, Mich.—Granted app. to change ERP to 13.7 kw and change HAAT to 900 ft. Action March 14.

■ WYXX (96.1 mhz) Holland, Mich.—Granted app. to make changes in ant. sys. Action March 19.

■ WHWL (95.7 mhz) Marquette, Mich.—Granted app. to change SL. Action March 18.

■ KLBN (92.7 mhz) Albion, Neb.—Granted app. to change TL and change HAAT to 245 ft. Action March 7.

■ WBAB-FM (102.3 mhz) Babylon, N.Y.—Granted app. to change TL and change HAAT to 268 ft. Dismissed separate app. to change ERP to 2.6 kw; change HAAT to 344.4 ft., and make changes in ant. sys. Actions March 7.


■ WLTF (106.5 mhz) Cleveland—Granted app. to change ERP to 11 kw. Action March 7.

■ WLLT (94.9 mhz) Fairfield, Ohio—Granted app. to change ERP to 31 kw. Action March 15.

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- WCOM-FM (101.7 mhz) Urbana, Ohio—Granted app. to change HAAT to 309.3 ft. Action March 19.
- KDEP (97.7 mhz) Durant, Okla.—Granted app. to change TL and make changes in ant. sys. Action March 14.
- WXKW (104.1 mhz) Allentown, Pa.—Granted app. to install aux. sys. at main ant. location; change ERP to 50 kw. and change HAAT to 458 ft. Action March 14.
- WMGS (92.9 mhz) Avoca, Pa.—Granted app. to change SL. Action March 8.
- WXTU (92.5 mhz) Philadelphia—Granted app. to change TL; change ERP to 16 kw. and change HAAT to 900 ft. Action Feb. 26.

- WSPI (95.3 mhz) Shamokin, Pa.—Granted app. to change ERP to 1.26 kw. Action March 18.
- WQSC (100.9 mhz) Andrews, S.C.—Granted app. to change SL. Action March 13.
- WYKZ (98.7 mhz) Beaufort, S.C.—Granted app. to change TL and make changes in ant. sys. Action March 11.
- WZLD-FM (96.7 mhz) Cayce, S.C.—Granted app. to change ERP to 1.91 kw. Action March 11.
- WMXX (97.7 mhz) Georgetown, S.C.—Granted app. to change TL; 1.12 kw, and change HAAT to 457 ft. Action March 7.
- New (96.1 mhz) Hannahan, S.C.—Granted app. to

- change HAAT to 537 ft. Action March 7.
- WSCQ (100.1 mhz) West Columbia, S.C.—Granted app. to change ERP to 2.95 kw. Action March 14.
- WJSO-FM (99.3 mhz) Elizabethtown, Tenn.—Accepted for filing amendment to make changes in transmitter and ant. Action March 7.
- KLSF (96.9 mhz) Amarillo, Tex.—Granted app. to change HAAT to 599 ft. Action March 14.
- KIVY-FM (92.7 mhz) Crockett, Tex.—Granted app. to change HAAT to 300 ft. Action March 8.
- KVOQ (98.3 mhz) Lorenzo, Tex.—Granted app. to change SL. Action March 13.
- KVMV (96.9 mhz) McAllen, Tex.—Granted app. to change TL. Action March 18.
- WTCR (103.3 mhz) Huntington, W. Va.—Granted app. to change TL; change ERP to 49.6 kw, and change HAAT to 492 ft. Action March 15.
- WJH (96.7 mhz) Ashland, Wis.—Granted app. to change freq. to 96.7 mhz. Action March 14.
- WKDL (105.5 mhz) Holmen, Wis.—Granted app. to change SL. Action March 18.

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### TV's

- WDKY-TV (ch. 56) Danville, Ky.—Granted app. to maintain its main studio at transmitter site outside of corporate limits of Danville. Action March 11.
- \*WUNG-TV (ch. 58) Concord, N.C.—Granted app. to change ERP to vis. 1,240 kw, aur. 124 kw; change HAAT to 1,290 ft., and make changes in ant. sys. Action March 15.
- WOIO (ch. 19) Shaker Heights, Ohio—Granted app. to change ERP to vis. 3,560 kw, aur. 356 kw; change HAAT to 1,148.5 ft., and change TL. Action March 14.
- KJTL (ch. 18) Wichita Falls, Tex.—Granted app. to change ERP to vis. 2,820 kw, aur. 282 kw; change HAAT to 1,080 ft., and change TL. Action March 15.

### In Contest

Review Board made following decision:

Fort Myers Villas and Cape Coral, Fla. (L.B.C. Inc. and Sunshine Broadcasting Inc.) FM Proceeding. Rescheduled oral argument from March 29 to April 3 on exceptions to initial decision of ALJ Frederic J. Coufal granting app. of Sunshine for new FM station at Fort Myers and denying competing app. of L.B.C. for channel at Cape Coral. By Letter, Feb. 28.

ALJ Joseph Chackin made following decisions:

Reno (Arthur Winburn Saunders Jr., et al) FM Proceeding. Granted petition by R&G Broadcasting and enlarged issues to determine whether transmitter sites specified by Joy Denise Hill, Bonnie Broadcasting Corp., Reno Broadcasters and Saunders will cause harmful interference to instrument landing system at Reno airport and would constitute hazard to air navigation and made FAA party to proceeding. By MO&O, March 6.

Doylestown, Pa. (Central Bucks Broadcasting Co., et al) AM Proceeding. Granted motion by Rama Communications Group Inc. and resolved financial issue in its favor. By MO&O, Feb. 27.

Austin, Tex. (Capital City Community Interests Inc., et al) TV Proceeding. Granted petition by Capitol Area Broadcasting to extent of adding issue to determine whether DB Broadcasting Inc. violated rules by failing to maintain public inspection file and if so, effect on its comparative qualifications. By MO&O, March 8.

ALJ John H. Conklin made following decisions:

Troy, Ohio (Land O' Lakes Broadcasting Corp., et al) AM Proceeding. Severed app. of Juarez Communications Corp. from proceeding and granted its app. for new AM station at Sterling Heights, Mich. By order, March 11.

Sand Springs, Okla. (Music Sound Radio Inc., et al) FM Proceeding. Granted request of Elinor Lewis-Stephens for voluntary dismissal of her app. for new FM station at Sand Springs. By order, March 11.

ALJ John M. Frysiaak made following decisions:

Kingman, Ariz. (Grand Canyon Television Co.) TV Proceeding. Granted motion by Grand Canyon and resolved air hazard and Section 73.685(e) waiver issues in its favor; granted Grand Canyon's app. for new TV station at Kingman, and terminated proceeding. By MO&O, March 8.

Modesto, Calif. (The Pete Pappas Co., et al) AM Proceed-

ing. Granted motion by Pappas and severed its app. from consolidated proceeding. By MO&O, March 6.

Vero Beach, Fla. (DeBeau Broadcasting Inc., et al) FM Proceeding. Partially granted motion by Women Broadcasters of Florida and resolved environmental impact issue in its favor; by separate action, granted motion by Vero Beach Broadcasting Group and resolved air hazard issue in its favor. By MO&Os, Feb. 25 and March 5.

Bethesda, Md., and Washington. (R.K.O. General Inc., et al) AM and FM Proceeding. Granted motion by United Minority Womens Communications Co. and dismissed its app. for new FM station at Washington with prejudice. By order, March 12.

Temple, Tex. (Temple Broadcasting Co., et al) FM Proceeding. Granted request by Temple Broadcasting and dismissed its app. with prejudice. By order, March 4.

*ALJ Joseph P. Gonzalez made following decisions:*

Tampa, Fla. (Gary E. Wilson, et al) TV Proceeding. By three separate actions, granted request of Television of New York Inc. and dismissed with prejudice its app. for new TV station on ch. 50 at Tampa; granted motion for summary decision filed by Jacaranda Broadcasting Co. and resolved air hazard issue in its favor, and granted motion for summary decision filed by Channel 50 Corp., and resolved air hazard issue in its favor. By order, March 11 and MO&O's, March 11 and 12.

Farmington, N.M. (Keith E. Lamonica, et al) FM Proceeding. Granted joint request for settlement agreement; dismissed apps. of Lamonica and Kinnamon Enterprises with prejudice; granted app. of Dewey Matthew Runnels for new FM station at Farmington, and terminated proceeding. By MO&O, March 7.

Brady, Tex. (John R. Powley and Kimbell Television Co.) TV Proceeding. Granted motion filed by Kimbell and resolved air hazard issue in its favor. By MO&O, March 11.

*ALJ Byron E. Harrison made following decisions:*

New Orleans. (Horizon Broadcasting Inc., et al) TV Proceeding. Granted motion by Crescent City Communications Co. and enlarged issues against Horizon to determine facts and circumstances of contacts made by Horizon to owner of Crescent City site including efforts of Horizon to buy or control that site and whether such actions constitute impermissible harassment and/or abuse of commission processes as well as site availability, Section 1.65, and lack of candor issues, and to determine effects of such actions on Horizon's basic qualifications. By MO&O, March 12.

Wellsville, N.Y. (Scenic Sounds Inc. and Betty J. Hogsed) FM Proceeding. Granted joint request for settlement agreement; dismissed Hogsed's apps. with prejudice; granted Scenic Sounds' app. for new FM station at Wellsville, and terminated proceeding. By order, March 12.

Memphis (RKO General Inc., et al) TV Proceeding. Granted motion by RKO and added issue to determine whether Stephen E. Powell made misrepresentations to FCC or lacked candor and effect thereof on his basic and/or comparative qualifications and by separate actions dismissed apps. Memphis Minority Television Co. and Ware Communications Inc. By MO&O, Feb. 25 and orders March 6.

Memphis (RKO General Inc., et al) TV Proceeding. On judge's own motion, dismissed with prejudice app. of Stephen E. Powell for failure to respond to directives; since Powell is applicant in other RKO proceedings, he was directed to file amendment to his apps. in those proceedings and any other app. he has pending. By order, March 13.

Memphis (David C. Saks) Amateur Radio Proceeding. On request of Private Radio Bureau dismissed with prejudice Saks' amateur radio lic., certified revocation phase of proceeding to commission for appropriate disposition, and terminated proceeding. By order, March 13.

Katy, Tex. (Enigma Corp. U.S.A. Division, et al) TV Proceeding. Dismissed app. of Enigma with prejudice. By order, March 5.

*ALJ Edward J. Kuhlmann made following decisions:*

Evergreen, Colo. (Payne Communications Inc., et al) FM Proceeding. Granted requests by Arapaho Communications Inc. and United Cable Television Corp. and dismissed with prejudice their apps. for new FM station at Evergreen, Colo. By order, March 12.

North Miami, Fla. (South Fla. Broadcasting Co., et al) FM Proceeding. Granted motion by First Black Broadcasters of Miami Inc. and dismissed Southwest Radio Enterprises Inc.'s app. with prejudice. By order, Feb. 26.

Albany, Minn. (Stearns County Broadcasting Co. Inc. and Leverrier Broadcasting Co.) FM Proceeding. Granted motions by Stearns and Leverrier and resolved air hazard issues in their favor and granted motion by Leverrier to add issues to determine whether Stearns violated Sections 1.1223(a),

1.1225(a), 1.245, 1.65 and 73.1250 of rules, and if so, effect on its basic and/or comparative qualifications. By MO&O, Feb. 28.

*ALJ Walter C. Miller made following decisions:*

Miami (Julio and Silvia Fernandez, et al) TV Proceeding. By two separate actions, granted motions by Telecentro Inc. and Julio and Silvia Fernandez and dismissed with prejudice their apps. for new TV station at Miami. By orders, March 11.

Miami (Kilgore Broadcasting, et al) TV Proceeding. Granted motion by Explorado de Miami and dismissed its app. with prejudice. By order, Feb. 27.

Brewer, Me. (Richford Broadcasting Co., et al) FM Proceeding. Granted motion by Castle Broadcasting for summary decision and resolved air hazard issue in its favor and by separate action granted motion by Richford to extent of adding issue to determine whether Castle violated Section 1.65 of rules and if so effect on its comparative qualifications. By MO&O's, Feb. 28 and March 5.

Boston (RKO General Inc., et al) AM and FM Proceeding. Granted motion by RKO to add issues against Cozzin Communication Corp. to determine if its principal Joseph Zingale misrepresented facts or lacked candor when he executed signatures of his wife and children on 46 low power TV apps.; if Zingale is real party in interest in those apps. and if he misrepresented his ownership status, and effect on Zingale's basic or comparative qualifications. By MO&O, Feb. 28.

Upper Sandusky, Ohio (T.P. Communications Inc. and U.S. Communications) FM Proceeding. Approved settlement agreement; dismissed T.P.'s renewal app. with prejudice; granted U.S.'s app. for new station, terminated proceeding. By MO&O, March 6.

Baytown, Tex. (Baytown Community Broadcasting Ltd., et al) TV Proceeding. Granted motion by Villa-Reeve Ltd. and added issue to determine if Baytown Community misrepresented its status as limited partnership and if so, effect on its basic or comparative qualifications. By MO&O, March 1.

*ALJ Joseph Stirmer made following decisions:*

Bakersfield, Calif. (Louis B. Burke Jr., et al) FM Proceeding. Granted motion by Kern Communications Co. and enlarged issues against Burke to determine whether his proposed facilities would provide signal coverage over entire community of Bakersfield, and whether he misrepresented facts or lacked candor in proposed signal, and if so, to determine his basic and/or comparative qualifications. By MO&O, March 12.

Natchitoches, La. (Barron Broadcasting Inc. and William W. Brown) FM Proceeding. Granted motion for summary decision by Barron and resolved equal employment opportunity issue in its favor. By MO&O, March 13.

Austin, Tex. (Alpha Radio Inc., et al) AM Proceeding. Granted motion by Alpha Radio and dismissed its app. for new AM station at Austin with prejudice. By order, Feb. 28.

*ALJ James F. Tierney made following decision:*

Midland, Tex. (Gonzalez/Torres Broadcasting Co., et al) FM Proceeding. Granted settlement agreement between Responsive Chord Communications and Richard L. Moore and La-Dona L. Moore will become 25% limited partner in Responsive; accepted amendment to Responsive's app., and dismissed Moore's app. with prejudice. By MO&O, March 4.

## Call Letters

### Applications

Call	Sought by
<b>New AM's</b>	
KBKK	Juarez Communications Corp., Las Vegas
WAVI	Portsmouth Communications Corp., Portsmouth, N.H.
WDVT	Masada Corp., Philadelphia
KRNN	KSDR Inc., San Antonio, Tex.
<b>New FM's</b>	
WLKQ	Bulford Broadcasting Inc., Buford, Ga.
KCBC	Keokuk Educational Broadcasting Foundation, Keokuk, Iowa

KWFC	Baptist Bible College Inc., Springfield.
KKVO	Altus Educational Broadcasting Foundation, Altus, Okla.
WWSH	The Luzerne Co., Hazleton, Pa.
WRJO	Nicolet Broadcasting Inc., Eagle River, Wis.
<b>New TV</b>	
KVVT	Sunbelt Television Inc., Barstow, Calif.
<b>Existing AM</b>	
WZZK	WSGN Katz Broadcasting of Alabama Inc., Birmingham, Ala.
<b>Existing FM's</b>	
WZZK-FM	WZZK Katz Broadcasting of Alabama, Birmingham, Ala.
WZNY	WFMG Keymarket Broadcasting Inc., Augusta, Ga.

### Grants

Call	Assigned to
<b>New AM's</b>	
WKOG	Cannonsburg Communications, Cannonsburg, Ky.
WDUF	Duffield Broadcasting Co., Duffield, Va.
<b>New FM's</b>	
*WJNF	Marianna Educational Broadcasting Foundation, Marianna, Fla.
WGLV	Micanopy Broadcasting Co., Micanopy, Fla.
WVRD	Humphreys County Broadcasting Co., Belzoni, Miss.
<b>New TV's</b>	
WTLH	Bainbridge Communications Ltd., Bainbridge, Ga.
WVUW	Housatonic Broadcasting Co., Pittsfield, Mass.
<b>Existing AM's</b>	
WTOF	WNYN Mortenson Broadcasting Co., Canton, Ohio
WVBX	WINH Black Broadcast Communications Inc., Georgetown, S.C.
KBIL	KHOS Hoss Media Inc., San Angelo, Tex.
WDCT	WEEL Universal Broadcasting of Washington, D.C. Inc., Fairfax, Va.
<b>Existing FM's</b>	
WLTB	WQUS Elf Communications Inc., Birmingham, Ala.
WSOS	First City Broadcasting Inc., St. Augustine, Fla.
WMKR-FM	WMAR-FM S & F Communications Corp., Baltimore
KXUS	KWFC Big Chief Broadcasting of Fayetteville Inc., Springfield, Mo.
KGLE-FM	KIVE Christian Enterprises Inc., Glendive, Mont.
*KNMC	KNOG Northern Montana College, Havre, Mont.
WZKC	WHFM Ontario Shore Communications Inc., Rochester, N.Y.
WTOF-FM	WTOF Christian Broadcasting Association, Canton, Ohio
KBIL-FM	KBIL Texas Triangle Media Inc., San Angelo, Tex.
KHOS	KVRN-FM The Foster Broadcasters Inc., Sonora, Tex.



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Corporate manager** for growing, quality Christian broadcast group of 4 Midwest stations. We're ready to grow—now! Right person must be ready to grow with us, and manage that growth. Must have strong experience managing, marketing, and getting things done. Must understand quality Christian programming concepts. Must be genuine leader of people. Everything in background must point to success in this position. Complete information to Dick Bott or Rich Bott, Bott Broadcasting Co., 10841 E. 28th St., Independence, MO 64052, 816—252-5050.

**Inspirational station**, Sunbelt, seeks qualified general manager. Solid spot sales background a must. Resume/full written particulars to Box H-103.

**Jefferson-Pilot** Communications seeks promotions manager for its Charlotte, NC-based AM/FM combo stations, WBT/WBCY. Individual must be experienced. Responsibilities include coordinating all sales and station promotions. Resume to Personnel Department, One Julian Price Pl., Charlotte, NC 28208. EOE.

**Director of development.** Professional growth opportunity with public radio membership organization. Provides information & training to stations; fundraising for organization. Successful fundraising experience required. Resume to NFCB, 1314 14th St., NW, Washington, DC 20005.

**Aggressive, bottom line** oriented general manager for top rated Southeastern market. Strong management, administrative, & motivational skills musts. Rapidly expanding group. Resume/financial requirements to Box H-142.

**Midwest - medium market** comprised of small cities in 4 counties of selling area with major university. 1 KW fulltime AM with excellent news and sports profile. Prefer small-market local sales manager with outstanding local sales record. A selling manager's position; desk-typing need not apply. Ability to train & motivate in local sales essential. Proof of sales ability, honesty, sobriety required. EOE/MF. Write Radio Manager, 1650 Oakland Blvd., Suite 105, Walnut Creek, CA 94596.

**Small broadcast group** looking for sales/station manager for suburban top 50, #1 station. \$22,500, + large bonus potential. Great first or second management position. Resume to Box K-5.

**Great potential.** General manager. Small Southern market changing to religious format. Management & sales experience. Salary, commission, stock ownership opportunity. Resume to Box K-8.

**Strong sales-oriented** general manager. Florida market. 5000 watt daytime with fulltime CP granted. Real challenge; great opportunity. Aggressive, success-oriented individuals reply Box K-20.

**Young, aggressive** broadcasting company expanding into Bridgeport, CT metro, meaning an unusual opportunity for experienced general manager to engineer a fresh start for failed fulltimer in growing 4-station market of 430,000+. Excellent salary, good benefits, chance to grow in highly visible position. Contact J. Hoffman, Box 580, Long Branch, NJ 07740. EOE.

**Eastern Montana** class C FM seeks GM with proven station profitability record. Must carry large personal list. Box K-38.

**GM.** Long-established medium market informational AM. College community. Financially sound. Competitive Great Plains area. Full details to Box K-39.

### HELP WANTED SALES

**Advertising radio sales.** Experienced local broadcast sales professionals needed for suburban NYC market. Super potential selling dominant north Jersey FM album rock station & dominant AM news/information station. Also fulltime copywriter needed. Resume to WMTR/WDHA-FM, PO Box 1250, Morristown, NJ 07960, Attn: J. Albert Wunder. EOE.

**Fulltime AM** and FM in 600,000 sunny California mkt. New group coming into market. We'll need four skilled, experienced, sales professionals. It's possible to write your own ticket based on experience and verifiable track record including earnings. You must have agency and/or co-op expertise, as well as being highly energetic (street) retail salesperson. We're seeking real earners. This is a growth, money-making, opportunity. We have managed sales people who have been at stations 10 to 30 years. Think about that kind of stability. Letters, resumes, references to Box H-85. EOE.

**General sales manager.** Motivate-train-sell-generate \$\$\$. Southern CA AM/FM, fast growing market area. New position. Send resume, track record, references. EOE/MF. Respond immediately to Box H-117.

**Sales manager.** Small E Colorado station. 5000 watt regional AM daytime with fulltime class A FM. Good facility; much potential. Opportunity to buy some stock & become part owner for hard worker with good organizational qualities & drive. Prefer someone who can do 1-2 hrs. on the board, do sports, & sell. Great advancement oppy. Permanent position. Rush resume/references to Box H-124.

**Central coastal California.** AM/FM combo. Opportunity with one of the largest radio groups. Enjoy our beautiful community if you're motivated to make great money and enjoy selling direct retail. Resume/letter: KSLY/KLTW, P.O. Box 1400, San Luis Obispo, CA 93406. EOE.

**Aggressive management** - type salesperson. Owner seeking to turn station over to right person. Salary potential \$30K. Future growth opportunities. Station in New England. Resume to Manager, Box 177, Scarborough, ME 04074.

**Regional sales representative.** Growing division of Jefferson-Pilot Communications Co. looking for several individuals with proven track record in local direct sales, including detailed knowledge and experience in co-op/new business development. Position involves calling on management or owners of broadcast stations/CATV systems to expand our highly regarded co-op advertising sales support business. Positions offer excellent earning potential with base salary, incentive program, and comprehensive benefit program. Requires motivated, organized, self-starter, minimum 2-4 years' experience, require little supervision, able to make group presentations, a closer willing to travel. If you meet the requirements, rush confidential resume/references with first letter (no phone calls): General Sales Manager, Co-opportunities Division, Jefferson-Pilot Retail Services, Charlotte, NC 28208. EOE.

**Account executive.** WALK FM/AM, Long Island's premiere AC station, is expanding its sales staff. Minimum three years' radio experience required. Resume to Local Sales Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772. EOE.

**Missouri regional farm** AM/FM seeks experienced salesperson; experience a must. Ag sales experience helpful. We have the ratings and product. Need aggressive self starter to sell it. We'll pay you what you're worth. Resume, references, salary requirements, track record: Manager, KMZU, Box 279, Carrollton, MO 64633. EOE.

**Top rated Southeastern** market seeks strong, aggressive sales manager. Manage and motivate present staff. Excellent advancement opportunities in this rapidly growing group. Resume/financial requirements to Box K-1.

**General sales manager.** Aggressive, self-starter with proven track record & straight forward, no-nonsense approach to radio sales. Top FM facility, beautiful Pacific Northwest metro market. Excellent compensation package & earned equity possible for strong candidate. All replies held in strict confidence. EOE/MF. Resumes to Box K-27.

**Sales manager.** \$50,000 minimum first year. Excellent benefits. No income ceiling. Large SE market AM/FM combo. Applications from top producing account executives considered. Resume to Box K-29. EOE.

**Colo. ski resort** AM/FM combo taking applications for aggressive, creative, top-notch sales reps now! A career opportunity. Resume to Box K-15.

### HELP WANTED ANNOUNCERS

**PM drive person.** Top-40 market AM news/talk station. Must be good generalist, well read, quasi-controversial. Resume, salary history, salary requirements, one-hour, unedited tape to Herb Karlitz, Burson-Marsteller/Entertainment Group, 866 Third Ave., NYC, NY 10022. Equal opportunity employer, M/F/H/V.

**Immediate opening** for humorous, articulate morning host at America's A/C ratings leader. Best pay/benefits. T/R to George Neher, PD, WTNY, 134 Mullin St., Watertown, NY 13601. EOE. No beginners.

### HELP WANTED TECHNICAL

**Engineer** for Capitol Radio Networks. Facilities in Raleigh, NC & Richmond, VA. Maintain and operate studios, audio satellite systems, and uplinks. Require EE degree or equivalent. Minimum two years. Radio-TV experience with microwave, RF frequencies, satellites preferred. Good organizational skills, deadline-oriented. Contact Dept. of Human Resources, Capitol Broadcasting Co., PO Box 12000, Raleigh, NC 27605-2000. EOE/MF.

**Great living** at the New Jersey seashore, excellent growth opportunity, & good money. Top rated stations need experienced engineer. Write Dick Taylor or Stacey Hill, WFPG-WIIN, 2707 Atlantic Ave., Atlantic City, NJ 08401.

**Santa Barbara,** CA AM/FM desires experienced chief. References, winning attitude required. Excellent facility, salary, group opportunity. 805—967-4511.

**Chief engineer.** WCHL Radio, Chapel Hill, North Carolina. 5000 watt AM stereo station in one of the nicest places in America to live. High growth company. Resume to Dianne Smith, The Village Companies, PO Box 3300, Chapel Hill, NC 27514.

### HELP WANTED NEWS

**News director.** Work with fun bunch of talented people in the Sunbelt. 100,000 watt FM simulcasting with AM. One year experience required. Pay neg. upon experience and/or ability. 405—247-6682, Harold or Mike.

### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Creative copywriting/production** person. WMTR/WDHA-FM, suburban NYC, looking for fired-up copywriter used to heavy volume. Institutional and slightly off-the-wall copy, creative production a must. AC and AOR formats. Call Brian Emery, 201—538-1250; send tape/resume to PO Box 1250, Morristown, NJ 07960. EOE.

**Program director** with savvy and good voice. Work closely with management. We're good and want to stay that way. Immediate opening. Airshift: afternoon drive. Good pay/benefits. Tape/resume with first letter to Darel Clark, GM, WTSR Radio, Box 1400, Lebanon, NH 03766.

**Broadcast producer** - WOSU-FM. Produce and announce regularly scheduled music programs, plan/write announcements and commentary, operate audio console and related equipment, create, plan, write, produce & announce special music programs. Candidates must have Bachelor's degree in music, communications, or related field, or equivalent combination of education and experience. Must be knowledgeable about classical music, have previous announcing experience or strong announcing potential, and working knowledge of foreign languages. Hours may vary. Salary: \$15,960 - \$17,640. Candidates must send a resume and audition tape by Apr. 15, 1985, to Professional Employment Services, Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. Equal opportunity/affirmative action employer.

**Creative? versatile?** Exceptional attitude? At least 5 years' air or production experience. Willing to travel, possibly relocate. Successful auto ad agency has career opening. Typewritten letter (no formal resume) with audio and/or 1/2 VHS cassette with sample of your best. Give briefest, most candid presentation of personality, achievements, capabilities, ambitions. Include minimum starting salary requirements. No material returned. All inquiries answered within 20 days. PO Box 877, Saco, ME 04072.

#### SITUATIONS WANTED MANAGEMENT

**Strong, aggressive general manager.** No-nonsense, hands-on professional, 20 years' experience managing AM/FM. Heavy sales/organizational skills. Quality leader produces results you can bank on. Box H-93.

**Complete background.** Programming, sales, production, automation, computers, air, promotion, community involvement. Ready to manage your West, Northwest, or Rocky Mountain area station. Box H-134.

**Successful, experienced sales-oriented general manager** seeks buy-in opportunity as owner/manager or seeks to meet investors looking for managing partner. Box H-143.

**Seeking operations** or programming position at AC or country station, large/medium market. 15 years' PD experience, 3 years sales. Ron, 314-428-3132.

**Manager.** One-man station type. Does air work, programs, sells, production, great PR. Can make your station good and make \$! Good track record. Looking for final home. Mature, highly educated-Shriner. Prefer South. Ready to move now! Mr. B, P.O. Box 284, Greenwood, SC 29646, 803-459-9832.

**General manager** offering more than experience. Have consistently experienced success in sales, ratings, profits. Let me bring success to your station. Box K-10.

**Want GM or GSM position.** Strong sales and programming. Veteran broadcaster seeks major or medium mkt. Texas only. Charlie Van, 512-663-2892.

#### SITUATIONS WANTED SALES

**Experienced/aggressive/knowledgeable** in closing broadcast sales. Will develop your radio sales dept. or create one from scratch. Will bring promotional ideas that are proven. Mature/reliable, years of seasoning. Medium market, SE/West Coast preferred. Non-drinker/smoker. Box K-3.

#### SITUATIONS WANTED ANNOUNCERS

**Two years' commercial** experience in small market. Want to move up. Adult, top 40, MOR. Want to be creative, not just push buttons. Dave, anytime, 201-777-0749.

**Experienced adult voice** looking for adult format. 1st ticket. Robert Sery, 518 Bronx Dr., Toledo, OH 43609, 419-385-7981.

**Experienced, qualified** afternoon-drive announcer seeking position in New England or NY/NJ areas. Experienced in/familiar with AOR, CHR, A/C formats. Andy, 914-292-5208, before noon EST.

**Combo announcer,** sports PBP, production. Do it all well. Top notch recommendations & references. 5-yr. pro. Prefer Midwest. Day 616-894-9725; night 616-894-2161. (EST)

#### SITUATIONS WANTED TECHNICAL

**In a bind temporarily?** Former chain director and chief with 22 years of know-how. Available by day, week, or month. 615-579-1135.

**Experienced engineer.** Seeks AM-FM operation. Well-versed technician, with excellent employment background. 317-872-4384.

**Midwest chief engineer.** 25 years' experience all phases radio. Seeking honest, stable position to settle. Box H-107.

**1st phone combo** since 1959. Experience includes AM, FM, automation, studio, transmitter, all shifts announcing, farm news, production. Anywhere in Midwest. Prefer Iowa, or surrounding states. 712-832-3886, mornings, CST.

#### SITUATIONS WANTED NEWS

**Experienced sportscaster** in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

**Sports-news director** or reporter position desired. Experienced broadcaster desires to relocate. Football & basketball PBP, news reporting, good delivery, positive image, ambitious, knowledgeable. B. A. communications. 419-865-0765.

**Dedicated news-sports director,** 10 years' experience, seeking position in medium or large market. PBP experience. Dan, 405-382-7766.

**Major-league caliber sportscaster** seeks college PBP. Solid investment. Multi-award winner. Ten years' experience. Dan, 616-926-1288, nights, EST.

**Employed central Florida sportstalker** seeks upward move. Red Sox, Tigers, Bandits, Bucs, Gators my current beat. Great with phones. Winning tape says all. 215-334-6906.

**Sportscaster looking** for medium to large market. Accurate/objective PBP, relevant, solid reporting skills, credentials. 201-763-5587.

**Hungry May college grad,** 3 yrs. experience in OKC market. Solid PBP football/basketball, news and sports reporter/anchor. Good delivery, ambitious, hard worker. Box K-18.

#### SITUATIONS WANTED PROGRAMING PRODUCTION, OTHERS

**You just can't lose!** Custom production-cheap. Call for sample. John Mack Flanagan, Great Productions, San Francisco, 415-992-9070.

**Radio producer.** Are your talk shows lacking newsmakers, celebrities, the off-beat? I can fill the bill! Looking to move up from medium market. Please send letter of interest. David Anthony, 31 Marlowe Ave., Buffalo, NY 14219.

**Industry leading syndicated radio commercial production manager/announcer** desires environment change. 23 years' mostly major market experience in production and news. Many ideas to boost your sales! Tom, 305-435-3449.

**Award winning classical music director,** also experienced in newswriting. Seeks move to medium market. Solid academic background in political science and journalism. Intelligent, dedicated worker. Carl, 516-678-2231.

**Right-hand man** seeking station needing direction/guidance. Andy Budnick, 904-744-5750, 4-6 PM EST.

**Music director** seeks position at classical station. Public and commercial background. Four years major market. Duties, salary open. 713-669-1996.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Director of broadcasting service.** Southern Illinois University-Carbondale. Effective date: July 1, 1985, or as soon as possible. Salary: competitive. Qualifications: substantial work experience in senior administrative capacity in broadcasting. Demonstrated written & oral communication skills, experience in fiscal management, evidence of successful leadership and supervision of comprehensive broadcasting facility, familiarity with new technology as related to broadcast & non-broadcast activities required. Experience in public broadcasting and familiarity with policies and procedures of university licensee desirable. Bachelor's degree required, Master's degree or Ph. D. preferred. Duties: chief executive officer for broadcast service which includes WSIU-TV Carbondale, WUSI-TV Olney & WSIU FM Carbondale, which are licensed to board of trustees of Southern Illinois University. Analyze, develop, implement policies and procedures in all areas of operations. Responsibility for leadership, supervision, and management of about 40 staff members. Reports to dean of the college of communications and fine arts. Close working relationship with excellent department of radio/TV, with possible faculty appointment. Responsible for communicating and working with other schools & departments within the college of communications & fine arts and throughout the University. Application deadline: May 15, 1985, or until filled. Letter of application, resume, names of at least three professional references should be sent to Chairman, Director of Broadcasting Service Search Committee, Broadcasting Service, Communications Bldg., Rm. 1048, Southern Illinois University, Carbondale, IL 62901. Equal opportunity/affirmative action employer.

**General sales manager.** Opportunity exists for general sales manager in small market TV. Need mature professional to manage aggressive sales effort. Resume to Box H-105.

**Financial manager.** Santa Barbara, CA, TV station. Responsible for operation of financial department and financial reporting to our company management. Budgeting, accounting, computer skills required. Experienced. Salary approximately \$30K. Excellent benefits. Please send resume/salary history to Box H-120. EOE.

**Director of sales.** KNTV, ABC, San Jose, CA. Seeking creative, hardworking, management-oriented professional to direct sales in 1 of the nation's fastest growing, most enjoyable markets. Should be currently employed as GSM/LSM in major/medium market with documented record of achievement. Resume/salary requirements to Dick Fram, VP/GM, 645 Park Ave., San Jose, CA 95110. EOE-M/F.

**Business manager.** SE public TV/FM station needed soon. Thorough knowledge of all aspects of accounting, collections, budgets, purchasing, office machines/equipment, including experience with large and small computers. Ability to plan, organize and direct comprehensive business management systems. Hands-on person with ability to supervise. Excellent salary based on experience/qualifications. Send detailed resume, references, salary requirements to Box K-25. Application deadline Apr. 15. EOE.

**Traffic manager.** Sunbelt independent seeking qualified applicants for position of traffic manager. 3-5 years' experience in traffic supervisory role a must, along with strong background in Bias system. EOE. Reply Box K-28.

**General manager.** Sales-oriented manager looking for career with group-owned, mid-sized, upper Midwest TV station. Equal opportunity employer. Resume to Box K-35.

#### HELP WANTED SALES

**Sales manager needed.** New indy start-up. Successful candidate will be aggressive self-starter, people-person, with minimum three to five years' independent sales experience. If the challenge of building from ground zero excites you, send resume/salary requirements immediately to John Sandwell, GM, KSAS-TV, 316 N. West St., Wichita, KS 67203. No phone calls, please. EOE.

**Local sales manager.** 20th market, CBS affiliate, seeks aggressive, motivated, team-oriented individual. Applicant should have LSM experience or extensive local sales experience with ability and desire to move into management. KXTV is a Belo Broadcasting station. EEO/M-F. Resume to Michael Fiorile, GSM, KXTV, 400 Broadway, Sacramento, CA 95818.

**General sales manager.** Start-up independent, important new Northeast market. Self-starter to establish/run sales department. Successful applicant will have proven track record, preferably including indy experience. Thorough knowledge of all TV sales areas plus inventory control, marketing, research, pricing. Demonstrated ability to train, guide, motivate sales force. Challenging opportunity, unlimited potential. Resume/salary requirements to Box 1200, Kingston, NY 12401. EOE, M-F.

**Local/regional sales pro.** Minimum 2 1/2 yrs. TV sales record. Strong research and account development skills. Self-motivated. Excellent career growth potential in fast-growing, successful broadcast group. Resume w/letter to Local Sales Manager, Box HP-8, High Point, NC 27261. EOE/MF.

**Sales account executive.** Demonstrated TV sales ability and proven track record required. Candidate should be self-starter with management potential. Great career potential with leading national communications company. Qualified candidate should send resume to KFSN-TV 1777 G St., Fresno, CA 93706. A Capital Cities Communications Company, and equal opportunity employer.

**Sales expertise** is what we need to expand the success of a new idea that's already catching on. We're a national investigative unit working for local stations. We need supersalespro who can help expand our client base. We've already got a great track record, but no time to go out & spread the word. What can you do to help take us to the top? Resume and letter: 16 California St., Ste. 400, San Francisco, CA 94111.

**National/regional/sales opportunity.** 4-station regional TV network, 146th ADI. Must have experience in working with national representative and agencies. Sales development experience desirable. Resume to Dave Stuart, KFVR-TV, Box 1738, Bismarck, ND 58502. Equal opportunity employer.

**Account executive.** Number 1 independent, top ten market, seeks experienced account executive. Must have two years' media sales experience, preferably independent background. Resume to Box S, 8950 Kirby, Houston, TX 77054. EOE.

#### HELP WANTED TECHNICAL

**Broadcast satellite uplink maintenance engineer.** WTBS uplink has immediate opening for engineer with three years' maintenance experience in TV-satellite engineering. SBE certification &/or computer experience a plus. Resume/salary history to Director of Engineering, SSS, 3530 Bomar Rd., Douglasville, GA 30135, 404-949-6600.

**Assistant chief engineer**—five years' maintenance/operating experience broadcast/non-broadcast TV equipment. ENG/EFP maintenance background essential. Technical or trade school desirable. FCC license and/or SBE certification. Knowledge FCC rules. Salary range \$24,000 to \$25,000, depending on expertise/qualifications. Excellent benefits. Application letter/resume by Apr. 20, 1985, to William Leutz, WBGU-TV, Bowling Green State University, Bowling Green, OH 43403. AA/EOE.

**Maintenance engineer.** Pro-Audio. Immediate opening. National cable stereo company, based near Washington, DC, needs experienced person to maintain our high quality tape production & broadcast automation systems at our facilities in Reston & Arlington, VA. Organizational skills required, as well as strong background in maintenance of professional quality tape machines, audio consoles, & related equipment. Technical school graduate or equivalent. Resume to Barbara Fahey, Studioline Cable Stereo, 11490 Commerce Park Dr., Reston, VA 22091. No phone calls, please!

**Maintenance eng.** Southern California ABC affiliate has position open for component level maintenance engineer. Take care of TCR-100, Sony 2000 and 800's, CMX editing suite. Prior maintenance experience necessary. Replies to Frank Goddard, KEYT-TV, P.O. Drawer "X", Santa Barbara, CA 93102. 805-965-8533. EOE.

**Chief engineer** needed by New Mexico's premiere public station. Excellent starting salary, staff, and facilities. Requires BS and minimum 7 years' experience in technical and operations area of a broadcast TV station including minimum 3 years' supervisory or administrative experience. Equivalent education & experience will be considered. Reference this ad; send resume and materials to: University of New Mexico, Personnel, 1717 Roma NE, Albuquerque, NM 87131. Equal opportunity employer.

**Broadcast engineer.** WNED-TV seeks qualified person to work all facets of broadcast engineering with strong emphasis on electronic maintenance. Broadcast TV experience with FCC general class license or electronic degree helpful. Resume/salary requirements to Director of Engineering, WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. Equal opportunity employer.

**Chief engineer.** Start-up independent, important new Northeast market. For construction from ground up & department management. Semi-turnkey at studio & transmitter. Prefer 3-5 years' experience to include installation and maintenance state-of-the-art equipment at hands-on. UHF. General class license. Knowledge of FCC rules and specs. Resume/salary requirements to Box 1200, Kingston, NY 12401. EOE-M-F.

**Chief engineer.** UHF station. Versatile and resourceful person for hands-on studio and transmitter maintenance. Salary \$27K-\$30K. Call immediately: Jeffrey Miller, 215-921-9181. EOE.

**TV maintenance engineer.** CBS affiliate seeks experienced TV broadcast maintenance engineer. Salary: from \$25,000, based on experience/qualifications. Contact Gene Gildow, CE, WTKR-TV, 720 Boush St., Norfolk, VA 23510. EOE. 804-446-1330.

**ABC affiliate** needs experienced TV maintenance engineer. TCR-100, 3/4" and Quad VTR's, related master control equipment. VHF transmitter experience a plus. Resume/references required. Contact Keith Reynolds, C.E., KTVO-TV, Box 949, Kirksville, MO 63501, 816-665-7781. EOE.

**Maintenance engineer.** Progressive CBS TV station needs maintenance engineer experienced in RCA quad tape machines including the TR-70B, TR-600, and TCR-100. Should also have experience with studio cameras, such as RCA TK-46, ENG cameras, and solid-state equipment in general. Position is in one of the fastest-growing cities in eastern North Carolina, with large university and medical school within the city limits. Resume/salary requirements to Chief Engineer, WNCT-TV, P.O. Box 898, Greenville, NC 27834. EOE.

**Assistant chief engineer.** Looking for right person to assume duties of assistant chief. Must be well versed in digital techniques and have experience with RCA cameras, Ampex, and Sony videotape machines. Must have take charge attitude and show proper leadership in maintaining all varieties of TV broadcast equipment. FCC license required. Salary history and complete resume to Chief Engineer, KOLO-TV, P.O. Box 10,000, Reno, NV 89510.

**Maintenance engineer.** WFSB, Post-Newsweek Station, seeking experienced maintenance engineer capable of analyzing faults and performing corrective maintenance on wide range of broadcast equipment. BSEE degree & FCC general radio-telephone operator's license preferred. Resume to Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

#### HELP WANTED NEWS

**Anchor/reporter & weatherperson.** Top-rated CBS affiliate seeking weatherperson and anchor/strong writing skills to co-anchor with female. Experience necessary. Resumes/tapes to Sally Cannon, News Director, WBOC, P.O. Box 2057, Salisbury, MD 21801.

**10PM anchor. M-F.** Excellent Gulf Coast station looking for experienced anchor to complement our anchorwoman. Candidate must have solid reporting background. Salary in line with top 40 market. Tape/resume: Craig Alexander, News Director, KATC, P.O. Box 93133, Lafayette, LA 70509.

**News director.** #1 news team. #1 CBS affiliate, needs #1 news director to continue our momentum. We want hands-on manager who can hire, train, motivate good people. Also, someone with proven producing and management skills. Job requires high energy & commitment. Resume, salary needs, tape to General Manager, WTVR-TV, 3301 W. Broad St., Richmond, VA 23230. MF, EOE. No phone calls, please.

**Rocky Mountain region network affiliate** needs weekend sports anchor and reporter. Must be able to do it all, live reports, shoot, edit. Heavy on local sports, but also close to professional teams. Must have TV experience. Resumes only to Box H-128.

**News director.** Strong New England network affiliate has immediate opening for news director. Manage aggressive staff of 23, daily ENG coverage, excellent ratings growth which you are expected to continue, excellent benefits. EOE. Resume/salary requirements to Box H-136.

**Creative general assignment reporter** with one year minimum experience wanted. Highly competitive medium market station, Southeast. Must present impactive, easy-to-understand stories emphasizing people angle. Explain how you do this in cover letter. For quick consideration, send resume, salary history, references to Box H-137. EOE.

**Solid, experienced reporter** with anchor potential. Midwest medium market affiliate. Not an entry level position. EOE. Resume to Box H-144.

**Troubleshooter/consumer reporter.** Tape/resume to Steve Porricelli, Primo People Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**Top ten market** looking for experienced, professional on-air talent. Two positions available: news anchor and talk show host/hostess. Tape/resume to T.V., P.O. Box 27701-K, Houston, TX 77227. EOE.

**TV news photographer/editor.** We need creative, efficient, hardworking photographers! If you're all of the above and have at least 2 years' experience in commercial TV news, send resume to Tom Racette, Chief Photographer, WTNH-TV, P.O. Box 1859, New Haven, CT 06508. EOE.

**Sports director/anchor.** 2 yrs.' experience. NE. Tape/resume to David Nolan, WRCC-TV, 201 Humboldt St., Rochester, NY 14610. EOE.

**News director.** Very competitive Georgia market. Must currently be a news director, or an EP/ME in a strong, aggressive market. We're looking for a strong journalist who can teach and motivate a young, aggressive staff. We're currently number one in the market and have strong commitment to news. If you're interested, write Gary Anderson, Pres./Gen. Manager, WTVM, P.O. Box 1848, Columbus, GA 31994. Include recent resume, salary information, & references. No phone calls please. EOE.

**Weatherperson.** 110 to 130 Western market station. Need not be meteorologist, but must understand weather, have maturity to present it in experienced manner. Neat appearance/strong voice musts. Resume to Box K-9.

**Medical reporter.** Top fifty Northeast station with top twenty commitment & ratings to prove it seeks fulltime medical correspondent. Medical knowledge & interest important, but so's the ability to use TV to communicate. If you're the best of both worlds, resume/references to Box K-11. No beginners.

**Anchor** for major newscasts. Well staffed newsroom. East coast, network, medium market. Resume/letter to Box K-14. EOE.

**Managing editor.** Medium-sized Sunbelt market. News director with producing skills seeks managing editor with complementary news gathering ability. This number two position could be the fast track to news director's job. Resume and letter which clearly outlines your managerial and news gathering abilities to Box K-17. Equal opportunity employer.

**Experienced reporters,** photographers, producers, assignment editors, anchors. Net affiliate on Gulf. Resume, references, salary with first letter to Box K-22.

**ENG photographer/editor.** Vacation relief. WJBK-TV, Detroit, needs 3 experienced ENG photographer/editors. Five-month appointment, beginning May 1. Excellent salary. Change for full-time staff position. Tape/resume ASAP to Bill Church, Assistant News Director, WJBK-TV, Box 2000, Southfield, MI 48037-2000.

**Photographer.** Looking for photographer with zip. Must have shooting/editing experience & desire to be the best in Alaska. Resume/tape: John Larson, News Director, KTUU-TV, P.O. Box 102880, Anchorage, AK 99510.

**Reporter.** Competitive market, 20-person staff. Must have good news judgement, ability to write for video. Salary: DOE. Resume/tape: John Larson, News Director, KTUU-TV, P.O. Box 102880, Anchorage, AK 99510.

**Field producer-news.** Unique opportunity to work as national field producer for some of the nation's best stations. Now that our idea is catching on, we need another individual who can travel the country taking story ideas from research to post-production. Based in San Francisco, you'll have all the tools you need to do the first-class job we expect. Rush resume first: 16 California St., Ste. 400, San Francisco, CA 94111.

**Anchor/reporter.** NBC affiliate seeking weekend anchor/reporter. Must have at least one year experience in TV news and degree. Resumes/tapes to Terry Kurtright, News Director, KTTC-TV, 601 1st Ave. S.W., Rochester, MN 55902.

**Immediate news department openings.** Excellent opportunities. Confidential information. Anchors, weather, sports, reporters, producers. 919-756-9244.

**Expanding staff.** Will be hiring a couple of reporters, agriculture reporter, two news photographers, weekend weather person, associate producer, weekend co-anchor. Resumes to Dick Westbrook, WAND-TV, 904 Southside Dr., Decatur, IL 62525. No phone calls. Equal opportunity employer.

**Back-up anchor.** 725/825AM and weekends, plus daily reporting. Commercial TV news experience mandatory. Southeast market. Resume to Box K-23. EOE.

**Anchor/reporters.** Gulf Coast small market seeks pro anchor who's also qualified to produce winning #1 cast. Also, 2 top notch professional reporters needed. If you enjoy the challenge of a small market, would enjoy being on the #1 team, enjoy beaches, sun & beautiful weather 12 months a year, send resume immediately to Box K-24. AA/EOE.

**News producer** who understands what makes Rupert Murdoch's newspapers #1 and can translate that into a TV news program. We will be #1! You're invited to lead the way. EOE. Resumes in confidence to Box K-34.

**Producer.** Major market seeks news producer. Strong writing, journalism, production, and leadership skills essential. Fully-computerized newsroom equipped with state of the art production & satellite technology and staffed with people who know how to use it. Looking for someone who can put it all together and produce a well-paced newscast. Resumes to Box K-26. EOE.

**Associate producer/assignments manager** for specialized newsteed service. Must be strong motivator, well versed in story production techniques. Resume, cover letter, salary history, concise written news philosophy to Box K-37. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Sports program producer** - major sports programmer needs producer with excellent writing skills and knowledge of major sports. Must be able to write, edit, supervise shooting and post production. Resume/salary requirements to ProServ Television, 1540 Eastgate Dr., #200, Garland, TX 75041. No phone calls.

**TV promotion manager.** Minimum four years' experience. Group station, Sunbelt. Prefer network affiliate background. Emphasis on creating successful news promotion campaigns. Must be able to write and produce, be strong in knowledge of electronic graphics. Excellent company benefits. Immediate opening. Resume/tape/salary requirements to Personnel Director, P.O. Box 2641, San Antonio, TX 78299.

**Producer/director:** Individual must possess demonstrated talent in switching and directing newscasts, commercials, promotions, and programming. Ability to work under pressure a must. Resumes only to Production Manager, WRBT-TV, P.O. Box 14685, Baton Rouge, LA 70898.

**Senior accountant.** Western New York Public Broadcast Association looking for senior accountant. Applicants must have at least a Bachelor's degree in accounting and minimum 2 years' professional experience, preferably in a broadcasting environment. EDP experience would be a decided plus. Respond with complete resume/salary requirements to Director of Finance, WNED-TV, Dept. B, Box 1263, Buffalo, NY 14240. No phone inquiries, please. Equal opportunity employer.

**Graphic art director.** WHNS TV21 now accepting applications for graphic art director. Applicant must have 3-5 years' previous broadcast experience with strong sense of design, layout & illustration skills for print & on-air. Will produce or supervise production of all print & development of graphic elements for on-air promotion, news, sales & production. Strong typography & dark room techniques a must. Must have ability to organize art reference system. Resume only (no phone calls please) to Joseph Shaffer, Station Manager, WHNS TV21, Interstate Ct. at Pelham Rd., Greenville, SC 29607. EOE, M/F.

**Production manager.** Immediate opening for creative, organized self starter with minimum 2 years' management experience. Applicants should have solid background in commercial production & directing with some writing abilities. Resume to Program Director, WYTV, 3800 Shady Run Rd., Youngstown, OH 44502. EOE.

**Producer/director.** Central New Jersey production co. seeks experienced, creative, organized producer/director. Must have experience in single-camera video shoots, studio production, and full-scale remotes. Must also have 3/4" editing experience, knowledge of A/B rolls, time code, rough cut, & on-line systems. Need to be able to deal effectively with clients. Resume to Box K-4.

**Creative CMX editor** for top 20 market post-production facility. We're big, strong, and still growing with the latest technology. Beautiful setting, Western location. Must have hot reel and digital effects experience. Resume/salary requirements to Box K-12.

**Photographer/field producer.** Southern California net affiliate market leader looking for talented videographer/editor who can field produce, shoot, and write slick magazine format segments. Your demo reel must show pieces you've produced/written, as well as photographed and edited, and demonstrate that you've got creativity and feel for contemporary video production. If it does, send it now to Jack White, Production Manager, KGTV-10, P.O. Box 85347, San Diego, CA 92138.

**Broadcast director.** ABC affiliate with new state of the art equipment seeks experienced (2 yrs.) director/graphics producer for 6 & 11 double anchor newscasts. Must switch, be familiar with Ampex 4100 or similar switcher, ADO, ESS, 1". Resume/salary reqs. to Ramon Delarosa, P.O. Box 4009, Salisbury, MD 21801. EOE, M-F. Demo tape after initial contact necessary.

**Commercial producer/announcer/writer.** Immediate opening for director with experience, talent, enthusiasm, skills in location and studio tape production. You'll have the freedom to produce a selling spot from concept to completion in this attractive SE market. 3/4" cassette/resume to Lew Koch, Operations Manager, WAAY-TV, P.O. Box 2555, Huntsville, AL 35804. EOE.

**Program manager.** Public TV station WIPB has opening for program manager to determine broadcast schedule of programs, to produce & direct local programs, and to provide liaison with public service organizations in development of mutual programming interests. BS degree in telecommunications or related plus 2-3 years programming experience in public broadcasting with demonstrated leadership in developing community oriented programming. Salary commensurate with experience. Resume to Personnel Services Office, Ball State University, Muncie, IN 47306. Equal opportunity/affirmative action employer. Application deadline 4/12/85.

**News promotion director.** Responsible for creating & producing innovative daily and series news promotion. Large market south Florida VHF. Hands-on off-line editing and strong writing skills a must. On-air, print, and radio promotion experience necessary. Resume to Box K-30. EOE.

**Production manager.** Network affiliate, growing desert Southwest market, Minimum 3 yrs. experience, with strong writing, editing, production abilities. Resume/salary requirements to Box K-36. Confidentiality honored if requested. EOE.

#### SITUATIONS WANTED MANAGEMENT

**GM/GSM.** Prefer small/medium market, Sunbelt. Young aggressive leader, good track record. Box H-57.

**General manager!** 32 years practicing TV — since age 23! Outstanding achievements! 5 stations — 1 major-market independent! Expertise: Management! Programming! Sales! News! Promotion! achieves turnarounds, startups, multiple-station administration/development! Knowledgeable! Aggressive! Outperforms competitors! Produces spectacular sales, profits, prestige! 619—353-8033.

#### SITUATIONS WANTED ANNOUNCERS

**Talented, attractive woman** seeks on-air position. Entertaining or light-format program. Experienced in TV, radio, commercials. Eager to relocate. Call now! 412—378-3520.

#### SITUATIONS WANTED TECHNICAL

**ENG maintenance engineer** desires challenging position. Employed by top 20 VHF, currently responsible for two news bureaus, ENG vehicle, multiple receive sites, ICRs, small cameras, 3/4" tape, etc. Varied maintenance/operations background. 209—951-8022.

**Do you need** an engineer to help you with your transmitter, studio, or STL? Thoroughly experienced in all phases. Day, week, or month. No job too large or too small. Bill Taylor, 601—366-7526.

**Experienced switcher** looking to break into TV operations again, as master control or other operations. Looking for restart anywhere in medium to small market area. If interested, call Dale Stivers, 303—694-6215.

**19 years broadcast engineering.** 10 years as TV chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management, and departmental budgeting from scratch. Please reply Box H-119.

**Director of engineering** seeks new challenges. 20 years' experience management, UHF/VHF hi power RF, microwave, all types new construction, license filings. I've done it all. Presently working as DOE for two TV stations, managing 35 engineers and \$1 million annual budget. Best references. Will relocate. Write/call Engineering, 8530 Wilshire Blvd., Ste. 309, Beverly Hills, CA 90211, 213—854-5316.

#### SITUATIONS WANTED NEWS

**News cameraman.** ENG/film. 16mm sound equipped. French fluency, passported. Desire overseas assignment. 217—328-2801.

**Associate producer** wants to produce! Currently in #1 market. 2 years' experience in news/public affairs. Writing/editing skills. Great ideas. Willing to relocate. 212—308-0033.

**Dedicated news cameraman.** Enthused, experienced. Motivated. Quality video, glowing references. Leave request: rush or overnight tape/resume. 702—329-9437, answering service, 8-5 PST.

**Meteorologist**-personable, credible delivery. I want to create an informative, interesting, enjoyable weather presentation. I'm looking for the right beginning. Resume tape available. Tim, 312—894-6349, evenings, CST.

**Weekend sports anchor/reporter.** Currently working as small market sports director at network affiliate. Looking to join 2 or 3 person sports staff. I do it all well—anchoring, reporting, shooting video, & editing. My tape will prove it to you. Box H-133.

**Medium mkt. sports director** seeks to re-enter business after short tour in the Army. 5 yrs.' TV experience. Available mid-May. Call Jack, 215—641-2532.

**Reporter.** 2 years, Los Angeles area, seeks new position, anywhere. Marianne, 213—681-2321, ext. 12.

**Freelance reporter.** 5 years radio/TV experience, including network TV. Can write, edit, travel. Tape/resume available. PO 501114, Dallas 75250, 214—388-2268.

**Mature male,** 16 years radio/1 year TV news & weather experience. Can shoot, edit, write, ENG, EFP, anchor. Family man that believes in strong community involvement. If your station needs a team leader, or team player, let's talk. Will consider any area for the right money. Good hunting/fishing a plus. Troy Young, 915—367-0278, after 2 P.M. CST.

**Female**—intelligent, attractive. Looking for challenging entry level position as reporter. Anywhere, USA. News accepted, sports preferred. 703—344-7259.

**Sportscaster**—successful 10 years' experience including 4 years in current sports director position, top 50 market. Ready to make another move up, but only to a station with a real news commitment. 614—867-5828.

**Financial reporter!** Real estate — buying with no money down. How not to pay taxes. These topics found to be #1 seller in literary world. I'll show your audience how I bought \$½ million in real estate with no money and made cash profits. Box K-2.

**Weather** - Meteorologist seeking fulltime or weekend on-air TV weathercasting position. Enthusiastic and personable, but highly skilled and professional. Seven years' on-air experience. Box K-16.

**Ambitious May college grad,** 3 yrs. radio, solid PBP/anchor, TV internship in OKC market seeks small market TV job. Top references, eager to work. Box K-19.

**Meteorologist.** A decade's experience forecasting and communicating the weather. Excellent credentials. Warm, personable tape. Maybe I can be an asset to your station. Box K-21.

**Talk show host/reporter.** Capable, attractive black female now working #1 mkt. Seek to report for a news magazine format program, medium-major mkt. Roz, 718—625-0365.

**Meteorologist** seeking entry into TV. Five years' communicating the weather and national forecasting experience. Young, hardworking. Tape available. Jeff, 814—234-6240.

**Science and medical award-winning reporter/producer** with solid background seeks top 10 on-air position. Experience includes anchoring and network packages. Call now. 602—274-7509, evenings/weekends.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Entry level TV help.** School of Communication Arts prepares our graduates for ENG/EFP, as well as for on-air talent. Laurie Constance, 800—328-5893; 612—721-5357.

**Talented TV editor,** with strong background in computer graphics, seeking position in small or medium market. Box H-61.

**ENG/EFP photographer.** Experienced broadcast & corporate shooter. Solid lighting background from years in theatre. Desire position with creative dept. in New York, Connecticut, or New Jersey. Days 914-769-3200 ext. 3338; eves. 914-277-3948, Gilbert.

**Give me a challenge!** Award-winning producer/director/writer. BA/TV production, production company owner, commercial/corporate/cable experience (4 yrs.) Only 23 years old! Reply Box H-90.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Telecommunications manager.** Television Services. Sophisticated, multi-use telecommunications facility. Telecommunications division requires person to program Mercer County Community College cable TV network, schedule and coordinate College Of The Air, manage TV production and cable TV and distribution center. Facilities on West Windsor campus include state-of-the-art TV studio and control rooms, 5 meter TVRO satellite earth terminal, head-end for country-wide cable network, 3/4" and 1/2" ENG and editing equipment, and WWFM, CPB-qualified public radio station. Candidate must have Bachelor's degree, demonstrated knowledge of the following: 1/2" and 3/4" field production and editing, TV directing experience, excellent written/oral communication skills, ability to schedule staff and facilities, work with a variety of constituencies including external clients, faculty, staff and students, manage several projects simultaneously. Finalist will be required to demonstrate editing and directing proficiencies. Minimum starting salary \$20,000 to \$25,000. Excellent benefits. Respond with resume by Apr. 19, 1985, to Mercer County Community College, Personnel Services/Dept. S, P.O. Box B, Trenton, NJ 08690. Equal opportunity employer, M/F.

### HELP WANTED INSTRUCTION

**Radio/television/film.** Growing program in metropolitan Sunbelt area needs broadcasting generalist capable of teaching radio/TV production as well as content specialty. Ph. D. or near. Interest in research and graduate teaching desirable. Ability to produce programs for university cable access channel highly desirable. Please contact Donald L. Singleton, Radio/TV/Film Dept., University of Arkansas at Little Rock, Little Rock AR 72204. AA/EOE; encourage women/minorities to apply. Apr. 5, 1985 deadline.

**Marshall University.** Assistant/associate professor, tenure track. Upper management experience in commercial broadcast property (TV preferred). Significant professional association membership. Wide industry contacts. Teaching, consulting, research experience desirable. M. A. required. Ph. D. desirable but outweighed by professional credentials. Teach broadcast management, sales, business communication, or other, according to experience. Administer internships. Resume, transcripts, three current reference letters (or phone) before Apr. 5 to Dorothy R. Johnson, Chairman, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

**Broadcasting positions.** 1. Director of mass communication discipline within department of communications arts & sciences. Reports to chairman. Ph. D. in mass communication required. Preference given to applicants with strong production experience. Teach and develop classes at undergraduate and graduate level. Scholarly productivity required. Rank and salary open. 2. TV production specialist. New position. M.A. and production experience required. Instructor level position, non-tenure track, renewable contract, may become tenure track upon completion of terminal degree. Duties include monitoring broadcast workshop, beginning & advanced TV production, writing for mass media. Salary open. Application deadline Apr. 8, 1985, or until filled. Letter of application, resume, names/addresses, & phone numbers of at least five references to Dr. Tim Ashmore, Chairman, Dept. of Communicative Arts & Sciences, Eastern New Mexico University, Portales, NM 88130. Eastern New Mexico University, an AA/EOE.

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**BROADCASTING'S**  
Classified Advertising

**Northeastern University's** speech communication department seeks assistant or associate professor. Teach TV production courses, related courses, and courses in one of the following areas: rhetoric, advocacy, and public address; international and organizational communication; and mass communication; and communication therapy and research. Position includes some advising of student speech communication majors & service on department committees. Ongoing scholarly research & production are expected. Candidate should hold earned Ph. D. or especially significant professional experience and have strong record of successful teaching, research, & publication. Candidate should be prepared to provide leadership in curriculum development within his/her area of specialization, in a strong, growing department. Position begins Sept. 16, 1985. Salary negotiable. Please send resume, by Apr. 30, 1985, to Professor Carl Eastman, 147 Meserve Hall, Northeastern University, 360 Huntington Ave., Boston, MA 02115. 617-437-5517.

**Instructor/associate professor.** Tenure track. Salary commensurate with experience. Qualifications: baccalaureate degree required. Master's preferred, plus five years' experience in supervisory positions. Will be required to teach courses in school's management sequence and radio/audio production and performance. Advising of graduate & undergraduate students required. School offers the B.S.C., M.A., and Ph. D. degree with fifteen fulltime faculty. Approximately 650 students enrolled through a selective admissions system. Opportunity for practical experience is available through university's radio and TV stations, local cable, plus student-operated services. Letter of application, resume, three letters of recommendation to Dr. Arthur Savage, Chairman, Search Committee, School of Telecommunication, Ohio University, Athens, OH 45701. O.U. is an AA/EOE.

### 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, FM transmitters, TV studio equipment, microwaves.** Millions in equipment purchased annually. Quality Media, 404-324-1271.

**Used C-type 1" videotape.** Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301-845-8888.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**JVC-JVC-JVC.** Call Quality Media for fast delivery, low prices. Cameras, VTRs, switchers, monitors, etc. Bill, Wayne, or Grady, 404-324-1271.

**New TV start-ups - fast, cost effective construction.** Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

**Top quality equipment - lowest prices - satisfaction guaranteed.** Most brands new and used. Quality Media, 404-324-1271.

**New UHF transmitters - our new "Silverline" transmitters are unbeatable for quality and price.** Quality Media, 404-324-1271.

**UHF transmitters - 2 available, 30KW or 55KW; low price; immediate delivery.** Call Quality Media Corporation, 404-324-1271.

**55KW UHF TV transmitter, GE.** Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

**Videocassettes, half price!** Master stock quality U-matic videotapes. Chyron evaluated, cleaned, datted, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301-845-8888.

**Three used Otari MX5050QH4SH 10" reel to reel four channel tape recorders.** \$900/recorder. 303-753-0043, Bob.

**New & used** radio broadcast & microwave towers. Complete nationwide sales, service, & erection available. Bonded; 25 yrs.' experience (turnkey operations.) T.M.C.I., 402-467-3629.

**Mobile studio.** 22 ft. 1979 International, 18,000/mi., hydraulic liftgate, camera platform with ladder, power cable reels, rear and external storage, computer flooring, HT/AC, 100 gal. fuel capacity. Some video equipment. Tony, 201-894-5555.

**Harris FM-40K (1979), 40KW FM, two 20K transmitters** combined with two MS-15, auto exc. switching & spares. M. Cooper/Transcom Corp., 215-379-6585.

**RCA BTF 10E, 10KW FM transmitter w/exciter.** M. Cooper/Transcom Corp., 215-379-6585.

**Continental 315B, 5KW, 1KW cut-back.** Presently on-air. Best offer. Larry Tighe, 201-850-1000.

**Harris 9002 automation system** with 4 each Otari ARS-1000, ITC record delay unit, dual disk drives, Texas Instruments printer, expanded 6000 event memory, 2 years old. 305-672-2500, Ed Margolis.

**Hitachi SK-91P color camera.** Excellent condition. Fujinon 10:1 zoom lens, \$12,800. Mike Lewis, 301-652-7800.

**63 AM-FM transmitters** in stock. AM's: 6 - 50 kw's, 4 - 10 kw's, 13 - 5 kw's, 3 - 2.5 kw's, 7 - 1 kw's, 2 - 500 w & 1 - 50w. FM's: 1 - 40 kw, 4 - 20 kw's, 8 - 10 kw's, 8 - 5 kw's, 2 - 3 kw's, & 4 - 1 kw's. World leader in AM/FM transmitters. Besco Internacional, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. R. E. Witkovski, owner. See you at NAB '85.

**Copper!** For all your broadcast needs. #10 ground radials, 2,4,6,8" strap, counterpoise mesh. 317-962-8596, ask for copper sales.

**Chem Farm towers** for sale - 200 ft., 250 ft., in good condition. Ken Gardner, WLF-TV, 317-463-3516.

**3 Thomson MC601 color cameras.** Fujinon 14 x 1 lenses, CCU's with Multi core interface, rear V.F. zoom & focus controls. Walter Edel, 212-689-1040.

**Business equipment.** E-Z Way commercial tower product line. Jigs, fixtures, engineering drawings. POB 11535, Tampa, FL 33680, 813-677-7144.

**Almost new** — Processing Plus tri-band audio processor. Almost new — 3-bay FM antennas tuned to 104.9 & 320 - 1-5/8" coax, including connectors & hardware. Phillips, 615-566-1000.

**SMC 30-60 automation,** fine condition. Two carousels, two single-plays, three Revox reel-to-reel with new heads. \$5000. Lee Shoblom, KFWJ, 2001 Industrial Blvd., Lake Havasu City, AZ 86403, 602-855-4098.

**Complete Sono-Mag stereo automation unit,** like-new, including two-double ARS-1000 Playback units, double 350 carousel unit, ESP-1 remote control, PDC-4X digital switcher, all operating manuals and schematics. Steve Brock, 916-272-3424.

**Collins 830/1KW transmitter** with Collins exciter tuned to 104.9 MHz. Harris MSP-90 tri-band audio processor. Asking \$5,000. (as package). CM Johnson, Radio Enterprises, 216-993-2126.

**1046' new FM tower.** PiRod solid, hot dip galvanized, 52" face. Never erected. Ship now. New ant., strobes. 612-222-5555, Paul.

**Ampex 2000s, VPR-2Bs, Chyron 4100, TP-15s, TP-66s, VPR-1C, HR-200s, TK-760s, Hitachi SK-90, 3/SK-96s, TK-44s, Crosspoint latch 6112, TEKI 650HR monitor.** Media Concepts, 919-977-3600.

### MISCELLANEOUS

**Business plans - A five year financial plan** for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

**FM broadcast opportunity.** 689 markets to receive new FM allocations. Call the experienced broadcast communication consultant for details. D. B. Communications, Inc., 4401 East-West Hwy., Suite 404, Bethesda, MD 20814. 301-654-0777.

**Large collection of 78's,** all kinds. Will consider taping. Matrix, takes, details possible. More records constantly being bought. Write: Nostalgia, 4166 Almond St., Riverside, CA 92501.

**Bumper stickers, etc.** If it can be imprinted, we've got it. For free samples & catalogue, write The Clearinghouse, POB 84, Wingate, IN 47994, 800-824-7888, ext. M-746.

**Microphone lapel/tie bar.** Radio - TV professionals. \$9.98 + \$1.60 shipping/handling. Lineage Corp., PO Box 1550, Shallotte, NC 28459.

#### RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

**CASTING DIRECTORY:** new! Motion picture, TV. Expose yourself to the celebrity industry! Send \$9.95 M.O. to: Beeline Publishing, PO Box 4189, Orlando, FL 32802.

**CBS Mystery Theatres** - 760 shows on reels or cassettes. Fastest service, highest quality. Catalog \$1.00. Edgar Cole, P.O. Box 3509, Lakeland, FL 33802.

**The plant doctor:** prescription for success. :60 daily program hosted by gardening expert Noel Falk, Ph. D. Reap profits! Kaufman Creative Services, R.D. #3, Box 570, Palmyra, PA 17078, 717-838-3668.

## Help Wanted Announcers

### WANT TO BE A VJ IN BOSTON?

Channel 66 seeks radio DJ's who want to join our live major market music video operation. Send us your video audition tape, or sit in front of a home VHS camera and tell us about yourself in 3 to 4 minutes. Tape/resume to Program Director, WVJV-TV, P.O. Box 9166, Framingham, MA 01701. No phone calls please. EOE.



## Help Wanted Management

### MANAGER

Missouri small mkt. FM has opening for honest, aggressive, sales-oriented manager. Good opportunity for advancement in chain. Our employees know of this ad. Write Box K-13.

## Situations Wanted Management

### TOP RADIO MANAGER SEEKS CHALLENGE

Desires challenging line responsibility and equity position with solid, aggressive, growth-oriented broadcaster where I can apply my ability and high energy to achieve bottom-line results.

20 successful years in rep, network and major market station management. Former president of #1 AM-FM combo in top 10 market where I tripled billing in 6 years and controlled costs.

Presently no. 2 and minority shareholder at 3-station small market group with limited potential. Am creative, hard-working, take-charge broadcaster eager to produce more profit for a company and earn more dollars. Available at NAB for interview. Reply Box K-41.

**For Fast Action Use  
BROADCASTING'S  
Classified  
Advertising**

## TELEVISION Help Wanted Management

### TOP MARKET PROMOTION POSITIONS, RADIO & TELEVISION

*Tribune Broadcasting Company continues to grow. If you're a promotion producer or manager with at least five years experience in either radio or television, there could be an opportunity for you. EOE. Send tape and resume to Jim Ellis, Director of Creative Services, 435 N. Michigan Avenue, Chicago, Illinois 60611.*



**TRIBUNE  
BROADCASTING**  
Company

## Help Wanted Technical

### TOWNSEND NEEDS:

**Design Engineers**  
For our growing TV Transmitter Business  
Write or call Bob Klein

**TOWNSEND  
ASSOCIATES, INC.**

79 Mainline Dr  
Westfield, MA 01085 • 413-568-9581

## Help Wanted Programing, Production, Others

### DIRECTOR OF PRODUCTION

Leadership position in growing public TV production facility. Requires extensive production experience, national credits, experience supervising others, proven creativity, & degree in appropriate field of study. If qualified, send resume/tape to:

**Personnel  
WITF-TV  
P.O. Box 2954  
Harrisburg, PA 17105  
Equal opportunity employer**

### MAINTENANCE ENGINEER

Job responsibilities will include maintenance of Grass Valley 300 switcher, 1" VTR's, DVE, Chyron 4100, and Sony BVE 5000 editor. Ability to communicate well a must. Resume/salary history to Television Center, St. John's University, Jamaica, NY 11439, Att: Patricia Ruggieri, Director. Equal opportunity employer —M/F.

# MANAGER

## Station Relations & Promotional Services

Paramount Domestic Television and Video Programming has position available for a manager in our station relations & promotional services area.

The industrious, self-starting individual we seek will evaluate and develop effective local station advertising and promotion campaigns for Paramount's first-run syndicated programming. Additional responsibilities will include coordinating time period clearances, pre-emptions and program and barter spot make-goods with national rating services.

At least 2-3 years TV and promotional experience is required, reflecting a sound knowledge of TV ratings, on-air promotion scheduling for optimum reach and frequency levels, plus print and radio advertising media buying. Individual should be highly organized, have superb presentation skills, be able to compose effective correspondence and agreeable to travel to various TV markets.

This position commands a competitive salary augmented by excellent benefits within our dynamic, stimulating environment. Qualified individuals are invited to reply by forwarding resume, with salary history, to:

*Paramount Pictures Corporation*

Department SR  
1 Gulf & Western Plaza,  
New York, NY 10023  
Equal Opportunity Employer, M/F



## Miscellaneous

*James L. Kaler, Jr.*  
Attorney at Law

encourages inquiries for legal services connected with the FCC regulatory process including Docket 80-90  
202 — 463-0662  
Suite 1200  
1000 Connecticut Ave., N.W.  
Washington, D.C. 20036

## Consultants

### NEED A BETTER OPERATION? BETTER CASH FLOW?

Top consultants. Our broadcasters each have 20 years or more successful experience in dynamic field of radio. Tell us your problem, maybe we can help you achieve your highest goals

617-540-8216  
PATCH-DUNN COMMUNICATIONS

## TOWER BUILDER

Broadcaster/consultant with experience in building tall towers for class C FM's, expertise in tower broadcast specifications, contracts, financing, limited partnerships, & tower erection. Contact J. Douglas Williams, P.O. Box 1360, Woodward, OK 73802, 405-254-2034.

## Employment Service

### RADIO PERSONNEL NEEDED

The past several weeks, NATIONAL has received job orders from radio stations in California, Florida, Texas, Michigan, Tennessee, Virginia, Nebraska, Indiana, New York, Arizona, Pennsylvania, Massachusetts, to name just a few. Radio stations in more than 25 different states, looking for announcers, news people, programmers, and sales people. These jobs are for all size markets. If you are looking to make a change, now is the time. NATIONAL, THE NATION'S LEADING RADIO PLACEMENT SERVICE, places our registrants from coast to coast. For complete information and registration form, enclose \$1 postage and handling to:

NATIONAL BROADCAST  
TALENT COORDINATORS  
DEPT. B, P.O. BOX 20551  
BIRMINGHAM, AL 35216  
ACT NOW: 205-822-9144

### 10,000 RADIO - TV JOBS

The most complete & current radio/TV job publication published in America. Beware of imitators! Year after year, thousands of broadcasters find employment through us. Up to 98% of nationwide openings published weekly over 10,000 yearly All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 wk. computer list. \$6. Special bonus: 6 consecutive wks. only \$14.95 — you save \$21! AMERICAN RADIO JOB MARKET, 6215 Don Gaspar, Las Vegas, NV 98108. Money back guarantee!

### EMPLOYERS ARE WAITING FOR YOU

If you're a quality professional, Sunbelt and earnings can be yours. All fees paid by employer. Included: GM, SM, AE, PD, annrcs. Send resume today to Director, Media Division, Harvest Personnel Service, Box 50505, Columbia, SC 29250

### SEEKING A JOB IN TV?

Get DIRECTION, the new national directory of TV employers. Over 2,000 companies listed with addresses, phone #'s, & business descriptions. Compiled by insiders of the TV industry, DIRECTION also includes a book of Job search techniques for TV. Get the edge over your competitors with this innovative job search tool! For more info, write Communications Connection, 1 Linden Pl., Dept. A, Great Neck, NY 11021.

## SPECIAL PROJECTS PRODUCER

Top ten market network affiliate seeks aggressive producer for programming department special projects. Proven track record with strong production skills a must. Ability to produce diverse programming essential. Resume to Box H-148. Equal opportunity employer.

## ALLIED FIELDS Help Wanted Sales

## EXPERIENCED BROADCAST SALES REPRESENTATIVE

Top selling manufacturer adding to its sales staff. Technical/radio background desired. Proven sales ability required. Equal opportunity employer. Resume/salary history to Box H-46.

## Wanted to Buy Stations

### MICHIGAN SELLERS

Successful veteran broadcaster looking for first station in \$300-\$500,000 range. \$60K or less down. Will consider management/buyout arrangement. Reply Box K-40.

*Late Night  
America*

with Dennis Wholey

## PRODUCER

America's live nightly talk show on PBS is expanding and looking for an experienced producer. We are seeking an energetic, creative person with a sense for news and excellent contacts in the entertainment industry. Our new producer will supervise staff and report to the program's Executive Producer.

## ASSOCIATE PRODUCER

Become a member of an exciting TV talk show team. You will be researching, writing, and producing daily segments for America's nightly call-in program. Previous experience is essential, along with good contacts in news and entertainment.

Please send resume and 3/4" tape to:

Personnel Director  
WTVS/Channel 56  
7441 Second Blvd.  
Detroit, Michigan 48202

EQUAL OPPORTUNITY EMPLOYER

## THIS PUBLICATION IS AVAILABLE IN MICROFORM

University Microfilms International

300 North Zeeb Road,  
Dept. P.R., Ann Arbor, MI 48106

**Public Notice**

**PUBLIC NOTICE**

Applications for cable TV license, Hadley, MA. Town of Hadley will accept applications for cable TV license pursuant to regulations established by the Massachusetts Community Antenna TV Commission. Applications may be filed at below address until 7:30 p.m. Tuesday, June 4, 1985. Applications must be filed on the Massachusetts CATV Commission Form 100, and must be accompanied by a \$100 non-refundable filing fee, payable to the town of Hadley. A copy of the application shall also be filed with Massachusetts CATV Commission. All applications received will be available for public inspection in the Town Clerk's office during regular business hours and for reproduction at a reasonable fee. This is the only period during which applications may be filed. Donald J. Pipczyński, Harry L. Barstow, John S. Mieczkowski, Board of Selectmen, Hadley, MA 01035.

**Radio Programing**



**Lum and Abner Are Back**

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

**For Sale Stations**

**HOLT**

**CLASS C FM TOP 40 METRO**

Western combo with 10,000 watt AM and 100,000 watt FM. Stunning studios and offices. Excellent assets. Cash flow with new formats should exceed \$400,000 in 1985. \$3.5 million; terms.

**215-865-3775**

**H.B. La Rue**

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

**For Sale Stations Continued**



**BROKERAGE NETWORK**  
"The Leader In Listings"

LOCATION	TYPE	PRICE	TERMS
Colorado	FM/AM	\$1,200,000	\$500,000 down
Texas	FM	\$325,000	Cash
Florida	AM	\$785,000	Negotiable
Texas	AM	\$450,000	\$75,000 down
Virginia	FM	\$450,000	\$150,000 down

Suite 800-2033 M St., N.W. • Washington, DC 20036 • 202-775-1981  
Norman Fischer & Associates • The Holt Corporation

Stop by our Hospitality Suite at the Las Vegas Hilton #343

**BARRY SKIDELSKY**  
**BROADCAST CONSULTANT**  
**SPECIAL SITUATIONS**

Over 15 years' direct experience as jock, PD, GSM, national rep, GM, and attorney.

Mergers, Acquisitions, Turnarounds, and Profit Improvement.

132 E. 45th St., New York, NY 10017, 212-370-0130

**MIDWEST**

Excellent small market AM-FM station. Strong billing and cash flow. No local competitor! 16 years owner retiring. \$1,200,000; terms to qualified buyer. D/W Investors, Inc., Broker, 417-865-7700.



305-453-3311

Box 1065, Merritt Island, FL 32952

**Donald K. Clark, Inc.**  
Media Broker

- Class C. Large state capitol, South. \$2.5 million. Terms.
  - Many TVs & TV CPs & FMs.
  - Make appointments now to meet with us at NAB. We'll be at the Las Vegas Hilton Hotel.
- BUSINESS BROKER ASSOCIATES**  
615-756-7635-24 HRS.

**AM/FM**

Upstate New York - with real estate. Class IVAM & class A FM in beautiful resort area. Principals only. Box H-115.

**SUNBELT LPTV**

Station serving 33,400 county TVHH and is on 1st tier of all major cable systems with 49% penetration. Excellent equipment in building built as TV studio. Elaborate mobile unit. Experienced staff in place. Average monthly billing \$20,000. Network affiliation and outstanding local news and sports. Box H-145.

**TOP RATED MICHIGAN METRO FM**

Asking \$830,000 on terms. Substantial discount for cash. Call Burt Sherwood, 312-272-4970.

**CHAPMAN ASSOCIATES**  
nationwide media brokers



For Sale Stations Continued

**CHAPMAN ASSOCIATES®**  
nationwide media brokers

Location	Size	Type	Price	Terms	Contact	Phone
NB	Med	AM/FM	\$2600K	Terms	Bill Lochman	(816) 941-3733
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
CO	Reg	FM	\$850K	Terms	David LaFrance	(303) 534-3040
CO	Sm	AM/FM CP	\$725K	\$150K	David LaFrance	(303) 534-3040
FL	Maj	AM	\$600K	Terms	Randy Jeffery	(305) 295-2572
WI	Met	AM	\$490K	\$150K	Peter Stromquist	(319) 332-7339
FL	Sm	FM	\$485K	\$90K	Bill Cate	(404) 458-9226
IL	Sm	AM	\$350K	\$75K	Ernie Pearce	(615) 373-8315
OK	Sm	AM/FM	\$300K	\$75K	Bill Whitley	(214) 680-2807
AZ	Sm	AM/FM	\$250K	\$70K	Greg Merrill	(801) 753-8090

For information on these and our other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

We're looking forward to seeing you at the NAB April 14-17!  
Please drop by our hospitality suite # 6-121, North Tower, Las Vegas Hilton.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

**Dan Hayslett**  
A ASSOCIATES, INC.  
*Media Brokers*  
RADIO, TV, and CATV  
(214) 691-2076  
10509 Berry Knoll Dr., Dallas 75230

*Ralph E. Meador*  
MEDIA BROKER  
AM-FM-TV-Appraisals  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

**901/767-7980**  
**MILTON Q. FORD & ASSOCIATES**  
MEDIA BROKERS—APPRAISERS  
"Specializing in Sunbelt Broadcast Properties"  
5050 Poplar - Suite 1135 - Memphis, TN 38157

**Media Mark Corporation**  
P.O. Box 1739 • Hot Springs, AR 71902  
NEAR LAREOO — Texas Class A FM CP For Sale At A BARGAIN! Other Texas CP's available, all less than \$20,000 each and upgrading possible. Call for details  
**Media Brokers • 501-525-4600**

**WESTERN MOUNTAIN  
RESORT AREA  
CLASS A FM**

#1 rated in market. Price: 3 X gross. Terms negotiable.  
Inquiries: FM Radio, P.O. Box 33003, Washington, DC 20033.

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**\$210,000 TOTAL**

No, we didn't omit a "0". That's the total price of this AM fulltimer with owned real estate in a pleasant north central New England single station market.

8 DRISCOLL DR. ST. ALBANS, VT. 05478  
802-524-5963  
OR GEORGE WILDEY 207 947 6083

**WBUK RADIO**

for sale. Kalamazoo, MI. 1,000-watt AM day-timer. Includes 1230 sq. ft. bldg., 25 acres, equipment, 2 towers, furniture, fixtures, & FCC license. Contact Richard Remes, Trustee, 3736 Portage, Kalamazoo, MI 49001. 616-385-1955.

**SEE YOU AT  
THE NAB!  
REGGIE  
MARTIN  
ASSOCIATES**

Reggie Martin Ron Jones  
Specializing in Florida & the South-east

**HILTON  
SUITE  
25-121**

**HOLT**

**SUNBELT  
TOP 20 METRO  
CLASS C**

The good news: stunning coverage of the TSA from a 1100' tower. The bad news: misses a part of the central metro because of terrain. The deal: delivers several million people, but at under \$5.0 million on terms, is priced at less than 1/2 the going price for the market. Great station for a target audience buyer!

**215-865-3775**

**MID-ATLANTIC  
COMBO**

5 kw AM and class B FM for sale. Strong ratings, growing billing, good facilities. Priced 9x cash flow at \$3.3 million. Best signal in the region. Owner leaving radio. No brokers; replies confidential. Reply Box K-6.

For fast  
Action Use  
**BROADCASTING'S**  
Classified Advertising

## For Sale Stations Continued

### JAMAR RICE CO.

Media Brokerage & Appraisals

William R. Rice  
William W. Jamar  
(512) 327-9570

950 West Lake High Dr. Suite #103 Austin, TX 78746

### EXCELLENT INDEPENDENT

UHF TV property for sale after construction. Eastern Wisconsin. Terms available. Qualified inquiries by principals only. Box K-32.

### \$113,000 BUYS IT!

\$25,000 down, easy terms. Low overhead. West Texas 1KW daytimer with 500w PSA. Established 1958. Servicing 7 area towns, close enough to Midland-Odessa and San Angelo for increased income. Call Chuck Boles, Partner-Manager, 915-884-2828.

### ROCKY MOUNTAINS

Class C FM priced at 5 X cash flow. Growth market. Contact David LaFrance. 303-534-3040



### TOP 15 MARKET

Daytime AM for sale for \$120,000 cash. Box K-7.

### WASHINGTON ADI TV CP

Excellent opportunity. Priced right. Qualified individuals write Box K-33.

### FM CP FREE IN OKLAHOMA

with purchase of Colorado med. mkt. AM at below value of \$195,000. \$95,000 down to qualified. 10 years at 11%. Joyce, 303-542-1481.

### EAST TENNESSEE

Daytime with 500 watts PSA. \$150,000, terms. By owner. Box K-31.

### ROCKY MOUNTAIN CAPITAL CITY

Class C FM-showplace. Good growth market. Asking \$695,000. \$90,000 down, assumptions. Call Greg Merrill. 801-753-8090.



## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be

addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

## Media

**Harry Slife**, president, American Black Hawk Broadcasting, Sioux City, Iowa, retires. **Jim Waterbury**, VP and general manager of Blackhawk's KWLL-TV Waterloo, Iowa, succeeds Slife.

Appointments, Warner Amex, New York: **Edward Campbell**, president and general manager, Warner Amex of Milwaukee (WAVE Cable), to corporate post of VP, construction; **Bruce Massey**, president and general manager, Warner Amex of Houston, succeeds Campbell, and **James Daley**, VP, operations, Warner Amex of Houston, succeeds Massey.

**Manuel Rodriguez**, station manager, WPLR(FM) New Haven, Conn., named VP and general manager.



DeLuca

**Vincent DeLuca**, from WJRT-TV Flint, Mich., joins WOKR-TV Rochester, N.Y., as general manager.

**Constance Edelman**, station manager for WBBG(AM)-WMJL(FM) Cleveland, is named general manager.

**David MacDonald**, director, New York Times Co.'s cable television system, New York, named VP, cable.

**Clayton Kaufman**, general manager, WCCO(AM) Minneapolis, named VP.

**Jerry Bright**, president and general manager, KERV-AM-FM Kerrville, Tex., joins KEXO(AM) Grand Junction, Colo., as general manager.

**Doug Brown**, general manager, WLTE(FM) Minneapolis-St. Paul, named VP.

**Mike Parsley**, sales representative, US Direct West/Yellow Pages, joins KYNT(AM)-KKYA(FM) Yankton, S.D., as general manager.

**Steven Brock**, from Larchmont Homes, Sacramento, Calif., joins KNCO-AM-FM Grass Valley, Calif., as president and general manager.

**Rish Wood**, station manager, WQEN-FM Gadsden, Ala., named general manager.

**Thomas Disinger**, director of operations and programming, WNDS(TV) Derry, N.H., joins WNHT(TV) Concord, N.H., as operations manager.

**Jim Brady**, chief engineer, WIFR-TV Rockford, Ill., named operations manager.

**Ron Rodriguez**, editor, *Radio & Records*, Los Angeles, joins KMGF-FM there as operations manager.

**John Halloran**, business manager, WPGH-TV Pittsburgh, joins KPHO-TV Phoenix in same capacity.

**Annette Hall**, from Glad Rags Inc., Buchanan, Va., joins KING-TV Seattle as bookkeeper.

**Minka Roden**, from Heart Institute for Care, Amarillo, Tex., joins KJTV(TV) there as business manager.

**John Davidson**, financial manager, KXTV(TV) Sacramento, Calif., joins KICU-TV San Jose, Calif., as controller.

**Anne Murray**, new production supervisor, operations and engineering, CBS, New York, named district director, affiliate relations, CBS Radio Networks.

**Warren Sawyer**, from Manufacturers Hanover Trust, New York, joins NBC there as manager, employe benefits, personnel-labor relations.

**Mary Reed**, financial manager, Scripps-Howard Broadcasting Co., Cleveland, assumes additional responsibilities as director of personnel and equal employment opportunity officer.

**Ophelia Orr**, from noncommercial WGBH-TV Boston, joins Vermont ETV, Winooski, Vt., as manager of finance and administration.

**John Kircher**, director of fine arts programming, Mutual Broadcasting System, Washington, joins noncommercial WNYC-AM-FM-TV New York as development director.

**Victor Hogstrom**, general manager, noncommercial KIXE-TV Redding, Calif., joins noncommercial WSBE-TV Providence, R.I., as general manager.

## Marketing

**Brian Bowler**, sales and marketing director, Audi and Volkswagen, Great Britain, based in London, joins Doyle Dane Bernbach, Detroit, as executive VP. According to DDB, Bowler, after 12-24-month transition period, will become president of DDB/Detroit.

**Laraine Gregory**, director of broadcast production, Venet Advertising, New York, named VP.

**Edmond Froehlich**, executive VP and chief financial officer, Griswold Inc., Cleveland, joins Y&R/Zemp, St. Petersburg, Fla., as president and chief executive officer.

**Diane Rothschild** and **Tom Yobbagy**, senior VP's, creative directors, Doyle Dane Bernbach, New York, named executive VP's and elected to board of directors.

Appointments to Botway/Libov Associates: New York—**Tom Della Corte**, director of planning, and **Burt Fradin**, VP, account group supervisor, to senior VP's; named VP's—**Andrea Carolan** and **James Orozco**, associate broadcast directors; **Peter Shaver**, controller; **Jayne Bucco**, traffic manager; **Edith Aaronson** and **Rosemarie Ceraso**, account executives. Chicago—**Barbara Welsh**, VP, account services, to senior VP and assistant general manager; **Cathy Frangos**, associate media director, VP, to media director, and **Laurie Rubin**, senior buyer, to associate media director.

Angeles—**Nancy Swanson**, director of client services, and **Michael Cox**, director of marketing resources, to senior VP's, and **Carole Edwards**, broadcast supervisor, to VP.

**Ogden Nield**, VP, associate creative director, SSC&B, New York, joins D'Arcy MacManus Masius, St. Louis, as VP, associate creative director.



Chazanovitz

**Hilda Chazanovitz**, director, new business development, Viacom Communications in New York, joins FCB Direct/East there as VP, management supervisor.

**Michael Downs**, director of advertising and sales promotion, MSA, Atlanta, joins Cargill, Wilson &

Acree there as VP, account group supervisor.

**C. Bradley Tips**, VP, management supervisor, Foote, Cone & Belding, Chicago, joins Cramer-Krasselt there as senior VP and management supervisor.

**Steven Berger**, from Grey Advertising, New York, joins Vitt Media International there as VP.

Appointments, D'Arcy MacManus Masius, Chicago: **Jennifer Zeh**, media planner, to media supervisor; **Claudia Condie**, assistant planner, to media planner, and **Natalie Hooper**, media group secretary, to assistant media planner.

**Harriet Schapira**, from MCA Advertising, New York, joins Cunningham & Walsh there as business manager.

**Susan Novinc**, media planner, Meldrum & Fewsmith, Cleveland, named associate media director.

Appointments, Seltel: **Peter Penni**, account executive, white team, New York, to manager, white team; **Robert Roos**, from WRSP-TV Springfield, Ill., to account executive, red team, Chicago; **H. Flynn Rivenbark**, from WQTV(TV) Boston, to account executive, independent racers team, New York; **Marie Bowen**, from On-the-Air, national syndication service, New York, to account executive, independent racers team there, and **Michael Terenzio**, from Blair Television, Minneapolis, to account executive, Detroit.

**Laura Rosen**, sales manager, Cable Networks Inc., San Antonio, Tex., joins newly opened Dallas office in same capacity.

**Bonnie Block**, account executive, Young & Rubicam, New York, named marketing analysis manager, NBC-TV, New York.

**Susan Spiegel**, art director, and **William Ver-nick**, copywriter, Cunningham & Walsh, New York, named VP's.

**Paddy O'Brien**, account executive, Hillier, Newmark, Wechsler & Howard, Chicago, named regional manager of newly opened

Minneapolis office. **Lynn Kite**, from Major Market Radio, New York, joins Hillier, Newmark, Wechsler & Howard, Chicago, as account executive.

**Brenda Martin**, from McCann-Erickson, Atlanta, joins Cargill, Wilson & Acree there as account executive.

**Lisa Suter**, media assistant, Taylor Brown & Barnhill, named associate media buyer.

**Robert Horgan**, from Schneider Parker Jakuc, Boston, joins HBM Creamer, Providence, R.I., as copywriter.

**Georgiann Foley**, assistant media buyer, A. Eicoff & Co., Chicago, named media buyer.

**Gregg Siegel**, account executive, Avery-Knodel, New York, joins Harrington, Righter & Parsons there in same capacity.

**Steve Bautista**, copywriter, HBM/Creamer, Providence, R.I., named senior writer.

**Robert Mahlman**, from wVIP(AM) Mt. Kisko, N.Y., joins Katz Radio, New York, as account executive.

**Dean Smith**, national sales manager, WWWE(AM)-WDOK(FM) Cleveland, joins WCAO(AM) Baltimore as head of sales department.

**Mark Grant**, manager, Chicago office, ABC-TV Spot Sales, Chicago, joins WLS-TV there as general sales manager.

**Allen Murphy**, market development manager, KYW-TV Philadelphia, named general sales manager.



McHugh

**Gene McHugh**, national sales manager, WSB-TV Atlanta, joins WATL-TV there as general sales manager.

**David Baronfeld**, from KBPI(FM) Denver, joins KOME(FM) San Jose, Calif., as general sales manager.

**Gary Andrlich**, general sales manager, KOKH-TV Oklahoma City,

joins WBAY-TV Green Bay, Wis., in same capacity.

**Michael Cohen**, director of sales services, WCSH-TV Portland, Me., named local sales manager.

**Denise Campbell**, from WBMX(FM) Oak Park, Ill., and **Jeffrey Johnson**, from WFYR(FM) Chicago, join WCLR(FM) Skokie, Ill., as account executives.

**Terri Gamble**, from WSBK-TV Boston, joins WZOU(FM) there as account executive.

**Bob Downes**, from Katz Communications, New York, joins WYNY(FM) there as account executive.

**David Ware**, from Seltel, Los Angeles, joins Petry Television there as account executive.

**John Richardson**, local sales manager, KTVN(TV) Reno, named general sales manager. **Ron Rash**, account executive, KTVN, succeeds Richardson.

**Gary Steel**, account executive, WKOP(AM)-WAAL(FM) Binghamton, N.Y., joins WKLC-FM St. Albans, W. Va., as sales manager.

**Bobby Simon**, member of sales department,

KENI(AM) Anchorage, named sales manager.

**Jay Cooper**, senior account executive, KCNO-AM-FM Grass Valley, Calif., named VP, local sales.

**Daniel Viles Jr.**, local sales manager, WVAH-TV Charleston, W. Va., joins WRGT-TV Dayton, Ohio, in same capacity.

**Barbara Kennedy**, account executive, WHND(AM)-WMJC(FM) Monroe, Mich., named senior account executive, regional sales director.

**Jimmie Phillips**, account executive, WWL-TV New Orleans, named regional sales manager.

**Leslie Glenn**, research director, WCIX-TV Miami, joins KBHK-TV San Francisco as research director. **Chet Falzerano**, account executive, Bay Area Interconnect, San Francisco, joins KBHK-TV as account executive.

**Helen Bowe**, traffic assistant, WSAZ-TV Huntington, W. Va., named sales-traffic supervisor.

**Robert Martin**, account executive, KQMA(FM) Phillipsburg, Kan., joins WVLE(AM) Stillwater, Minn., in same capacity.

**Brad Winsor**, from Honolulu Publishing, joins KHVH(AM) there as account executive.

**Debra Passick**, from WBBG(AM) Cleveland, and **Michele Kalanja**, from WCLQ-TV Cleveland, join KSRR(FM) Houston as account executives.

**Donna Young**, account executive, KFRE(AM)-KFRY(FM) Fresno, Calif., joins KGNU(FM) there in same capacity.

**Sherri Tazuin-McKee**, from KDFI-TV Dallas, joins The Marketing Group there as account executive.

**Edith Smith**, public relations and promotions specialist, WHUR-FM Washington, joins non-commercial WDCU(FM) there as director of marketing.

**Mark Hess**, from KBCQ-FM Bettendorf, Iowa, and **Gary McBrien**, minister, Iron Hill, Iowa, join KMAQ-AM-FM Maquoketa, Iowa, as account executives.

**Max Ferrera Jr.**, account executive, *Times Picayune/States Item*, New Orleans, joins WDSU-TV there as account executive.

**Claudette Lee**, marketing director, Glendale Center, Indianapolis, joins WRTV(TV) there as account executive.

**Christine McFarland**, from WOTV(TV) Grand Rapids, Mich., joins WXYZ-TV Detroit as account executive.

**Steve Chambers**, from KAAM(AM)-KAFM(FM) Dallas, joins KRLD(AM) there as account executive.

## Programming

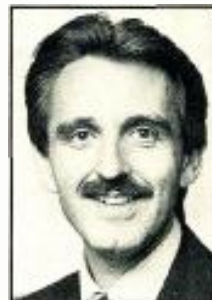
**Jake Eberts**, president, Embassy Communications International, resigns to become independent film and television producer, remaining in London.

**Cecilia Andrews**, VP, business affairs, Paramount Network Television, Los Angeles, named senior VP, business affairs.

**Stephen Morley-Mower**, director, sales services, Embassy Telecommunications, named

VP, sales services.

**Timothy Clott**, VP and general manager, home video operation, Paramount Home Video, Los Angeles, named senior VP and general manager, Paramount Home Video.



Clott



Masucci

**Anthony Masucci**, director, motion pictures for television, NBC Entertainment, Los Angeles, named VP, motion pictures for television, NBC Entertainment.

**Todd Kessler**, producer-director, *Entertainment Tonight*, Paramount, New York, joins CBS Entertainment there as associate director, entertainment and information specials.

**Mel Layton**, from Embassy Television, Los Angeles, joins Samuel Goldwyn Co. there as director of acquisitions. **Maura Hoy**, assistant to president, Lorimar Distribution International, Los Angeles, joins Samuel Goldwyn Co. there as coordinator, international sales.

**Michael Tarant**, senior VP, marketing, RCA/Columbia Pictures International Video, New York, named senior VP, new business development.

**Edward Herbert**, VP and general manager of Taft Broadcasting's WKRC-TV Cincinnati, joins Taft's DCA Teleproductions, Washington, as general manager.

**Cathy Johnson**, manager of standards and practices, The Disney Channel, Burbank, Calif., named associate director, program development. **Fred Simon**, senior vice president of computer marketing, Atari Inc., Los Angeles, joins The Disney Channel there as VP, business development and promotions.

**Richard Greenhut**, from Arbitron, New York, joins NBC Radio Network and Talknet there as regional director, affiliate relations.

**Janet Baser**, director of TV stations research, NBC, New York, joins Multimedia Entertainment there as director of research.

**Richie Rosenfeld**, from *Billboard* magazine, New York, joins United Stations there as technical director, *Weekly Country Music Countdown*.

**George Harris**, program director, WMMR(FM) Philadelphia, joins KMET(FM) Los Angeles in same capacity.

**David Rudat**, from WIRE(AM) Indianapolis, joins WHO(AM) Des Moines, Iowa, as program director.

**Paul Muth**, account executive, Falk Associates, Chicago, joins WIND(AM) there as executive producer.

**Kevin Wendle**, senior producer of programs, WABC-TV New York, joins NBC Entertainment there as manager, drama development.

**Stephen All**, director of television, San Diego Area Television Authority, joins En-Lighten-

ing Productions there as president.

**Henry Kimmel**, most recently director of pilot for new syndicated daytime series for Columbia Pictures Television/LBS, Los Angeles, joins KNBC-TV there as senior producer-director, *Hot Sundae* children's program.

**Kathy Villare**, production assistant, Colony Communications' Lowell, Mass., cable system, named program production supervisor for Greater Boston Cable Corp., Woburn, Mass.

**Ryan Halloran**, host of *Today in WAVE Country*, WAVE-TV Louisville, Ky., retires.

**John Kelly**, assistant program director, WSB(AM) Atlanta, named program manager.

**John Henk**, from WKYC-TV Cleveland, joins KOVR(TV) Sacramento, Calif., as weekend sports anchor.

**J.Z. Russell**, air personality, KBRQ-AM-FM Denver, named assistant music director.

**Ellen Kennary**, promotion administrator, WKBD-TV Detroit, joins WDIV(TV) there as producer-writer.

## News and Public Affairs

**Heidi Berenson**, associate producer, *Good Morning America*, ABC, New York, joins CBS News, Washington, as segment producer, *Nightwatch*, CBS-TV. CBS correspondent **Bill Lynch** named anchor of weekday morning editions of *CBS World News Roundup* on CBS Radio.

**Steven Antoniotti**, news director, KNBC(TV) Los Angeles, joins KSDK-TV St. Louis as news director.

**Tom Newton**, assignment manager, KRON-TV San Francisco, joins KGO-TV San Francisco as operations director, news. **Willie Monroe**, from KYW-TV Philadelphia, joins KGO-TV as reporter.

**Andy Beers**, producer-photographer, Washington bureau, Seattle-based King Broadcasting Co., named bureau chief.

**Leigh Anne Volas**, from KSDK-TV St. Louis, joins KMOX-TV there as producer, *Newsroom Report*.

**Ruth Spencer**, co-anchor, KATV(TV) Little Rock, Ark., joins KSTP-TV Minneapolis-St. Paul as anchor.

**Nancy Sullivan**, operations assistant, WXNE-TV Boston, named director of public service.

**Alan Xenakis**, syndicated medical radio commentator, joins WNEV-TV Boston as health editor.

**Valerie Navy**, public information specialist, United Way of Massachusetts Bay, Boston, joins WCVB-TV there as public service coordinator.

Appointments, KRON-TV San Francisco: **Scott Lewis**, broadcast manager, Associated Press, to assignment manager; **Rick Edlund**, from KMGH-TV Denver, and **Tom Randles**, from WNDU-TV South Bend, Ind., to reporters.

**Edward Frey**, from McGraw-Hill Publishing, joins CNN, Atlanta, as director of sales, corporate/business-to-business advertising.

**Frank Defilippo**, political editor and colum-

nist, *Baltimore News American*, joins WCBM(AM) Baltimore as political commentator.

**Larry Hoff**, from KGUN-TV Tucson, Ariz., joins WCMH-TV Columbus, Ohio, as field anchor.

**Jay Scott**, anchor-reporter, WCAU-TV Philadelphia, joins KTTV(TV) Los Angeles as co-anchor, 10 p.m. news.

**Mark Fierro**, reporter, KLAS-TV Las Vegas, named anchor, 6 and 11 p.m. news.

**Ben Frazier**, from noncommercial WTWS(TV) Detroit, joins WTLV(TV) Jacksonville, Fla., as anchor-reporter.

**Wendy Lubovich**, from WDIO-TV Duluth, Minn., joins KSTP-TV Minneapolis-St. Paul as morning co-anchor.

**Anne Marie Stevens**, from WFMZ-TV Allentown, Pa., joins WOTV(TV) Grand Rapids, Mich., as general assignment reporter.

**Dan Williams**, from WTVD(TV) Raleigh-Durham, N.C., joins WJBK-TV Detroit as trouble-shooter.

**Chuck Young**, reporter, Cablevision, Brookline, Mass., joins WLEX-TV Lexington, Ky., as reporter.

**Tom Luljak**, from WISC-TV Madison, Wis., joins WTMJ-TV Milwaukee as meteorologist.

**Klaus Wagner**, from KUTV(TV) Salt Lake City, joins KTVX(TV) there as weekend sports anchor.

**Erik Kaldor**, from WJKS-TV Jacksonville, Fla., joins WJXT(TV) there as news photographer.

**Toni Chritton**, from KSAR(FM) Salem, Ark., joins KOLR-TV Columbia, Mo., as weekend reporter.

**Andria Hall**, reporter and weekend anchor, WDSU-TV New Orleans, joins WCVB-TV Boston as reporter, *Chronicle*.

**Ed Phillips**, weekend weather anchor, KTSP-TV Phoenix, named weekday weather anchor.

**Jim Schnebelt**, from KTBS-TV Shreveport, La., joins KTSP-TV, succeeding Philips.

## Technology

**Logan (Pat) Hines**, president and chief executive officer, Advanced Matrix Technology, Newbury Park, Calif., joins ADDA Corp., Los Gatos, Calif., as president and chief executive officer.

**Gary Fiebert**, executive VP, Profit Strategies Inc., New York, joins S.A.L. Communications, Melville, N.Y., as president and chief executive officer.

**Joseph Mackii**, VP, finance, General Electric Ceramics, Cleveland, joins General Instrument, Hatboro, Pa., as group financial executive, broadband communications.

**Richard Canfield**, director of manufacturing and materials, CMX Corp., Los Gatos, Calif., named VP, operations. **H. Alan Gaudie**, manager, corporate planning and accounting, Ampex Corp., Redwood City, Calif., joins CMX as controller and chief financial officer.

**Richard Paynting**, manager of research and

# Broadcasting

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development, Augat/Vitek Electronics, Edison, N.J., named VP, group engineering, broadband communications group, Augat, Pawtucket, R.I.

**Hal Steward**, operations manager, San Antonio, Tex., installation, Cableguard, Plano, Tex., named corporate technical support manager. **Sean O'Keefe**, sales manager, San Antonio, named system manager there. **John Sullivan**, sales manager, Tucson, Ariz., system, named system manager.

**Richard Dreyfuss**, distribution manager, Television Videotape Satellite Communications, Group W Productions, Pittsburgh, named midwest sales representative.

**Frank Lazzaro**, manager, financial planning and procedures, Operations and Technical Services, NBC, New York, named manager, financial control staff services.

**Craig Kemper**, manager, Northeast regional sales, Blonder-Tongue, Old Bridge, N.J., named manager, direct sales.

**Bruce Richardson**, product marketing manager, Wang Laboratories, joins Artel Communications Corp., Worcester, Mass., as director of product planning.

**Charles Gaydos**, director of marketing services, broadcast systems division, RCA, New York, joins Thomson-CSF Broadcast, Stamford, Conn., as national sales manager.

**George Davison**, manufacturing manager, Augat Interconnection Systems Group, Attleboro, Mass., named general manager.

**Ron Craft**, form KDNL-TV St. Louis, joins KOLR-TV Springfield, Mo., as chief engineer.

## Promotion and PR

**Niles Jaeger**, supervisor, corporate information and research, Home Box Office, named manager, corporate public relations, remaining based in New York.

**Cathy Conway**, account executive and producer, The Lorsch Group, Los Angeles, joins Paramount Pictures Corp. there as manager of advertising and promotion, Paramount Television Group.

**Rebecca Segal**, director of public relations, Metromedia Producer's Corp., Los Angeles, joins Creative Services Group, worldwide marketing and promotion firm there, as VP, television.

**Jeffrey Jarrett**, new product development manager, corporate marketing group, CBN, Virginia Beach, Va., named advertising promotion manager, CBN cable network.

**Janet Zahn**, assistant promotion manager, KITN-TV Minneapolis, joins WTCN-TV there as news promotion writer-producer. **Lisa Adamski**, public relations director, Minnesota Multiple Sclerosis Society, Minneapolis, joins WTCN-TV as special events coordinator.

**Stella Giammasi**, director of publicity, non-commercial WNET(TV) New York, named director of public information.

**Peter Barnes**, creative services director, WISN-TV Milwaukee, joins KTVT(TV) Fort Worth as director of advertising and promotion.

**Neil Sandstad**, design director, noncommer-

**Oak pruned.** Raymond Peirce, president of financially troubled Oak Industries Inc., has resigned effective May 1. The announcement came shortly after the Rancho Bernardo, Calif.-based media firm increased its estimated fourth-quarter loss from \$80 million to \$115 million, which would sink Oak's net worth to a negative \$58 million. Oak reportedly is restructuring its communications division and negotiating settlement of a class-action suit brought by shareholders last year and alleging management misled shareholders in a 1982 debenture offering.

Peirce, who has been with Oak since 1961 and its president since 1979, was among the officers the Securities and Exchange Commission had sought to remove from the company following preliminary findings in an investigation of allegedly misleading financial disclosures, insider securities trading, kickbacks and improper transactions between former Oak Chairman Everitt Carter and his family and friends. It was not immediately known whether Peirce resigned voluntarily or as part of a settlement with the SEC.

Oak is currently trying to restructure its \$230-million debt, which requires \$28 million in annual interest payments.

cial WNET(TV) New York, named creative director. **Christopher Kogler**, associate art director, WNET, succeeds Sandstad.

**David Metz**, promotion assistant, WBNG-TV Binghamton, N.Y., joins WTAJ-TV Altoona, Pa., as promotion manager.

**Roger Barton Lyons**, promotion manager, Metromedia Producers Corp., Boston, joins WNEV-TV there as director of advertising and promotion.

**M. J. Vilardi**, from assistant design director, WDVM-TV Washington, named design director.

## Allied Fields

**Malcolm White**, director of public affairs, Colony Communications, Providence, R.I., leaves to form own communications and consulting firm, Malcolm S. White Communications, based in Providence.

**Gary Schonman**, general attorney, Mass Media Bureau, FCC, Washington, has become associated with Washington law firm of Bryan, Cave, McPheeters & McRoberts, specializing in communications law.

Appointed to advisory board that chooses recipients of George Foster Peabody broadcasting awards: **Lawrence B. Taishoff**, publisher, BROADCASTING magazine, and president, BROADCASTING Publications Inc.; **Sonia Landau**, board chairman, Corporation for Public Broadcasting; **Edward Cramer**, president, Broadcast Music Inc., and VP, National Music Council, and **John Carman**, television-radio editor, *Atlanta Journal-Constitution*.

**Theodora Zavin**, senior VP, performing rights, Broadcast Music Inc., named to newly created post of senior VP, special counsel, and assistant to the president of BMI. **Frances Preston**, VP, Nashville, Broadcast Music Inc., New York, succeeds Zavin.

In elections to board of directors of American Society of Composers, Authors and Publishers, 12 writer and 12 publisher members were elected to serve two-year term: writers (popular music)—**Hal David**, **Stanley Adams**, **Sammy Cahn**, **Cy Coleman**, **Sammy Fain**, **John Green**, **Arthur Hamilton**, **Marilyn Bergman** and **Burton Lane**; writers (concert music)—**Jacob Druckman**, **Morton Gould** and **Elie Siegmeister**, publishers (popular music)—**Leon Brettler**, Shapiro, Bernstein & Co.; **Salvatore Chiantia**, Cromwell Music; **Sydney Herman**, Paramount Music Corp.; **Chuck**

**Kaye**, Warner Bros.; **Buddy Killen**, Cross Keys Publishing; **Irwin Robinson**, Chappell & Co.; **Lester Sill**, Colgems-EMI Music; **Michael Stewart**, April Music, and **Leeds Levy**, Leeds Music Corp.; publishers (concert music)—**Arnold Broido**, Theodore Presser Co.; **Ernest Farmer**, Summy-Birchard Music division, Birch Tree Group, and **Ron Freed**, European American Music Distribution Corp.

**Ken Sunshine**, assistant director, public relations, ASCAP, named to New York State Motion Picture and Television Advisory Board there.

**Michael Osborne**, program director, WCOD-FM Hyannis, Mass., joins Broadcasting Unlimited, Wayland, Mass., consulting firm, as consultant.

## Deaths

**Frank H. (Bart) Bartholomew**, 86, chairman of United Press International from 1962 to 1972, and president from 1955 to 1962, died March 26 at his home in Sonoma, Calif. He had cancer. He joined UPI in Portland, Ore., in 1921, and was later appointed bureau manager in Los Angeles. He went to Kansas City, Mo., as business representative, and was named manager of company's Pacific division when it was organized in 1927. He was in charge of coverage for West Coast and Pacific islands, and directed staff of war correspondents in Pacific. He was elected VP in 1938, and first VP in 1954. He presided over merger of United Press and International News Service in 1958, becoming president of newly formed United Press International. In 1962 he was elected chairman. He was named chairman emeritus in 1972, and since then had divided his time between his winery in Sonoma, Calif., home in Glenbrook, Nev., and office in San Francisco. He is survived by his wife, Antonia.

**Charles Siepmann**, professor emeritus of communications, New York University, author and outspoken critic of American radio and television, died of heart attack March 19 at his home in London. Siepmann, former program director for British Broadcasting Corp., was member of FCC staff that in 1946 drafted report on "Public Service Responsibility of Broadcast Licensees," which came to be known as "The Blue Book." Among his books were *Radio's Second Chance*, about possibilities of FM radio, and *Radio, Television and Society*. He is survived by his wife, Janey, two daughters and son.

## Lyons's share of Nielsen success

James Lyons, president of A.C. Nielsen's Media Research Group, is described by one colleague as "quiet but competitive." That may explain his reputation as a top-notch poker player. It may also explain his assignment to help Nielsen increase its stake in audience measurement of the proliferating audio-visual delivery services that are increasingly competing for rating recognition.

Nielsen, through its Media Research Group, produces such basic research tools as the National Television Index (network programs), National Station Index (local programs), Home Video Index (cable television networks) and the new Nielsen Syndicated Service (syndicated programming).

And while Nielsen got out of the radio sector in 1964 to concentrate on television, Lyons says it has been approached with various proposals to re-enter the radio research field, and "would not rule out radio as a possibility."

During Lyons's tenure in the executive suite, Nielsen has expanded overseas, broadened its base in the metered service area and ventured into new techniques, including a test of the "people meter" and the development of the Home Video Index.

Lyons notes that the Media Research Group now comprises about 1,500 people, located in Northbrook, Ill., its headquarters; New York; Chicago; Dallas; Los Angeles; San Francisco, and Menlo Park, Calif. Production facilities are in Dunedin, Fla. The company is also international, with facilities in Japan, Canada, Colombia, Brazil and Belgium; is in the process of offering metered service in France and Italy, and is planning to conduct a test of metered service in Mexico.

Growth also characterizes the local scene. Metered markets have grown from two in 1974 to nine today, with Houston, Miami and Denver to be added during 1985. Meters have been functioning in New York, Los Angeles, Chicago, San Francisco, Philadelphia, Detroit, Boston, Washington and Dallas.

Perhaps MRG's most ambitious undertaking this year is its experiment with the "people meter," designed to measure the viewing habits of individuals rather than the family. It is being tested nationally, with meters installed in close to 300 homes. Testing began in January 1984 with homes added since then systematically. The goal of 300 homes should be reached this month, according to Lyons.

"We don't have a firm date for ending the test," Lyons says. "This depends on the data we receive. If it is conclusive one way or the other as to whether people will cooperate, we will end it. We're trying to find out if people will push a button," he says "and if



JAMES DAVID LYONS—President, Media Research Group, A. C. Nielsen Co., Northbrook, Ill.; b. Jan. 6, 1935, Chicago; attended University of Illinois, 1953-56; BS, marketing, Rutgers University, 1964; U.S. Army Signal Corps, 1956-58; trainee, A. C. Nielsen Co., Evanston, Ill., 1958-62; manager of presentation analysis department, Nielsen Television Index, New York, 1962-67; account executive, NTI, 1967-69; vice president and manager of marketing, 1969-74; executive vice president and manager of media research division, Nielsen, Northbrook, Ill., 1974-77; president, Nielsen's Media Research Group, since 1977; m. Mary Lou Fisher, 1956; children—David, 27; Daniel, 26; Dennis, 24; Debbie, 23.

they are doing it now, will they continue to do it?"

Another significant project heading for testing shortly, Lyons says, is ERIM (Electronic Research Into Marketing), which will be used initially for the test marketing of new products. The test begins this month in Springfield, Mo., and Sioux Falls, S.D., with commercials sent to both cable and noncable homes and the purchases of 2,500 persons in each city recorded at electronic checkout counters.

A low-key but energetic individual who presents a commanding figure at 6 feet 6 inches, Lyons was born and raised in Chicago. He attended New Trier High School and the University of Illinois for several years, leaving before graduation to fulfill his military obligation.

The Army stint turned out to have a touch of serendipity. He was assigned to the Signal Corps and trained to operate data processing equipment, a skill he later found useful in the job market.

After finishing his tour of duty, Lyons elected not to return to college. Already

married, Lyons was thinking of a marketing career and applied to the Nielsen organization.

His Army experience in data processing paved the way to a position as trainee in 1958 in Nielsen's production facilities, then located in Evanston, Ill. He received more responsible posts within this unit and in 1962 was transferred to New York as manager of the Presentation Analysis Department of NTI.

It was during that period in New York that Lyons began to acquire expertise in advertising and marketing as he dealt with advertisers, agencies and television network executives. He was advanced to the sales staff of NTI as an account executive in 1967 and was elected a vice president and manager of marketing in 1969.

His marketing and management skills did not escape the attention of the Nielsen hierarchy, by then located in Northbrook. In 1974 he was returned to headquarters as executive vice president and manager of the Media Research Division. Three years later he was elevated to president and chief executive officer of the company's Media Research Group.

Lyons reports he was highly impressed by signs of the rapid growth in the TV syndication field when he attended the NATPE International convention in San Francisco last January. He and his colleagues decided that the needs of syndicators could best be served by centralizing reporting activities: they formed Nielsen Syndication Service. Herebefore the syndication data came from NTI, NSI and Home Video Service. Today, with NSS, there is "one-stop shopping."

On a broader scale, Lyons says, Nielsen is "interested in the fuller automation of the research process." He expects improvements, and adds, "We're working on ways to collect data more quickly and more efficiently."

Last year Nielsen was bought by Dun & Bradstreet after more than 60 years under the control of the Nielsen family. Lyons is optimistic about the association, observing that D&B has taken an "aggressive posture, more than Nielsen has had in the past. It is possible that certain of our services will be enhanced."

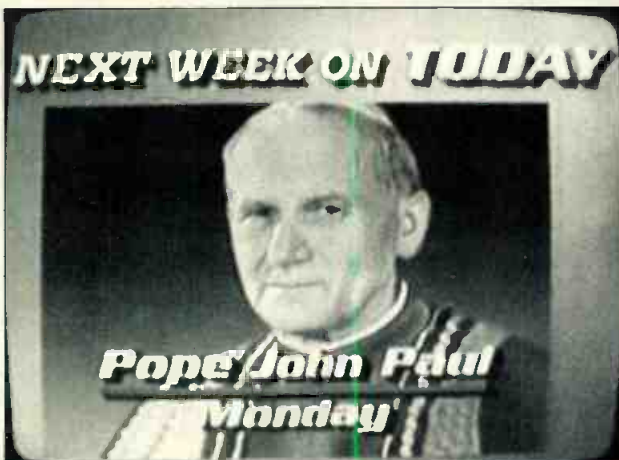
When he is not keeping up with the Jones's viewing habits, Lyons relaxes from the rigors of business by playing tennis and reading. His favorite books are histories and modern adventures.

Lyons's contributions to Nielsen are lauded by Jacqueline DaCosta, veteran media official and now executive vice president of AC&R/Rossi, part of Ted Bates & Co. DaCosta says, "Jim is very human-related and understanding and is always willing to listen to what people say. And he is flexible enough to make changes, if it's necessary. He's brought a breath of fresh air to Nielsen."

**Cable operators may have tougher time using antitrust laws to resist regulation by local municipalities.** In Wisconsin case involving sewer system dispute, Supreme Court gave local governments greater protection from antitrust actions brought by cable operators or anyone else. In unanimous decision, court said local governments are immune from antitrust suits even when alleged anticompetitive practices are not compelled by state law. To receive immunity, it said, municipalities "must demonstrate that their anticompetitive activities were authorized by the state pursuant to state policy to displace competition with regulation or monopoly public service."

Counsel for **Lincoln Savings and Loan Association**, which owns 25% of Dallas-based **Gulf Broadcasting**, informed FCC last week of its plans to nominate **three opposition directors to Gulf's board** of directors, and to oppose proposed liquidation of company, including sale of all but one of Gulf's broadcasting properties to Taft Broadcasting for \$755 million ("Top of the Week," Feb. 4; "In Brief," March 18). Long-form (315) transfer of control filing, Lincoln said, was precautionary.

Board of **Storer Communications** unanimously **voted to oppose liquidation proposal of Coniston Partners**, dissident shareholder group



**Papal promotion.** NBC-TV's Today program originates from Italy this week, to commemorate Holy Week. But aside from news goals of trip, Today scored promotional coup. Pope John Paul II, greeting attendees to a general audience, went out of his way to mention the Today crew. "I am particularly pleased to welcome the group from the American television network, NBC," the Pontiff said. Today was filming at the time and captured the reference, which has been incorporated into spots that are being aired on NBC to promote the week-long trip.

**Top of the morning.** Today had reason to cheer last week when it toppled years-long leader, Good Morning, America, from first place in the morning news ratings race, for the week ended March 22. Today won with an average 5.3 rating and 23 share, beating by two-tenths of a rating point ABC's GMA, which averaged a 5.1/22. GMA anchor David Hartman was on vacation that week, but ABC executives said they did not believe that was the reason for the show's drop to second. CBS Morning News was a distant third with a 3.6/15.

It was the first time in more than three years (163 weeks) that Today was able to claim first place by itself. In recent months however, the program has been giving GMA a run for the money. For the week ending Jan. 18, the two shows tied with an average 5.3/22. But GMA regained first place the following week and maintained its hold on first until two weeks ago. For the first quarter of 1985, Today is averaging a 4.9/21, up 21% from a year ago; GMA is down 5% with a 5.3/23, but still in first place with four-tenths of a rating point lead, and CBS is down 5% with a 3.6/16.

**Path cleared.** The FCC video services division late last Friday (March 29) cleared the way for the Committee for Full Value of Storer Communications, group that wants to take control of Storer's board of directors and sell off TV stations and cable systems (see page 75), to pursue its plans. Committee had filed "short-form" transfer application (FCC Form 316) with commission, even though it stated it didn't believe regulatory approval was necessary. In its ruling, division said it agreed that no transfer of control would occur and that no application was required. "Nevertheless, so as to remove any uncertainty as to your authority to proceed, we believe it is appropriate to act on your request for a grant of your applications," the division said. "In this way the contending parties are free to seek votes of shareholders without a possible cloud on your rights, and any contest can be fought under applicable state, federal or SEC [Securities and Exchange Commission] laws or rules.

"We believe that any litigation that might ensue ought to be resolved in those forums. By granting the applications, the commission is removed from a dispute among shareholders as to the best course for the corporation to follow. As you understand, a grant of the applications does not compel any change; it merely is permissive, granting commission consent in the event that you are successful in your efforts."

which currently owns 5.3% of Storer's outstanding stock (BROADCASTING, March 25). Miami-based MSO and group owner of seven TV stations also sent out notice to shareholders notifying them of conflict, although proxy materials for May 7 meeting have yet to be mailed. Location of meeting is being changed from Storer headquarters in Miami to Sheraton Bal Harbour hotel, Bal Harbour, Fla. to accommodate possibly larger turnout.

**Tribune Co.** will request that stockholders **triple number of authorized shareholders** to "impede a takeover or to make a change in the control of the company more difficult." Currently 50 million shares are authorized. Move is precautionary and not responsive to any announced takeover effort. Stanley J. Gradowski, secretary of board of directors for Chicago-based group owner, MSO and publisher, said shareholders will also elect six members to 13-member board at May 2 meeting, to be held in Fort Lauderdale, Fla.

On eve of major meeting of **home satellite industry** (joint SPACE STTI convention in Las Vegas [March 31-April 2]), **two bills that would protect industry** from potentially damaging impact of scrambling of cable and broadcast satellite signals **were introduced in House**. First, by Judd Gregg (R-N.H.), would impose two-year moratorium on scrambling of cable signals "to allow for the establishment of an effective marketing system permitting the private viewing of such programming by home satellite earth station users." Second, by Billy Tauzin (D-La.), would entitle owners of home earth stations to receive and descramble scrambled programming "upon compliance with prices, terms and conditions established by the marketplace or by the [FCC]." Viewed from different perspective, bill would require cable and broadcast programmers to set up some reasonable mechanism for making scrambled programming available to backyard dish owners. FCC would have to step in and regulate whole business, including rates, if any dish owner proves programmers are 1) dragging their feet in making service available; 2) setting onerous terms or conditions for receiving services; 3) offering service to dish owners in cabled areas only through cable operators, or 4) charging dish owners more than cable subscribers. NCTA President Jim Mooney said association will "go all out" to prevent enactment of bills. "The backyard dish merchants are pushing for mandatory access even to scrambled signals, and are seeking to impose the whole welter of rate regulation and other regulatory intrusion we just got rid of in cable," he said. "They are, in effect, trying to use the cable industry as a vehicle to force creation of a C-band DBS industry controlled by them, and to do so by expropriating cable's programming for their own use. . . . The dish merchants have used a lot of high pressure tactics to lure people into buying expensive dishes, premised on



he fantasy that there are all these goodies up in the sky, free for the taking. They've capitalized on people's naivete, and don't deserve much sympathy." □

Using lotteries, **FCC** last week tentatively granted low-power television applications of William Conner, ch. 65, Crossville, Tenn.; Community Media Network, ch. 55, Memphis, Tenn.; Frontier Southwest Broadcasting, ch. 61, Baton Rouge, La.; Complexicable, ch. 3, Valdosta, Ga.; Janet Roberts, ch. 12, Temple, Tex.; Brunhilda (algado, ch. 7, Bemidji, Minn.; Little TV Station, ch. 29, Twin Falls, Idaho; MTN Broadcasting, ch. 39, Marshalltown, Iowa; Mountain TV Network, ch. 49, Worthington, Minn.; Focus Transmitters, ch. 58, Memphis, Tenn.; Little Rock Television, ch. 53, Memphis, Tenn.; Rosalinda Gonzalez, ch. 51, Aberdeen, S.D.; Low Power Technology, ch. 45, Mitchell, S.D.; Reels and Reality Film, ch. 69, Columbus, Ohio; Frontier Southwest Broadcasting, ch. 55, Little Rock, Ark.; Minority Entrepreneurs, ch. 67, Little Rock, Ark.; Quanta Communications, ch. 24, Scottsbluff, Neb.; and Ponyland Broadcasting, ch. 67, Lima, Ohio. □

Representative George Brown (D-Calif.) is planning to introduce a measure that would prohibit tax deductions for business expenses or alcohol advertising on all media (radio, TV and print.) □

Representative Edward Markey (D-Mass.) is circulating "Dear Colleague" letter urging support for H.R. 1175, bill that would divest some services of Comsat. "Comsat has reaped substantial profits at the expense of domestic equipment manufacturers and satellite users," letter said. Measure, letter said, will "correct anticompetitive situation that characterizes the current international satellite market." □

**FCC** Chairman Mark S. Fowler told joint hearing of House Foreign Affairs Committee's Subcommittees on International Operations and International Economic Policy and Trade last Thursday (March 28) that **FCC would give careful consideration to determining and measuring area of "economic harm" to International Telecommunications Satellite Organization.** "We are concerned," he said, that we not do anything to jeopardize the viability of Intelsat." He called it "a little bit outrageous" that other countries "around the world" that already have alternative systems "are complaining" that the U.S. wants "to consider our own alternative system." □

**FCC** Commissioner Dennis Patrick last week said he had "tentatively concluded" that Congress codified fairness doctrine when it amended Section 315 of Communications Act in 1959. "So I do not believe the FCC should repeal the doctrine," Patrick said in speech at conference of forum committee on communications law of American Bar Association in Washington. Patrick, however, also said he thought commission could play valuable role by reexamining doctrine and providing findings to Congress and courts, "if asked." At same conference, Tom Rogers, senior counsel for House Telecommunications Subcommittee, warned that if FCC did attempt to eliminate doctrine, congressional response would make Hill reaction to commission's access charge, multiple ownership and financial interest proceedings "look like little whippers." □

National Cable Television Association expects between 280 and 300 exhibitors at its 1985 annual convention June 3-6 in Las Vegas, according to NCTA spokesman Ed Dooley. That compares to 299 last year and 370 in 1983. Total net square footage of exhibit is so expected to shrink—from 186,000 in 1984 to between 160,000 and 170,000 this year. As of last Friday (March 29), he said, NCTA had signed up 209 companies, some representing more than one exhibitor, for 127,000 square feet of space. (BROADCASTING reported strong number of signed companies last week in "Cablecastings," partially because of faulty computer listing supplied by NCTA.) Unlike exhibitor contracts, Dooley said, pre-registration is running ahead of last year, giving organizers hope that this year's attendance will at least match last year's 14,805. □

For week of March 18-22 **NBC News at Sunrise** had 2.4 rating and 17 share, to tie its highest rating. ABC's *This Morning* had 2.2/17 and

*CBS Early Morning News* 1.7/16. *Late Night with David Letterman* had 3.4/20 for week, its second highest rating of year. It was best first quarter ever for *Sunrise* and *Late Night*. Meanwhile, *Saturday Night Live* ended first quarter at 7.4/21, up from 7.3/20 for comparable quarter last year. *Friday Night Videos* got 4.1/19, for its highest quarter since June 1984. NBC's Saturday morning lineup won first quarter with 6.5/23, compared to CBS's 5.2/19 and ABC's 4.6/16. □

**Financial News Network** said last week it was expanding its service to 24 hours with addition of new nightly sports information service, including sporting news updates and sports talk show. It is currently talking with A-B Sports, one-third partner in now defunct Sports Time service (A-B is acquiring all assets of Sports Time), in hopes of signing on-air talent for sports news and talk shows. FNN also renegotiated its lease agreement with A-B Sports to acquire full-time use of **Satcom III-R**, transponder 4, which it has been using to transmit 13-hour slate of financial programming for last year. Sports Time had been using transponder at night for its cablecasts, but permanently suspended operations as of yesterday (March 31). A-B Sports will likely have some role in producing FNN's nightly sports programming, and, in conjunction with Pro-Serv sports syndicator, may produce or acquire some event sports programming for FNN's planned new slate of weekend programming. New weekend schedule, said FNN President Paul Steinle, will consist primarily of business and "entrepreneurial" programming which will be pre-empted for occasional sports events. New sports information service begins May 1. In interim, FNN will feed taped tennis matches at night to fill void left by shutdown of Sports Time. FNN is targeting Sports Time affiliates as potential new growth center. Steinle said he hopes to have affiliates accounting for half of FNN's current 18-million-subscriber base carrying expanded service within six months. □

**Canadian Radio-Television and Telecommunications Commission has endorsed recommendations** of task force that, among other things, calls for authorizing **Cancom**, Canada's national satellite service, to transmit American television programming to major markets in country in addition to remote areas it was created to serve (BROADCASTING, March 18).

**Freedom fighter.** Last month's Preferred decision was "a clear, direct win for the First Amendment," said Harold Farrow, the attorney credited with the win, at a discussion of the case and its implications at Washington's Cato Institute last week. "The right to be a cable television publisher can't be denied" by a municipality as long as the municipality can physically accommodate the cable system, he said, interpreting the court's language. And there is always room for additional systems, he said, if not on the poles above the street than in conduits below them. Securing full First Amendment rights is important, he said, if cable is to cover the workings of local government. In representing cable clients in communities throughout the nation, he said, he has witnessed the "tyranny" of local government, which stretches beyond their regulation of cable television. But a cable operator cannot cover local government "if your right to stay in business or to get a rate increase depends on whether they are mad at you at city hall." Cable could be, he said, "the best single tool for representative government since the days of the old town hall." Preferred does raise the prospect of cable competition or "overbuilds" in communities that now have just one cable system, he said. But if any cable operator fears competition, he said, he should get out of the business and into the utility or telephone business.

Larrine Holbrooke, an attorney with the Washington firm of Miller & Young, which represents municipalities in their franchise activities, called the decision "an articulate exposition" of an extreme position and said it should "foster a lot of debate in other courtrooms about what is the proper role of the First Amendment in the regulation" of cable television. "No one takes the position that cable operators have no First Amendment rights," she said. The debate is over where those rights begin and where they end, she said.

# Editorials

## Casey at the bat

The discovery that William J. Casey, director of the Central Intelligence Agency, retains ownership of stock in Capital Cities Communications is unlikely to affect Capcities' acquisition of ABC, nor should it. Casey has been intimately associated with Capcities in the past as a member of its board and its counsel. He would have been foolish not to acquire stock in a company that he knew was destined to succeed.

It is, however, worth at least passing notice that Casey's CIA has a complaint against ABC pending at the FCC. Indeed the CIA has been dogged in its insistence that the FCC punish ABC for airing an unconfirmed report that the CIA tried to rig the assassination of a former partner. Rejected in its first attempt at FCC reprisal, the CIA filed a petition for reconsideration clearly signalling an intention to get the network one way or another. Could so unbending and determined an assault be the work of Casey's underlings?

What is the CIA to do about its complaint now that the hated ABC is in prospect of falling into Casey's portfolio? Interesting question. The CIA cannot withdraw its complaint without suggesting that the director's passions can be cooled by fiscal opportunity. It can, however, accept the FCC's second rejection, which is generally predicted, and that would be too bad. As noted here before, a CIA appeal from an adverse FCC decision just might give the courts a chance to correct themselves on the broadcasters' First Amendment rights. Surely no court that had read the Constitution would abide as direct a governmental attack on the editorial process as the CIA has attempted.

Maybe Tom Murphy's business acumen has innocently deprived the Fifth Estate of a court case with a happy ending.

## An offer not to be refused

It is a conciliatory Tim Wirth who presents himself in an interview appearing elsewhere in this issue of BROADCASTING. The chairman of the House Telecommunications Subcommittee wants to make peace with broadcasters, on his own terms, of course, including some that are as unacceptable as ever. Still, he has issued an invitation to negotiate, and it will be declined at the broadcasters' risk of losing more than they might gain.

Wirth's reasons for conciliation are not at issue here, although it must be assumed they are connected with ambitions extending beyond the second district of Colorado, which the 45-year-old Democratic congressman is serving in his sixth term. If the broadcasting establishment is politically astute, it will see what it can do to advance those ambitions—without compromising its basic legislative goals of increased freedom from governmental regulation.

So far the latter objective has been unattainable from a subcommittee headed by Wirth. Indeed the chairman's own recitation of recent history features broadcaster defeats. He is pleased to have "taken care of" the FCC's aborted attempt to repeal or modify its rules preventing television networks from owning financial interests in programs produced by others and from syndicating television shows. He was pleased when the FCC adopted his formula, not its own, to liberalize its seven-seven-seven rule for broadcast station ownership. He will be displeased if the FCC goes through with any plan to weaken the fairness doctrine.

As to the broadcast "deregulation" bill that was finally crafted under his guidance last year, it was unfortunate that broadcasters rejected it. Never mind that the bill would have enlarged instead

of shrinking the government's regulatory role.

Wirth's new kick is program diversity. He wants a partnership of broadcasters and Congress to encourage the development of more and better programming—a co-venture that would be probably the least creative in entertainment history.

But he also wants broadcasters to cooperate in strengthening the noncommercial broadcasting system, and he just may have something there.

He is stopping short of reviving his proposals to tax the commercial system to pay for noncommercial operation. So far he is saying that, somehow, commercial broadcasters can cooperate in finding new funding sources for the noncommercial system to make it a larger part of the American broadcasting experience. If that objective were attained, the commercial broadcasters would have reason to take some credit for the realization of the mission that the noncommercial system was designed to perform, providing the kinds of programming that no realistic observer expects the commercial system to provide.

There is an invitation here for the commercial establishment to take an initiative with benefits to both the public and itself. What is needed is an imaginative acceptance.

## The devil you know

Irony piles upon irony in telecommunications policy these days. As has been clearly evident in the last few years—and particularly since financial interest came to town as an issue to polarize the political process—there has been little love lost between the three major networks and Capitol Hill. Charges of bias and distortion in news broadcasts have become a staple of the *Congressional Record*, and complaints amounting almost to malfeasance have been made against children's and entertainment programming. In short, when the going has gotten tough, the networks have appeared to have few friends at court.

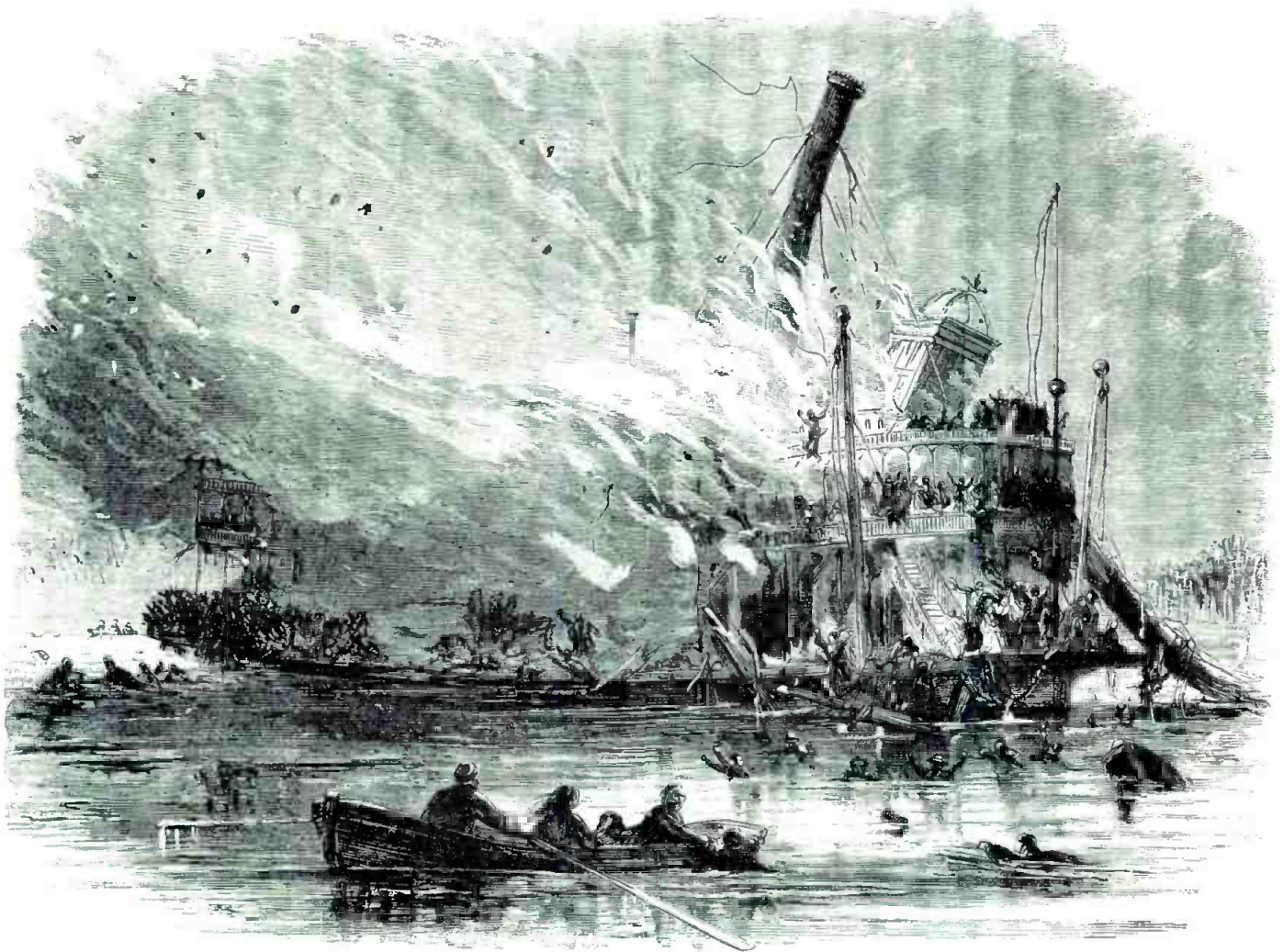
Generally speaking, that situation still obtains. But a new twist has emerged since the threat of unfriendly takeovers has loomed over the Big Three. Suddenly, congressmen are volunteering their concern that the nation's primary information sources might be toppled by individuals with no commitment to journalistic or broadcasting traditions. "We can't let this happen here," it's being said in the halls of the same Congress that was so opposed to financial interest or the original multiple ownership rules.

To some on the Hill, ABC, CBS and NBC are no longer anathema—compared to what those initials might become.



Drawn for BROADCASTING by Jack Schmidt  
 "Don't bother me. I'm working on a proposal to buy RCA."

# When it was sink or swim...



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