

Broadcasting Sep 9

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BLAIR RADIO/BLAIR RAR

FROM THE DESK OF:
JIM HILLIARD

1985 STRATEGIC PLANNER

MARCH

- ✓ RECRUIT CHARLIE COLOMBO FOR BLAIR RADIO. BARBARA CROOKS FOR BLAIR RADIO REPRESENTATION DIVISION.
- ✓ EXPAND RAR'S NY SALES. ADD: STEVE APPEL, CARYN JACOBY.
- ✓ BRING TOM TURNER BACK.

MAY

- ✓ SCOTT LAZARE, VP/GM, BLAIR RADIO, NY
- ✓ KAREN WALD, WEST COAST DIV. VENDOR SALES MGR.
- ✓ FRANK KELLY STARTS SPORTS & SPEC. SLS.
- ✓ RADIO TO SIGN WABY/WWOM, ALBANY.
- ✓ TO BLAIR RADIO, NY: AE'S ROSEMARY ZIMMERMAN & ELISE RANDALL

JULY

- ✓ GREG D'ALBA, NY SALES, BLAIR RADIO.
- ✓ ORDER NATIONWIDE ARBITRON.
- ✓ BRN IMPLEMENTS DIRECT MAIL NEW BUSINESS PRESENTATIONS PROGRAM.
- ✓ REINSTATE QUARTERLY REPORTS
- ✓ ROB KNIGHT, AE, SAN FRANCISCO.

APRIL

- ✓ BLAIR RADIO TO SIGN: WWHO, WWWM, TOLEDO/WGNT, WAMX, HUNTINGTON, W. VA. / KROQ-FM, LOS ANGELES.
- ✓ BOB LION, GM, BRN
- ✓ MARISA KESHIN, AE, NY NETWORK SALES.
- ✓ SUE HAGY, HOUSTON MGR.

JUNE

- ✓ ANNOUNCE BRN & CBS UNWIRED NETWORK DEAL.
- ✓ RAR ADDS KQKT (FM) SEATTLE.
- ✓ GROUP W SIGNS FOR VENDOR SALES PROGRAM.
- ✓ IMPLEMENT MARKETRON SYSTEM.

AUGUST

- ✓ B/2 BRN TOLL-FREE HOTLINE: 1-800-2424-BRN
- ✓ RAR TO SIGN ^{KKCY, SAN FRANCISCO} ^{WBMW, WASHINGTON}
- ✓ SEE CHET TART RE: OCT. FM MUSIC IDEA EXCHANGE, SAN ANTONIO.
- ✓ ~~FOR SEPT.~~ PLAN NRBA MEETINGS & RECEPTION, 9/13.

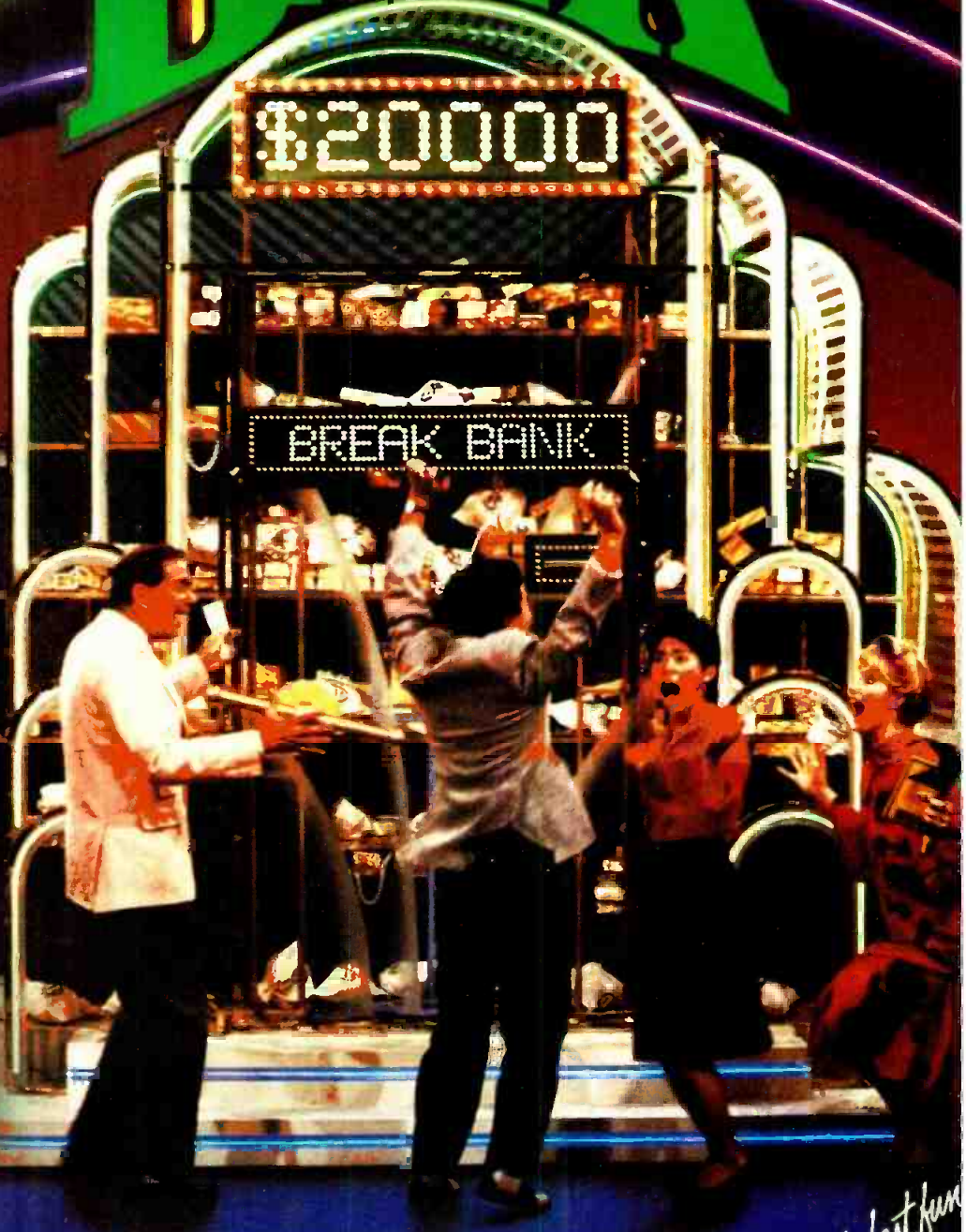


HOST:
GENE RAYBURN

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\$20000

BREAK BANK



SOLD!

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CHICAGO	WLS-TV
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DETROIT	WJBK-TV
CLEVELAND	WJKW-TV
DALLAS	KXTX-TV
HOUSTON	KHTV-TV
MIAMI	WSVN-TV
MINNEAPOLIS-ST. PAUL	KSTP-TV
SEATTLE-TACOMA	KCPQ-TV
ATLANTA	WAGA-TV
TAMPA-ST. PETERSBURG	WTOG-TV
ST. LOUIS	KTVI-TV
SACRAMENTO-STOCKTON	KOVR-TV
HARTFORD-NEW HAVEN	WVIT-TV
SAN DIEGO	KCST-TV
MILWAUKEE	WITI-TV
NASHVILLE	WTVF-TV
CHARLOTTE	WPCQ-TV
GREENVILLE-SPARTANBURG- ASHEVILLE	WAXA-TV
LOUISVILLE	WLKY-TV
DAYTON	WDTN-TV
ALBANY, NY	WRGB-TV
ALBUQUERQUE	KOB-TV
JACKSONVILLE	WJKS-TV
WEST PALM BEACH	WPEC-TV
DES MOINES	WHO-TV
ROCHESTER	WOKR-TV
CHATTANOOGA	WTVG-TV
TUCSON	KVOA-TV
SPRINGFIELD, MA	WWLP-TV
GREENVILLE-NEW BERN- WASHINGTON	WCTI-TV
LAS VEGAS	KTNV-TV
FARGO	KVNJ-TV
RENO	KOLO-TV
LUBBOCK	KLBK-TV
MEDFORD	KOBI-TV
UTICA	WUTR-TV
SALEM, OR	KECH-TV
EL CENTRO-YUMA	KEYY-TV
CASPER	KXWY-TV
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Source: Arbitron Spring 1985, Persons 12+, TSA Cume, 6am-Mid Mon-Sun

THE CBS-FM GROUP

THE BIGGEST THE BEST

Broadcasting Sep 9

RMPC in Dallas □ RTNDA in Nashville “At Large” with Larry King Deadlock at Space WARC

TOP 500 □ BROADCASTING's survey of the top 10 radio stations in the top 50 markets finds adult contemporary the most popular format. **PAGE 35.**

GENEVA DISACCORD □ Representatives at Space WARC in Geneva hit snag on fixed satellite service planning. **PAGE 40.**

NEXT COURSE □ NAB says it will take its must carry appeal to the Supreme Court. **PAGE 38.**

RADIO SHOW □ The NAB-NRBA joint Radio '85 Management and Programming Convention gets under way in Dallas Convention Center this week. Some 7,000 are expected for the show which is packed with sessions on everything from “pornographic” rock lyrics to improving management techniques. **PAGE 46.** The agenda appears on **PAGES 50-58**, a rundown of the hospitality suites begins on **PAGE 61** and a list of exhibitors runs from **PAGES 62-69.**

NEWS SHOW □ Officials of the Radio-Television News Directors Association expect record crowds for its convention at the Opryland hotel in Nashville. Dan Rather, Peter Jennings and Jane Pauley among those scheduled to speak. **PAGE 70.** The agenda appears on **PAGES 72-78**, while a list of exhibitors runs from **PAGE 78 to 88.**

KING OF THE MIDNIGHT HOUR □ Larry King has become one of the premiere practitioners of the

live radio interview. On the eve of the joint radio convention at which King will receive the industry's “Radio Award,” BROADCASTING talked with the Mutual Broadcasting talk show host on the dynamics of the live broadcast interview. **PAGE 90.**

LIVE COMEBACK □ This past year has seen a resurgence in the number of live radio shows, including entertainment and baseball programs. **PAGE 96.**

YEAR-ROUND PUSH □ Affiliate boards of the three broadcast networks working to have prime time season extended, possibly to full year. **PAGE 98.**

FREE ADVICE □ Children's program producers are calling in experts for consultation on direction of animated programming. **PAGE 100.**

MOVING UP □ Number of television stations broadcasting in stereo continues to climb with more planning move. **PAGE 117.**

ON THE HILL AGENDA □ Radio and TV coverage of the Senate, political advertising and “pornographic” rock music lyrics on fall congressional schedule. **PAGE 119.**

NEWSMAN LAUREATE □ CBS correspondent and resident poet Charles Osgood has made a distinctive mark on both radio and television news. **PAGE 143.**

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Television



For sale

Word is circulating that Gannett has already decided which properties it will divest in aftermath of \$717-million Evening News Association (ENA) purchase. If speculation is true, auction is in store for both WALA-TV Mobile, Ala., and KOLD-TV Tucson, Ariz., because Gannett already owns newspapers in those markets. Furthermore Gannett has reportedly decided to keep its Oklahoma City ABC affiliate, KOCO-TV, and sell ENA's co-located NBC affiliate, KTVY(TV). No one has ever questioned that Gannett intends to sell its Detroit radio stations, WCZY-AM-FM and ENA's co-located properties WWJ(AM)-WJOL(FM), so that it can keep *The Detroit News*, which would become largest newspaper property in Gannett's chain, excluding *USA Today*.

Possible choices of Gannett could not be confirmed with either company or with Shearson Lehman Brothers, Gannett's investment banker on ENA purchase. One knowledgeable source estimated value of WALA-TV at \$30 million to \$35 million; KOLD-TV at \$35 million to \$40 million, and KTVY(TV) at \$65 million. Detroit AM's-FM's were estimated by one station broker at about \$15 million each.

Back to drawing board

Controversial plan for "super" radio trade association—to pull together functions now performed by number of different groups—is undergoing intensive review by National Radio Broadcasters Association, whose executive committee authored idea (BROADCASTING, Aug. 5). NRBA board of directors is scheduled to review proposal at meeting Tuesday (Sept. 10) in Dallas, prior to second annual Radio Management and Programing Convention, and indications are executive committee will withdraw original resolution and substitute another stating same objective but in way committee hopes will produce less resistance than original proposal aroused. NRBA leadership appears still singed by firestorms touched off by original super radio idea, hopes to avoid fanning flames.

Sky hash

CBS-TV has chosen scrambling system for satellite feeds to network affiliates. Selection won't be officially announced until later this month, but word is encryption technology will be of normal NTSC form, and not based on either analog component signal like Scientific-

Atlanta's B-MAC, or B-NTSC with digital audio such as developed by M/A-Com. Roll-out of CBS scrambling system, designed exclusively for internal distribution, will likely mesh with installation of station satellite dishes, now on-line at 92 affiliates and scheduled for remainder by late 1986 or early 1987.

Going public

Association of Independent Television Stations is working on plans to air television spots on must-carry issue. First spots would urge public to call local cable operators to demand they continue carriage of local stations. INTV is talking to large group operators of independents and network affiliates. National Association of Broadcasters is considering joining INTV in campaign.

Mr. Chairmen

FCC Chairman Mark Fowler will be wearing hats of three chairmen as of Sept. 12. That's day Loren Smith, who has been appointed judge to U.S. Claims Court, steps down as chairman of Administrative Conference of U.S., independent agency that recommends improvements in federal administrative and legal procedures. Fowler, who is currently vice chairman of conference, will serve as acting chairman, pending confirmation of Marshall J. Breger, now special assistant for public liaison to President Reagan, who has been nominated as permanent chairman. Fowler also is slated to become chairman of Council of Independent Regulatory Agencies, informal group consisting of chairmen of 14 major independent regulatory agencies, another organization Smith had chaired.

Good and bad

After several years of audience declines for televised games of National Football League, network and league officials alike are hoping ratings of this year's preseason games are indication of trend's reversal. Nine preseason games aired by three networks (three each) averaged 9.5 rating, up 28% from last year's preseason. Current NFL rights contract has two more seasons to run. Sources say league intends to wait until last possible moment—after 1986 season—before sitting down to negotiate next pact.

While networks are hoping for best, NBC for one, sources say, doesn't expect to get off to fast start. It was scheduled to

air first doubleheader of season yesterday (Sept 8). Because of blackout, sellout and related rules, regional games in 1 p.m.-to-4 p.m. slot were to be blacked out of 11 markets covering at least 25% of country and including top-three markets, New York, Los Angeles, and Chicago. Game two was slotted against men's finals of U.S. Open tennis match covered by CBS, always tough competition.

RFE/RL candidate

Search committee seeking candidate for post as president of Radio Free Europe/Radio Liberty is scheduled to meet on Sept. 9. One leading prospect reportedly on committee's list is former U.S. ambassador to Moscow, Malcolm Toon. Present occupant of RFE/RL post is former Senator James Buckley (R-N.Y.) He is due to be named chairman of parent Board for International Broadcasting, replacing Frank Shakespeare, now ambassador to Portugal.

Tit for tat

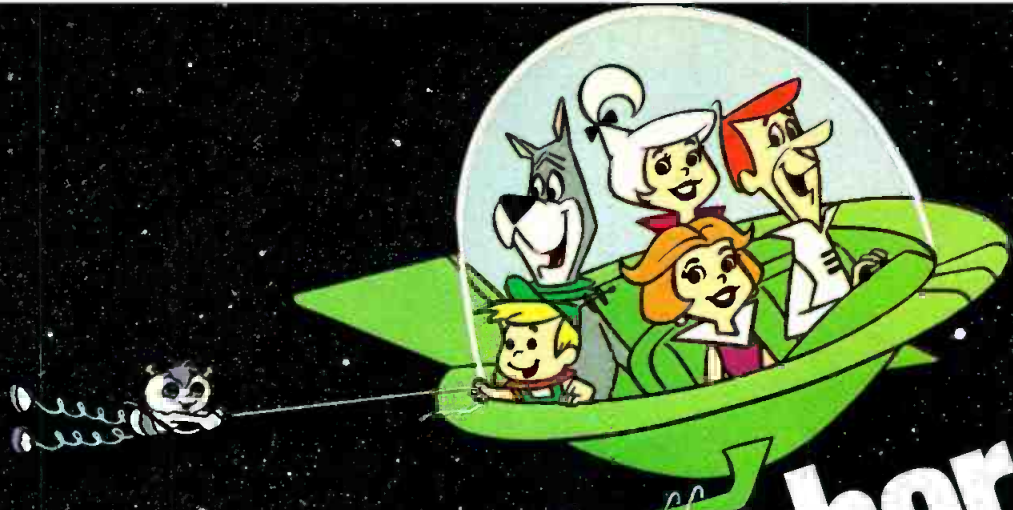
Group W Radio is expected to announce this week sale of talk-formatted WIND(AM) Chicago to Spanish-language broadcaster, Tichenor Media System, for nearly \$7 million. Station has been on and off block for past two years. New transaction will not be first between parties. Last year, Group W purchased KQXT(FM) San Antonio, Tex., from Tichenor for \$6 million (BROADCASTING, July 23, 1984).

Hunt for players

Chris Vizaz of Orion Satellite Corp. showed up in Geneva at Space WARC last week wearing badge identifying him as observer. But WARC was not his principal reason for visit to Europe, although he was particularly interested in work of conference on proposal to afford Intelsat and other multinational organizations preferential treatment. (That issue is yet to be resolved.) His object, he said, was to line up foreign correspondents for Orion as preliminary to coordinating international service with Intelsat.

Helping stations

ABC-TV plans to establish sales advisory service for network's television affiliates. Service will be structured along same lines as existing news advisory service, comprising news executives at various levels of network who periodically visit affiliates, at stations' request, acting in effect as consultants.



**From Hanna-Barbera-A
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SELLING FAST FOR FALL '85 START

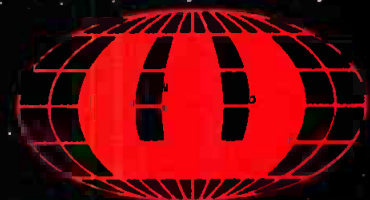
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HBO satisfaction

Home Box Office reported last week that new research shows its subscriber usage and attitudes are at all-time high levels. Bob Maxwell, research vice president, said Nielsen overnight meter data for HBO homes showed HBO's average weekly reach in July rose to 86.8%, the highest since Nielsen began recording the statistic in January 1982.

"This is an important indicator," Maxwell said, "because regular subscriber usage of HBO is actually more significant to us than gross ratings and share. We are in the business of keeping our customers satisfied, not delivering an audience to an advertiser."

Research on subscriber attitudes, based on Nielsen custom pay TV diaries, showed that in June, for the second month in a row, the number of HBO customers "very likely" to continue to subscribe "was at the highest level ever," Maxwell said. He also said the percentage rating the service as "excellent" or "very good" was second only to the May 1985 figure. "These attitudinal surveys are very encouraging and indicate the positive impact our 'All Star Summer' campaign and our new on-air promotions have had," Maxwell said.

Family search

Showtime is launching a nationwide search for four talented young people to serve as hosts for the pay service's *Familytime* programming block. The search includes a 10-city road tour, starting this month, during which Showtime cameras will tape auditions at local malls. Entrants, who must be between 6 and 14 years of age and must never have been paid for a performance, may also compete by auditioning at a participating cable system or by writing to Showtime for the contest's rules. Dec. 31, 1985, is the deadline for entries.

Showtime said the four winners will be selected from 50 state winners during the first quarter of 1986. Each will host a week of *Familytime*. They will be flown to New York with their parents to tape their segments for future presentation.

Showtime is also running an art contest in which children who are in kindergarten through 12th grade, and whose immediate families are Showtime subscribers, illustrate "what *Familytime* means to me." The grand prize winner will receive \$2,500 and two Apple computers, one for the winner and one for the winner's school, and the

winning art work will be used as the design for Showtime's *Familytime* poster, to be seen on the program. Copies will also be sent to more than 3,000 Showtime affiliates. Three runners-up will receive art sets valued at about \$250. Deadline for entries: Dec. 26, 1985.

The long arm of CNN

CNN is making preparations for the opening of a news bureau in Frankfurt, West Germany—its 18th worldwide. According to a CNN spokeswoman, the bureau will be staffed by six journalists led by Will King, who has spent five years with CNN, most recently as the editorial tape supervisor. Prior to joining CNN, she said, King was a news writer and producer at WHBQ-TV Memphis. King arrived in Frankfurt last week to begin hiring and putting the facility together, she said.

The Frankfurt operation will be the second foreign bureau to be opened by CNN this year. The Nairobi, Kenya, bureau was the first last April. CNN's other foreign bureaus are in London, Rome, Moscow, Cairo, Tokyo, Beirut and Jerusalem.

On the domestic side, CNN's Los Angeles

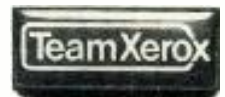


Six things you shouldn't hear at the office:

1. "Deal me in."
2. "We'll just add it to the expense account."
3. "Let's end this coffee break, it's time for lunch."
4. "Alright, who phoned Mozambique 7 times?"
5. "It's o.k., the boss is on jury duty."
6. "Will you Xerox these memos, please?"

Actually, it's the last statement of the list we're most interested in. You see, whoever used that phrase used our name incorrectly. The Xerox trademark is not a verb. So you can't "Xerox a memo." But you certainly can copy a memo on your Xerox copier.

In fact, we wish you would make a copy of *this* message and use it to remind your office friends not to say things they shouldn't.... At least as far as Xerox is concerned.



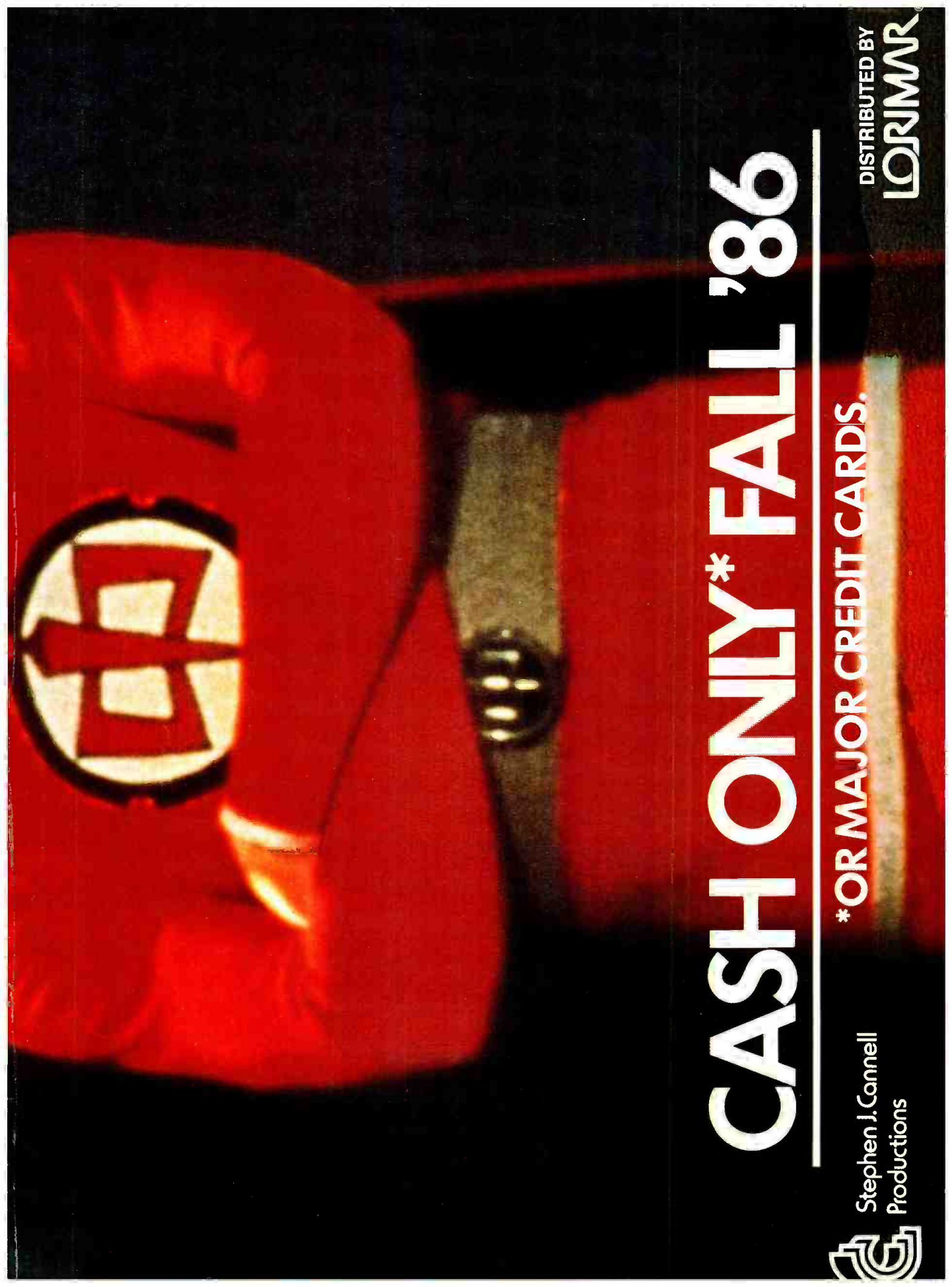
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just completed a two-block move to larger facilities at 6430 Sunset Boulevard. The bureau, which is responsible for covering the Southwest and Mexico, has a staff of 50, including six correspondents. Robert Weiner is the bureau chief.

Also, the Washington bureau is getting ready to move from its current quarters in upper Georgetown to Capitol Hill at 111 Massachusetts Avenue, N.W. According to the CNN spokeswoman, the bureau will begin contributing its news cut-in from the new facility on Nov. 1. The entire operation is expected to be in place by the end of the year.

Both sides now

The Cable Communications Policy Act of 1984, which dramatically changed the rules of municipal regulation of cable, will be the principal topic at the fifth annual conference of the National Association of Telecommunications Officers and Advisers, Sept. 29-Oct. 2 at the Park Terrace Airport Hilton in St. Louis.

James McKinney, chief of the FCC's Mass Media Bureau, is the scheduled keynote speaker. According to NATOA, he'll talk about the FCC's role in implementing certain provisions of the new law.

The cable industry will be well represented. Expected to be on hand: Bill Daniels, Daniels & Associates; Trygve Myhren, American Television and Communications; Bob Nagel, Daniels; Kathryn Creech, Council for Cable Information.

Some 300 municipal regulators are expected to attend.

Steal this program

As if they needed any, *Washington Post* columnist Tom Shales gave cable TV pirates some rationale for ripping off local cable systems. "When one compares the reality of Cable 1985 with the sky-pie promises of yesterday, one sees a hungry fat frog that started out as a public-spirited prince," he wrote in a column that appeared in the *Post* last Wednesday. "While never one to encourage lawbreaking, I cannot for the life of me imagine a more defensible crime than putting one over on the pikers who run cable TV. Putting one over on them should come under the heading of justifiable revenge.

"Cable TV is an act on which a great deal of cleaning up needs to be done," he concluded. "Until that occurs, it's hard not to regard cable TV pirates as the guerilla fighters of the video revolution."

The column raised the hackles of some in the cable industry. National Cable Television Association President Jim Mooney fired off a letter to the *Post*, calling the column "long on vitriol, short on elementary fairness" and "a new low in journalistic irresponsibility."

At Showtime/The Movie Channel Inc., spokeswoman Marilyn Sollar said, "The article could undermine the fine and extensive public relations campaign that our company and others have undertaken to educate the public that stealing cable is a crime."

Shales's employer, the Washington Post Co., is set to become a major cable operator, having signed an agreement three weeks ago to purchase 53 cable systems serving 350,000 homes from Capital Cities Communications for \$350 million.

Before the sale

Group W Cable said it has signed Donnelley Marketing, a division of Dun & Bradstreet, to provide database management support for all Group W Cable systems. It said Donnelley will help the systems in cleaning and evaluating their homes-passed files and will establish demographic segmentation lists for direct mail, direct sales and telemarketing efforts.

For Group W Cable's fall quarter promotion campaign, for instance, Donnelley was said to be helping to create a system-wide, homes-passed list to be used in efforts involving more than three million direct-mail pieces, followed by direct sales and telemarketing programs, plus newspaper, radio and television ads. Current customers are also being segmented demographically for a telemarketing campaign focusing on existing customers considered most likely to subscribe to a pay service.

"In the long run we believe the more we know about our customers, the better we can attract them with the right message and approach and provide the service that best fits their needs," said Margaret Richebourg, Group W Cable vice president for sales and marketing.

Group W Cable is a subsidiary of Westinghouse Broadcasting and Cable. Its 140 cable systems, which serve 2.1 million subscribers, are being put on the market for sale as a group by Westinghouse Electric Corp., parent company of WB&C (BROADCASTING, Sept. 2.)

Interconnect directory

Cabletelevision Advertising Bureau's fourth annual edition of "Cable Rep/Interconnect Directory" is now available to help advertisers and advertising agencies in buying local cable advertising time. CAB said the updated, 154-page directory profiles all interconnects and rep firms currently in operation (55 interconnects, up from 38 last year; 51 rep firms, up from 46).

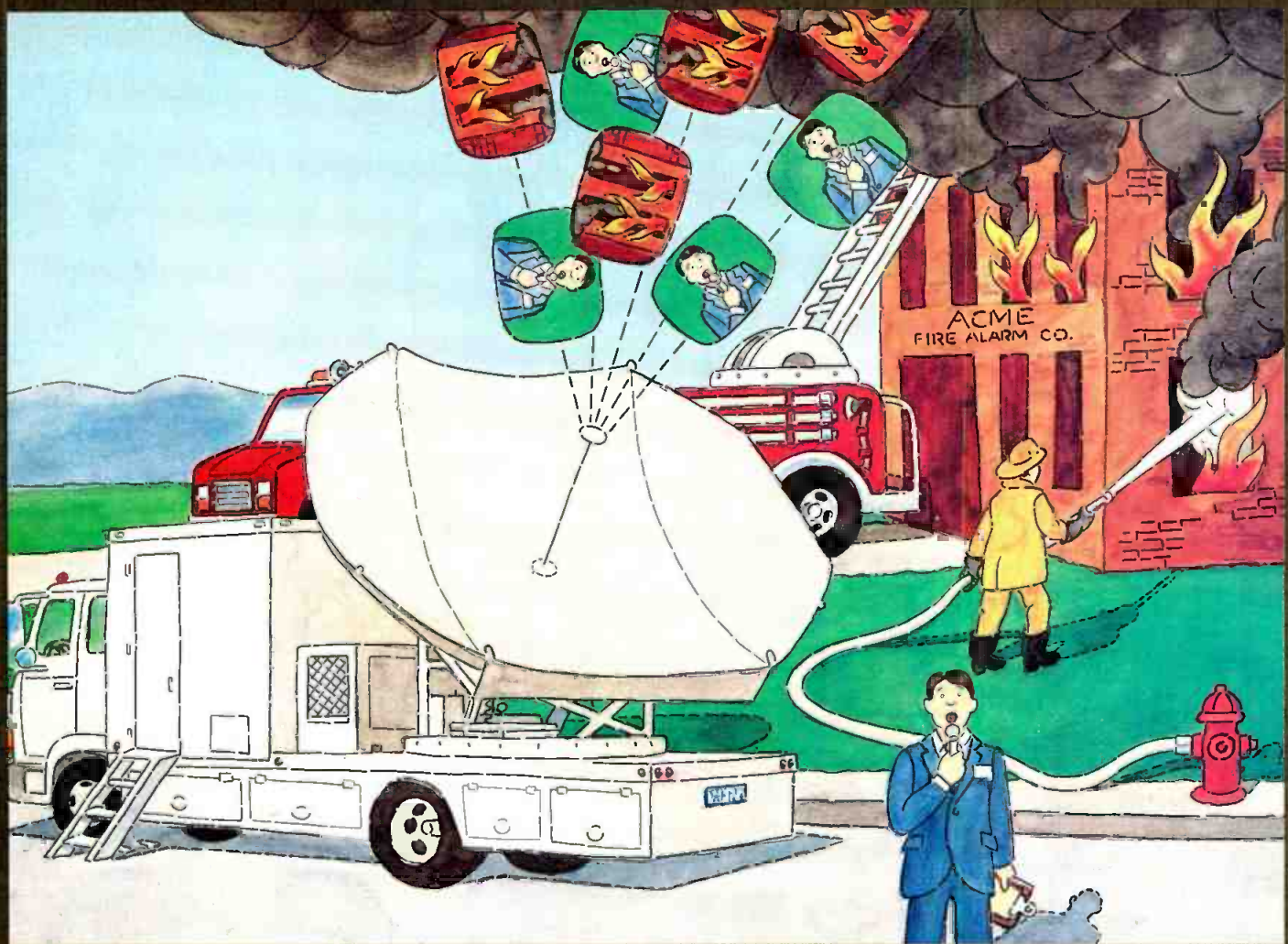
Interconnect listings include current and projected subscriber counts, advertising-supported program availabilities, distribution methods, participating systems, the markets served and key personnel. Rep firm listings include systems represented, advertising-supported program availabilities, subscriber counts, markets served and contacts.

"The ongoing growth of local advertising sales yields a concurrent increase in the number of interconnects and rep firms selling time," said Robert Alter, CAB president and chief executive.

The 1985-86 directory is available to CAB members at \$15 a copy (\$25 for non-members) from CAB, 767 Third Ave., New York 10017.

Product purchase

Cable AdNet Inc., Philadelphia, has been named by American Television and Communications to serve as the advertising management team for three ATC interconnects in North Carolina, located in Charlotte, Fayetteville and Raleigh-Durham. AdNet said it will provide individual sales forces to sell cable advertising on the various satellite networks as well as handle commercial production and insertions for the interconnects. Together, the three were said to be serving 200,000 subscribers.



How to set up a live hookup without the usual hangups

"Film at 11" isn't fast enough

From the Capitol beat to the county seat, GTE Spacenet's News ExpressSM service brings on-the-spot coverage to television news—live.

News Express—for news that can't wait

Specially-equipped mobile units relay a satellite signal directly to your station—for live remotes from virtually anywhere. For wider versatility, a "fly away" antenna can be easily crated and flown to where the news is breaking.

And best of all, Spacenet's exclusive News Express service allows direct telephone contact, via satellite, between your station and the remote crew—even when they're nowhere near a phone booth.

Occasional use service for more than the news

Even if you're not in the news biz, SpacenetSM occasional use service offers the widest choice of satellite communications capability to suit your needs—at competitive rates.

We're flexible. For instance, our transponder service enables you to order time in increments as short as 15 minutes, or up to 24 hours a day. The latest C-band and Ku-band technology is available for 50-state coverage.

And our commitment to high quality service means—whether you're a burgeoning business or a booming broadcaster—you'll find us ready to meet your data, voice and video needs.

It's all good news

Taking advantage of the latest communications technology is easier than you think.

Don't delay. Call GTE, the communications company that's been pioneering quality solutions for almost 60 years. Contact our Marketing Department, GTE Spacenet, 1700 Old Meadow Road, McLean, Virginia 22102.

GTE Spacenet: Getting down to business

**(703) 790-7700
Marketing Dept.**

GTE Spacenet

FIRST.



- First.** The NEWSFEED Network.
- First.** Live newscast coverage of LIVE AID, the biggest concert ever.
- First.** Breaking news, weather, sports, request coverage, Washington reports and multi-part series.
- First.** For news stations that want to win!

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212/307-3218

AGAIN.



First. The NEWSFEED Network.

First. Live coverage of Delta Flight 191 from Dallas.

First. Special FLASHFEEDS with pictures viewers expect from a news leader.

First. For news stations that want to win!

THE
NEWSFEED
NETWORK

Business Briefly

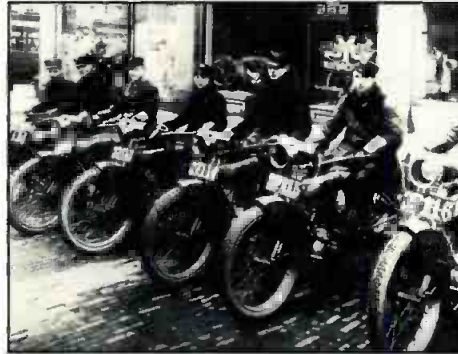
TV ONLY

Certi-Fresh Foods Inc. □ Company will introduce what it claims is "first frozen fish nugget" in 10-week, \$650,000 test campaign in Los Angeles area, which will be followed by national rollout to other markets. TV commercials will be placed in daytime, fringe and prime slots. Target: women, 25-49. Agency: Admarketing, Los Angeles.

Wilkinson Sword □ Retractor razor will be spotlighted in nine-week flight to begin this week in Pittsburgh, Syracuse, N.Y., and Richmond, Va. Commercials will be placed in fringe and sports periods. Target: men and adults, 18-49. Agency: Burton-Campbell, Atlanta.

American Egg Board □ Campaign citing benefits of eggs will begin in late September for 14 weeks in about 20 markets. Commercials will appear in special programs, including sports and entertainment. Target: adults, 21-64. Agency: Campbell-Mithun, Chicago.

United Parcel Service □ Campaign for its overnight air delivery service started last week for four weeks, takes hiatus for one week and resumes for three more weeks in major markets throughout U.S.



Cable networks also will be used. Commercials will be slanted toward upscale, management-oriented adults and will be carried in news and special programs. Agency: Ammirati & Puris, New York.

FDL Foods □ Campaign to promote various products will kick off in early October for four to six weeks in about 17 Midwestern markets. Commercials will appear in daytime and fringe periods. Target: women, 25-54. Agency: Grant/Jacoby Inc., Chicago.

RADIO ONLY

E. J. Brach & Son □ Candy firm will launch one-week flight in mid-September in eight markets in Midwest. Commercials will be placed in all dayparts. Target: women, 25-49. Agency: BBDM/Cunningham & Walsh, New York.

Ford Authorized Remanufacture Co. □ Ford parts will be spotlighted in two-week flight starting Sept. 16 in 34 markets, including Pittsburgh, Des Moines, Iowa, and Fort Lauderdale, Fla. Commercials will be placed in all periods during weekdays and weekends. Target: men, 25 and older. Agency:

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

WORLD SERIES, UNFORGETTABLE MOMENTS—AP remembers the most exciting moments in World Series history—the game-winning homers, the shut-outs, the miracle comebacks and more. Series runs in advance September 28 and one-minute scripts move one per weekday—the week of October 7.

LONG SHOTS, JUMP SHOTS AND BIG SHOTS—AP previews the the NBA action in October. Check out the fast breaks and slam dunks in this five-part series of one-minute capsules. Series runs in advance October 12 and moves again the week of October 21.

THE BIG MEN ON CAMPUS—AP previews the upcoming college basketball season by taking a close look at the traditional power houses, as well as the long shots. Find out who's got the jump in this year's race for the final four. Series runs in advance November 9 and moves again the week of November 18.

AIRCHECK: AP RADIO NETWORK

TO YOUR HEALTH—Get your minimum daily requirement of health and fitness news in our series entitled, Health and Medicine. 90-second shows feature updates on health care research, plus advice on everything from headaches to fallen arches. Get your daily dose Monday-Friday 10:32 a.m. ET.

CHIP TALK—Monday-Friday—Computers play a central role in everyone's lives and Dave Ross explains this fascinating high-tech world in his daily feature "Chip Talk." Features are 90 seconds each.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

WFCT-TV Fayetteville, N.C.: To Adam Young Inc. (no previous rep).

□

KFDA-TV Amarillo, Tex.: To Petry Television from Avery-Knodel.

□

KSWO-TV Lawton, Okla.: To Petry Television from Avery-Knodel.

□

WTGS(TV) Hardeeville, S.C.: To Petry Television (no previous rep).

□

KPOL-TV Tucson, Ariz.; WBSF-TV Ocala, Fla., and WGTU-TV Traverse City, Fla.: To Adam Young Inc. from Avery-Knodel.

□

KAIL-TV Fresno, Calif.: To Adam Young Inc. from A.I.R. Sales.

□

WIS(FM) Key West, Fla., and KNZS(AM) Pittsburg, Kan.: To Jack Masla & Co. (no previous rep).

□

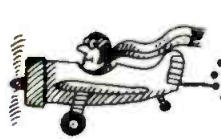
WZZM(FM) Wheeling, W. Va.: To Jack Masla & Co. from Katz Radio.

□

WRWA(AM)-WRFY(FM) Reading, Pa.: To Torbet Radio from Hillier, Newmark, Wechsler & Howard.

□

KXZZ(AM)-KBIU(FM) Lake Charles, La.: To Katz Radio from Weiss & Powell.



THANKS

- 350 stations
- 15 weeks
- Millions of memories

The Spirit of
Summer

Thanks to this success...
the "Spirit" will return in 1986.

SILVER



SPOONS

AVAILABLE NOW
FOR FALL 1987
116 HALF HOURS



DISTRIBUTION EXCLUSIVELY THROUGH  **EMBASSY** TELECOMMUNICATIONS

1901 AVENUE OF THE STARS, LOS ANGELES, CA 90067 (213) 553-3600 © 1985 EMBASSY TELECOMMUNICATIONS

Smith-Winchester, Southfield, Mich.

First Interstate Bank □ Two-week flight is set to kick off in late September in 14 markets in state of Washington. Commercials will be presented in all time periods. Target: adults, 25-34. Agency: Stimpson & Associates, Seattle.

RADIO AND TV

Klondike Ice Cream □ Four-week flight is scheduled to appear on television and radio in 15 to 20 markets, starting in mid-September. Commercials will be placed in daytime, fringe, prime and special programs on television and in all dayparts on radio. Target: women, 25-54.

Agency: William B. Doner, Baltimore.

Safeway Stores □ Company will begin 17-week flight in mid-September in 15 radio markets and three television markets in Southeast Texas and in Louisiana. Commercials will run in all time periods. Target: women, 25-49. Agency: Taylor, Brown & Barnhill, Houston.

Alpha Beta □ Supermarket chain in California plans fourth quarter campaign in seven television and 18 radio markets of varying flight lengths during period. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Bozell & Jacobs, Los Angeles.

AdVantage

Blair Radio's figures. Blair Radio's analysis of business opportunities for first half of 1985 shows that 25-54 demographic represented 38.3% of requests, up from 37.2% in first six months of 1984. In second place was 18-49, with 15.2%, followed by 18-34, 14.7%. Largest gain was made by 25-49 group, which jumped to 14.3% of requests.

Moving in. Chicago office of Benton & Bowles has moved to 200 East Randolph, 60601, resulting from impending merger of B&B with D'Arcy MacManus Masius. DMM is already located at that address. Agencies announced their plans to consolidate last June 24, with merger expected to be completed by Nov. 1. Telephone in Chicago is (312) 861-5000. Billings in Chicago for D'Arcy MacManus Benton & Bowles are expected to reach \$160 million in 1985.

LEARN TO SELL TV TIME FROM THE MAN WHO TAUGHT REPRESENTATIVES OF WPIX, WNEV, KWGN, WDVM, KTVU AND WTXX.

There are 1,149 TV stations across this country. Selling their air-time is a career that's wide open.

But to learn the business you had to be in the business. Until now.

Now, Martin Antonelli, who trains representatives for some of the industry's leading TV time-sales firms and TV stations, and who helps experienced sales professionals sharpen their techniques, is offering his program to you.

In this intensive, individualized program you'll become a TV sales professional. You'll learn to speak the language of TV sales and how to evaluate programs, stations and

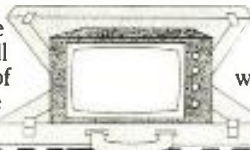
markets. You'll understand the role of news, movies, specials, sports and cable.

You'll learn how to maximize your revenue by using your total inventory of shows, how to present to ad agencies, and how to create a package of shows. And you'll learn how to close the sale.

The program works. Former students now successfully sell time for firms like TeleRep, Blair, Seltel, LBS, Katz and MMT. Plus dozens of major stations all across the country.

To learn how you might work in TV time-sales, call or write for more information.

But do it today because new classes are starting soon.



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Vincent M. Dittingo, senior editor: radio.

John Lippman, assistant editor.

Geoff Folsie, staff writer.

Scott Barrett, editorial assistant.

Marie Leonard, June Chauhan,
advertising assistants.

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

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Founded 1931. Broadcasting-Telesharing * 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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The Broadcast Engineer works with time-line responsibilities few of us will ever experience. He knows that equipment problems can wreck production schedules.

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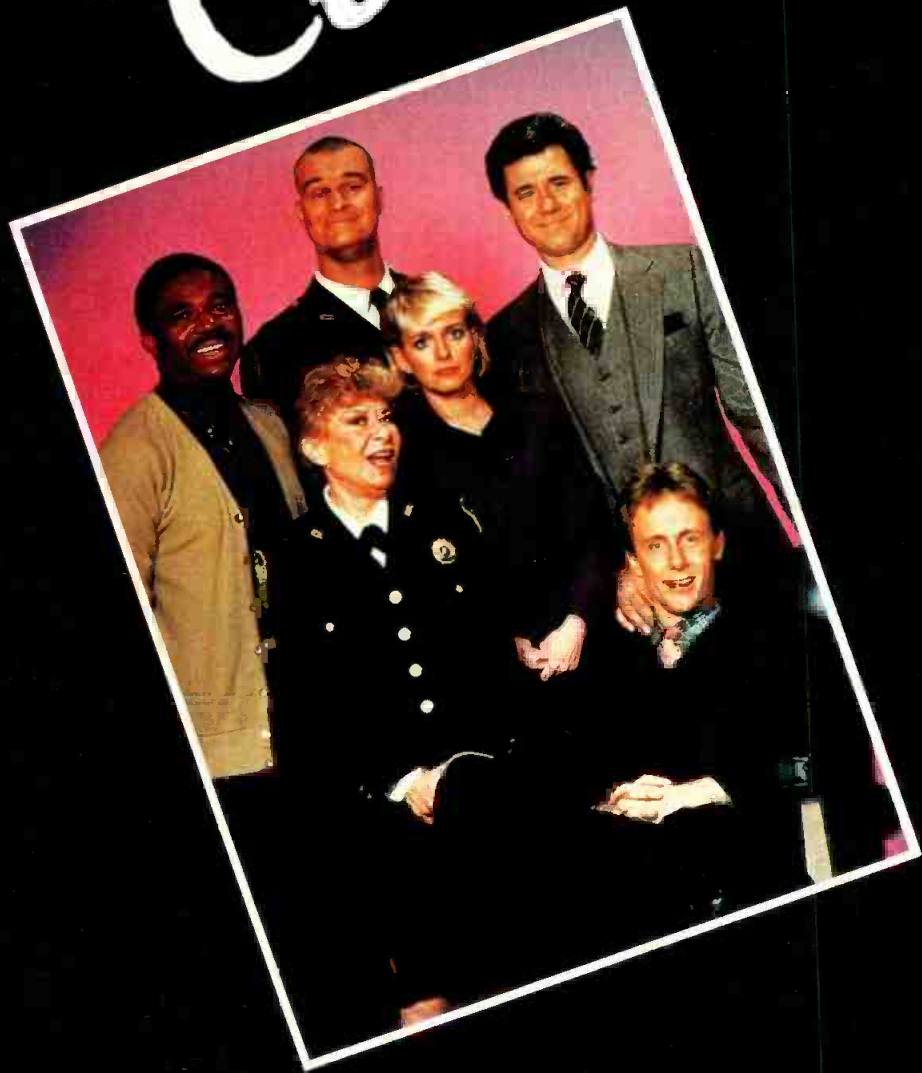
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OTARI®



Everyone's Wild About Harry!

Night Court





This week

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

Sept. 9—Deadline for entries in 28th annual *International Film & TV Festival of New York* awards competition. Information: (914) 238-4481.

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

Sept. 9-12—Co-op conference, sponsored by *Advertising Checking Bureau*. Americana Great Gorge Resort, McAfee, N.J.

■ **Sept. 10**—*National Radio Broadcasters Association* board meeting. Loews Anatole, Dallas.

Sept. 10—*Cabletelevision Advertising Bureau* local advertising sales workshop. Hyatt Regency, Minneapolis.

Sept. 10—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington. Information: (703) 644-3013.

Sept. 10—*American Women in Radio and Television, Southern California chapter*, preview of fall television programs. Beverly Hills hotel, Los Angeles.

Sept. 10—*Media Institute* luncheon. Speaker: Arnaud de Borchgrave, editor-in-chief, *Washington Times*. Cosmos Club, Washington.

■ **Sept. 10**—Deadline for entries in 8th annual Tokyo Video Festival, sponsored by *JVC Co. of America*. Information: George Meyer, JVC. (201) 794-3900.

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

Sept. 11—"Research: The Hidden Key to Success," panel in series sponsored by *Washington chapter, American Women in Radio and Television*, called "Women at the Top." National Association of Broadcast-

■ Indicates new entry

ers, Washington.

Sept. 11-14—*Radio-Television News Directors Association* annual convention. Awards banquet speaker: CBS's Dan Rather. Keynote speaker: ABC's Peter Jennings. Opryland hotel, Nashville.

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

Sept. 12—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton International at O'Hare, Chicago.

Sept. 12—*Society of Motion Picture and Television Engineers* meeting of committee on video recording and reproduction technology. 3M Co., St. Paul.

Sept. 13—Deadline for applications in *American Film Institute's* independent filmmaker program. Information: (213) 856-7679.

Sept. 13—Deadline for independent, or nonstation, entries in New York area Emmy awards, sponsored by *New York chapter, National Academy of Television Arts and Sciences*. Information: (212) 765-2450.

Sept. 13-14—Rocky Mountain Film and Video Expo '85, project of *Colorado Film and Video Association*. Regency hotel, Denver. Information: (303) 837-8603.

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

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

Also in September

Sept. 15-17—*National Religious Broadcasters Association*

Western regional meeting. Los Angeles Marriott, Los Angeles.

Sept. 16—Comment deadline on *FCC's* AM technical rules. FCC, Washington.

Sept. 17—Presentation of second annual Cable Awards for Programming Excellence of *Cable Television Network of New Jersey*. Bally's Park Place, Atlantic City, N.J.

Sept. 17—*Cabletelevision Advertising Bureau* local advertising sales workshop. Sheraton Inn, Portland Airport, Portland, Ore.

Sept. 17-18—*Society of Broadcast Engineers* Tri-State convention, hosted by SBE chapters from Indiana, Ohio and Kentucky. Cincinnati Marriott hotel, Cincinnati.

Sept. 17-20—*Telocator Network of America* annual convention and exposition. Speakers include Congressmen Al Swift (D-Wash.) and Matthew Rinaldo (R-N.J.). MGM Grand hotel, Las Vegas. Information: (202) 467-4770.

Sept. 18—*Southern California Cable Association* meeting. Speaker: Neil Austrian, chairman and chief executive officer, Showtime/The Movie Channel. Marina del Rey Marriott, Marina del Rey, Calif.

Sept. 18—"Freedom of the Press Today," commemorating John Peter Zenger, lecture in series, "Focus on the First Amendment," sponsored by *National Archives Volunteers, Constitution Study Group*. Lecturer: Floyd Abrams, partner, Cahill Gordon & Reindel, and lecturer, Columbia University Law School. National Archives Building, Washington.

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

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

Sept. 18-21—Sixth *Midwest Radio Theater Workshop*, sponsored by noncommercial KOPN(FM) Columbia.

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.

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

Sept. 11-14—"Radio '85: Management and Programming Convention," second annual conference jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

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

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

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

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 11-13, 1987, Atlanta Marriott, Atlanta.

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.

Major Meetings

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

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

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

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

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

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Association* combined annual convention. Dallas Convention Center. Future convention: May 17-20, 1987, Las Vegas.

April 13-16, 1986—*National Association of Broadcasters* 64th annual convention. Dallas Convention Center, Dallas. Future conventions: Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

■ **April 13-17, 1986**—*National Public Radio* annual convention. Town and Country hotel, San Diego.

■ **April 27-30, 1986**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Washington.

April 27-30, 1986—*Broadcast Financial Manage-*

ment Association/Broadcast Credit Association 26th annual conference. Century Plaza, Los Angeles. Future conference: April 26-29, 1987, Marriott Copley Place, Boston.

April 28-29, 1986—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

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

May 18-21, 1986—*CBS-TV* annual affiliates meeting. Century Plaza hotel, Los Angeles.

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

■ **June 3-6, 1986**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 8-11, 1986—*NBC-TV* annual affiliates meeting. Hyatt Regency, Maui, Hawaii.

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

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

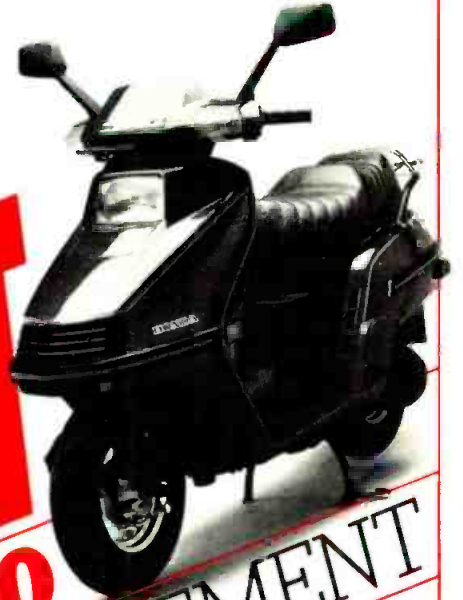
June 19-22, 1986—*NATPE International* second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 757-7232.

■ **June 22-25, 1986**—*Cabletelevision Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

■ **July 24-26, 1986**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta.

WIN

A HONDA ELITE 250



AT THE RADIO '85 MANAGEMENT AND PROGRAMMING CONVENTION IN DALLAS

CBS RADIORADIO wants you to celebrate the good times with us. So Thursday and Friday, September 12 & 13, we'll give away a Honda scooter each night. Drawings will be held at 7:00PM. It all happens in the Presidential Atrium Suite 1134 at the Loews Anatole.

Drop off your business card or fill out an entry blank in our suite during opening hours Wednesday, September 11 through 7 PM., Friday, September 13. No obligation necessary; entries are cumulative. Winners will be selected by random drawing. Contest open to full-time commercial radio station employees and the working press only, except employees of CBS and their families. Prize cannot be exchanged for cash.

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RADIORADIO
THE PROGRAMMING SERVICE
WITH THE CBS DIFFERENCE

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STATION
ONLY
EVER!**



At RTNDA visit us at exhibit 1211.

Telepictures
CORPORATION

Mo. Information: (314) 874-1139.

Sept. 18-21—*American Women in Radio and Television, North Central area*, conference, including management seminar conducted by Bill Brower Associates. Marc Plaza, Milwaukee.

■ **Sept. 19**—*New York Television Academy*, "A Night at the Round Tables." Omni Park Central hotel, New York. Information: (212) 765-2450.

Sept. 19—*Cabletelevision Advertising Bureau* local advertising sales workshop. Los Angeles Airport Hilton, Los Angeles.

Sept. 19—Third annual Everett C. Parker Ethics in Telecommunications lecture, sponsored by *United Church of Christ's Office of Communication and Communication Commission of National Council of Churches of Christ*. Speaker: FCC Commissioner Henry Rivera. Interchurch Center, Washington.

Sept. 19-20—*CBS Radio Network* affiliates convention. Waldorf-Astoria, New York.

Sept. 19-20—35th annual Broadcast Symposium, sponsored by *Institute of Electrical and Electronics Engineers Broadcast Technology Society*. Speakers include Richard Wiley, Wiley and Rein, Washington; James McKinney, FCC Mass Media Bureau; Michael Sherlock, NBC operations and technical services, and Michael Rau, National Association of Broadcasters. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 19-22—National Video Festival, "Intersections: Video and Film/Cinema and Television." Presented by *American Film Institute* and sponsored by *Sony Corp.* AFI campus, Los Angeles. Information: (213) 856-7705.

Sept. 20—*Association of Federal Communication Consulting Engineers* annual fall social, riverboat cruise of Potomac. Washington Boat Lines, pier four, Washington.

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

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communica-*

tions. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E. F. Hutton; Peat, Marwick, Mitchell & Co., and International Herald Tribune*, and produced by international Televent Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

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

Sept. 23—Presentation of National Distinguished Achievement in Communications Award to Thomas Leahy, executive vice president, CBS/Broadcast Group, CBS Inc., on behalf of *American Jewish Committee*. Waldorf-Astoria, New York. Information: (213) 751-4000.

Sept. 23—*Museum of Broadcast Communications* celebration of 25th anniversary of Nixon/Kennedy debate. Co-chairmen: Newton Minow of Sidley and Austin and Arthur Nielsen Jr., A.C. Nielsen Co. WBBM-TV, studio one, Chicago.

Sept. 23—Banquet honoring Oliver Gramling, founder of AP Broadcast Services, sponsored by *Associated Press Broadcasters*, during fall meeting of board of directors. J.W. Marriott hotel, Washington.

Sept. 24—*International Radio and Television Society* newsmaker luncheon, with FCC Chairman Mark Fowler. Waldorf-Astoria, New York.

Sept. 24—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Marriott, St. Louis.

Sept. 25—"Telecommunications Opportunities for the Minority Entrepreneur," forum sponsored by *Congres-*

sional Black Caucus Foundation and FCC. Washington Hilton, Washington. Information: (202) 543-8767.

Sept. 25-26—*Society of Broadcast Engineers* fourth annual convention. St. Louis Convention Center, St. Louis. Information: (314) 644-1380.

Sept. 25-27—*National Religious Broadcasters Association* Southeastern conference. Ritz Carlton, Atlanta.

Sept. 25-27—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan*. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

■ **Sept. 25-27**—*National Association of Black Owned Broadcasters* ninth annual fall management conference. Theme: "Takeovers, Mergers and Spinoffs—Are Minorities Being Excluded Again?" Sheraton Washington hotel, Washington. Information: (202) 463-8970.

Sept. 26—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cleveland Airport Marriott, Cleveland.

■ **Sept. 26**—*FCC advisory committee on radio broadcasting* meeting. FCC, Washington. Information: (202) 632-7792.

Sept. 26-28—International Mobile Communications Show and Conference, sponsored by *Electronic Industries Association*. Washington Convention Center, Washington.

Sept. 26-29—Southeast area conference of *American Women in Radio and Television*, including management seminar conducted by Bill Brower Associates. Ritz Carlton Buckhead, Atlanta.

Sept. 27—*Society of Broadcast Engineers* regional convention. Sheraton Convention Center, Syracuse, N.Y. Information: Bob Parkhurst, (315) 474-5180.

Sept. 27-28—19th annual South Dakota Broadcasters' Day, sponsored by *South Dakota State University*.



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Stay Tuned

A professional's guide to the intermedia week (Sept. 9-15)

Network television □ **ABC:** *J.O.E. and the Colonel* (suspense), Wednesday 8-10 p.m.; *The Barbara Walters Special* (interviews), Friday 9-10:30 p.m.; *In Like Flynn* (suspense), Saturday 8-10 p.m.; *The ABC All-Star Spectacular* (entertainment special), Sunday 8-9 p.m.; *The Night of Awe* (religious service), Sunday 12:30-1:30 p.m. **CBS:** *Brass* (drama), Wednesday 9-11 p.m.; *Death of a Salesman* (film of play), Sunday 8-9 p.m. **NBC:** *Hell Town** (drama series), Wednesday 9-10 p.m.; *The Golden Girls** (comedy series), Saturday 9:30-10 p.m.; *Miss America Pageant*, Saturday 10 p.m.-midnight. **PBS** (check local times): *Quest for the Killers** (medical series), Monday 9-10 p.m.; *Eugene Onegin* (opera), Wednesday 8-11 p.m.

Cable □ **Arts & Entertainment:** *American Architecture Now** (design series), Tuesday 4-4:30 p.m.; *The Man Who Hid Anne Frank* (documentary), Tuesday 5-6 p.m.; "Dark Journey" (romantic adventure), Saturday 8-9:30 p.m.; *United States** (drama series), Sunday 8-8:30 p.m.; "Spitfire" (biography), Sunday 10 p.m.-midnight. **Cinemax:** "The Philadelphia Experiment" (science fiction), Friday 8-10 p.m.; "The Terminator" (action), Sunday 8-10 p.m. **HBO:** *Mussolini* (two-part docudrama), concluding Monday 8-10 p.m. **The Movie Channel:** "Top Secret" (spy spoof), Sunday 8-9:30 p.m. **MTV: Music Television:** *Second Annual MTV Video Music Awards Show*, Friday 9-11:30 p.m. **Showtime:** *The Biko Inquest* (docudrama), Thursday 8-10 p.m.; *Murder In Space—Whodunnit?* (conclusion/solution), Saturday 7:30-8 p.m.; *The Pointer Sisters in Paris* (concert), Saturday 8-9 p.m.; "Best Defense" (comedy), Saturday 9-11 p.m.; "The River Rat" (action-adventure), Sunday 8-9:35 p.m. **WTBS(TV) Atlanta:** *The Push for Excellence Pro Basketball Classic*, Sunday 8:05-10:35 p.m.

Play It Again □ **PBS:** *My Heart, Your Heart* (one-hour documentary), Monday, check local times.

Museum of Broadcasting (1 East 53d Street, New York) □ *Television's Silents: Silent Firms Newly Restored and Orchestrated for Television*, seven silent films restored by Kevin Brownlow and David Gill, screenings Sept. 13-Nov. 2 and seminars Sept. 17-20, beginning with three screenings this week: "The Wind," Friday 1-3 p.m.; "Show People," Friday 3-5 p.m., and "Flesh and the Devil," Saturday 12:30-2:30 p.m. *Discovery: Rare Honeymooners*, 75 rereleased *Honeymooners* half-hours, screened with hour-long episodes of *Cavalcade of Stars*, Tuesday-Saturday at noon, 1:45 p.m., 3:30 p.m., 5:15 p.m. and 7 p.m., now through Sept. 26.

Note: all times are NYT. Asterisk denotes series premiere.

South Dakota State University and Holiday Inn, Brookings, S.D.

Sept. 27-29—North Dakota Broadcasters Association annual convention. Sheraton-Galleria hotel, Bismarck, N.D.

Sept. 28-Oct. 1—Texas Association of Broadcasters radio-TV engineering conference/fall convention (management conference). Registry hotel, Dallas.

Sept. 29-Oct. 1—Minnesota Broadcasters Association fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—Washington State Association of Broadcasters fall meeting. Sheraton Inn, Tacoma, Wash.

Sept. 29-Oct. 1—New Jersey Broadcasters Association 39th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 1—Nebraska Broadcasters Association annual convention. Holiday Inn Midtown, Grand Island, Neb.

Sept. 29-Oct. 2—National Association of Telecommunications Officers and Advisers annual conference. Park Terrace Airport Hilton, St. Louis. Information: (202) 626-3250.

Sept. 30—Deadline for entries for 1986 Ohio State Awards for programs broadcast from July 1, 1984, through June 30, 1985. Information: (614) 422-0185.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by University of Nebraska-Lincoln's Nebraska Videodisk Design/Production Group. Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebraska, Lincoln, Neb. Information: (402) 472-3611.

October

Oct. 1—Deadline for applications for Jefferson Fellowship program of East-West Center, for experienced news editors, writers and broadcasters to study Pacific Basin news issues. East-West Center, Honolulu. Information: (808) 944-7204.

Oct. 1—Deadline for entries in National Radio Broadcasters Association's "Best of the Best" in radio audience and/or sales promotions. Information: (202) 466-2030.

Oct. 1—Deadline for entries in 15th annual U.S. Television and Radio Commercials Festival, sponsored by U.S. Festivals Association. Information: (312) 834-7773.

Oct. 1—Cabletelevision Advertising Bureau local advertising sales workshop. La Mansion hotel, Austin, Tex.

Oct. 2—West Virginia Broadcasters Association sales seminar. Charleston House, Charleston, W. Va.

Oct. 2-4—Careers conference, sponsored by Institute of Electrical and Electronics Engineers and United States Activities Board. Royal Sonesta hotel, Boston. Information: (202) 785-0017.

Oct. 2-5—"Chicago Television Festival: A Salute to Ernie Kovacs and the 50's," benefit for Center for New Television. CNTV, Chicago. Information: (312) 664-6100.

Oct. 3—Dinner-dance honoring Donald Menchel, president, MCATV, sponsored by Brandeis University. Proceeds will be used to establish scholarship. Plaza hotel, New York.

Oct. 3—Cabletelevision Advertising Bureau local advertising sales workshop. Meridian Plaza hotel, Oklahoma City.

Oct. 3—West Virginia Broadcasters Association sales seminar. Ramada Inn, Morgantown, W. Va.

Oct. 3-4—"Cable Update '85," workshop sponsored by Washington Program of Annenberg School of Communications. American Society of Association Executives conference center, Washington. Information:

(202) 737-8563.

Oct. 3-4—Washington Executive Broadcast Engineers fall conference. Cavalier hotel, Virginia Beach.

Oct. 3-6—American Women in Radio and Television, South Central area, conference, including Bill Brower management seminar. Park Suite, Oklahoma City.

Oct. 4—Deadline for entries in "Prized Pieces," fifth annual international video and film competition sponsored by National Black Programming Consortium. Information: NBPC, 1266 East Broad Street, One-East, Columbus, Ohio, 43205.

Oct. 4—Broadcast Promotion and Marketing Executives board meeting. Westin Renaissance Center, Detroit.

Oct. 4-6—Journalism ethics conference, sponsored by Foundation for American Communications. Dal-

las/Fort Worth Airport Hilton and executive conference center, Dallas.

Oct. 6-8—Pennsylvania Association of Broadcasters fall convention. Sheraton Station Square hotel, Pittsburgh.

Oct. 6-8—Kentucky CATV Association annual fall convention. Capital Plaza hotel, Frankfort, Ky.

Oct. 6-8—North Carolina Association of Broadcasters annual convention. Winston Plaza, Winston-Salem, N.C.

Oct. 6-9—National Broadcast Association for Community Affairs meeting. Albuquerque Marriott, Albuquerque, N.M.

Oct. 7—Northern California Broadcasters Association second annual "wingding." Crow Canyon country club, San Ramon, Calif. Information: Beth Harris, (415) 928-7424.



Must carry-copyright conundrum

EDITOR: This is in reference to your report in "Cable Castings" in your Aug. 26 issue concerning David Ladd's *Legal Times* article about the repeal of a compulsory copyright license for cable because of the must-carry decision.

Mr. Ladd argues that the compulsory license "grants cable by legal fiat the right to acquire without just payment the programming of broadcasters. . . ."

As a former general counsel of the National Cable Television Association during the late 1960's and a member of the board of directors of NCTA from 1970 to 1976, I lived and breathed the copyright litigation and legislation. Never during all the years of litigation and the legislative fight was there any nexus between must carry and a compulsory license.

The cable television industry agreed to the new copyright act which required cable to pay copyright so long as we were assured of "one place to pay" and were assured that broadcasters could not "withhold" signal reception from cable television through the artifice of copyright. These two requirements constituted the essence of the cable television industry's requirements as a *quid pro quo* to giving up all that it had won in the copyright cases in the courts. It was an hon-

orable legislative compromise to a problem of many years standing and demonstrated a high degree of maturity and credibility for cable, broadcasters and copyright proprietors.

Now, Mr. Ladd and the National Association of Broadcasters are trying to poison the well again with new variations on the old "unfair competition" theme. It is just another big whine by the NAB and its legal stalking horses. Why haven't we heard from the statesmen on this issue? Why haven't we heard a mention of the viewing public?

We need for some light to be shed by those who understand what a privilege it is to work in television, whether off-air or cable, and understand that Congress is not a good appeals court for special interests.—Bruce E. Lovett, president, Telesystems Development Inc., McLean, Va.

7% solution

EDITOR: In 1984, radio's share of the advertising dollar was 6.6%, down from 6.9% in 1983. During the past 20 years, radio has attracted 7% of the advertising dollar only four times: in 1982, 1981, 1975 and 1971.

This unfortunate situation is not likely to change until those of us responsible for radio's sales growth make at least two major adjustments. The first is that we must better recruit, interview, test, train, supervise and

Errata

In Aug. 26 sale of WKRZ-AM-FM Wilkes-Barre, Pa., reported in "Changing Hands," call letters were transposed to read WRKZ-AM-FM.



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- CONTINUOUS RENEWALS . . . Sponsors and listeners demand it.
- INCREASE RATINGS . . . A proven leader in all markets.

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motivate our salespeople.

The other is our programming. Many agencies and advertisers don't believe that radio produces cost-efficient results. And, unfortunately, too often it doesn't. Uninterrupted music of any kind, without relevant features, may increase audience size, but it substan-

tially reduces attention paid by listeners to commercials. We must accept the fact that listeners do not become buyers of advertised goods and services until they listen with both their ears and mind, concentrate and respond. Short of license responsibilities, the most important objective for a commercial

radio station is to provide maximum, consistent, provable, cost-attractive results for advertisers! Then, and only then, will radio's share of the advertising dollar reach its potential of considerably above 7%.—*Harry H. Averill, president, Averill Sales Consultants Inc., Fairfax, Va.*

Monday Memo

A low-power television commentary from Michael Couzens, attorney, San Francisco

LPTV: still afloat after a rough five years

Today, Sept. 9, marks the fifth anniversary of an FCC open meeting that rocked the TV broadcast business. In one day, the commission added four VHF drop-in channels, proposed to add many more and launched the low-power television service, the first new broadcast service in more than 20 years.

Five years later the first four drop-ins are an accepted fact, and the stations will be there once the litigation dust has settled. But the strong medicine of generic drop-ins has not come to an FCC vote, and may not for additional months or even years. Meanwhile, the agency's broadcast station totals for July showed some 343 licensed LPTV stations, a number that grows steadily. Why this difference?

My contention is that LPTV was an exception, proving the rule that the FCC will open established markets to new competitors only under duress. The "free market" is free principally for incumbents. A look back at the five years of LPTV shows this to be true.

My chore on Sept. 9, 1980, was to present the staff's recommendations for LPTV. From Chairman Charles D. Ferris on down, none of us regarded Jimmy Carter's re-election two months later as a certainty. A new and changed FCC would implement these ideas. Moreover, during the inquiry stage of LPTV, the National Association of Broadcasters had pressed the view that there was lack of demand for, need for and interest in a new TV broadcast service. NAB would be around to repeat that canard to our successors. Our choice of tactics was as follows:

We decided to graft LPTV onto the existing rural translator service. This gave the service a "motherhood" patina, rural America being a concept that always stood with mom and apple pie. Indeed, our staff was sincere in its belief that isolated communities, especially in the mountains, got poor broadcast service and would be helped by our moves. In building on the TV translators, we also carried over the policy that LPTV was "secondary"—that it could be bumped by primary services, and taken off the air if it caused interference.

Next, we prepared a "front loaded" notice of proposed rulemaking. It was so hefty and so complete that no commenting party could sweep it under the rug without leaving a disfiguring lump. We worked the press. The



Michael Couzens has practiced communications law since 1976, first in Washington and, for the past two years, in San Francisco. He joined the FCC in 1978 as an attorney for the Network Inquiry Special Staff and from 1979 to 1981 chaired the Low-Power Television Inquiry Staff.

meeting was reported on the *CBS Evening News*, and on the front pages of *The New York Times*. And we covered all bases. The commission's vote was unanimous.

Best of all, we hit upon the idea of "interim processing." During the pendency of the rulemaking, applications for LPTV would be entertained ad hoc, on a waiver basis. No freeze would be imposed. To make doubly sure that there would be applicants, I collected mailing lists and worked into the nights copying information packets. We figured that if enough people showed up demanding licenses, LPTV would have a political cheering section—overnight.

On my last day as a government employee, Feb. 28, 1981, the Court of Appeals rejected a request by the Corporation for Public Broadcasting to "stay" the interim processing procedures. LPTV was off and running.

In retrospect, the astounding thing is that, with all of these precautions, LPTV nearly failed to take off. Our avalanche inducement program worked too well, and the agency was choking on nearly 5,000 applications. On April 9, 1981, it did the "logical" thing. It imposed a freeze (with exceptions for the smallest TV markets).

During the Fowler years the freeze was modified, and periodically relaxed. It con-

tinues in effect. The commission adopted LPTV rules in 1982, but overall it took nearly three years for the agency to find a right mix of procedures and top-flight personnel to crank out grants.

Congress saw the application backlogs, and reacted strongly. It fashioned a lottery mechanism in the summer of 1981, and told the FCC to come up with rules for a lottery in 180 days. On the last day, the FCC declined, saying that it disliked preferences for ethnic minorities. It also made a claim, as ludicrous as it seems today, that the process of determining lottery preferences would take just as long as comparative hearings. Congress ordered the commission to try again, and a lottery finally was voted in March 1983. The first chances were drawn on Sept. 29, 1983.

Somewhere along the way, the "secondary" status of LPTV was lost sight of as a planning tool. The technical standards went through two revisions, adding restrictions, to prevent predicted interference, in a service where actual interference must not occur on pain of forfeiture. LPTV also was saddled with the most restrictive design change provisions of any broadcast service. LPTV facilities cannot be changed in any way that increases service (to the public) in any direction of radiation, without opening the license to challenges.

Five years later, LPTV is not up and running, but it is up and crawling. Some of the transmitter manufacturers have stayed in the business. In rural America, the facilities change problem is solved easily today by making the changes and not reporting them. LPTV's are pervasive in Alaska, and more than 150 have taken root in the "lower 48." Monthly lotteries have been held since September 1983, and new stations are coming on line at a clip of perhaps a dozen a month. By 1990, LPTV will have more than doubled the total of America's TV broadcast stations.

This brings us back to the VHF drop-ins. In the panoply of new communications technologies, I don't think they are the horse to beat, unless you like beating a dead horse. If the agency saw fit to add layers of interference prevention to LPTV—a service that by its secondary structure cannot interfere—one can imagine the waves of interference prophylactics that will be poured on the VHF drop-ins. As a political reality I can live with this, but I wish the purveyors of it were less shrill in their claims that it's a free market they promote at the agency. ☐



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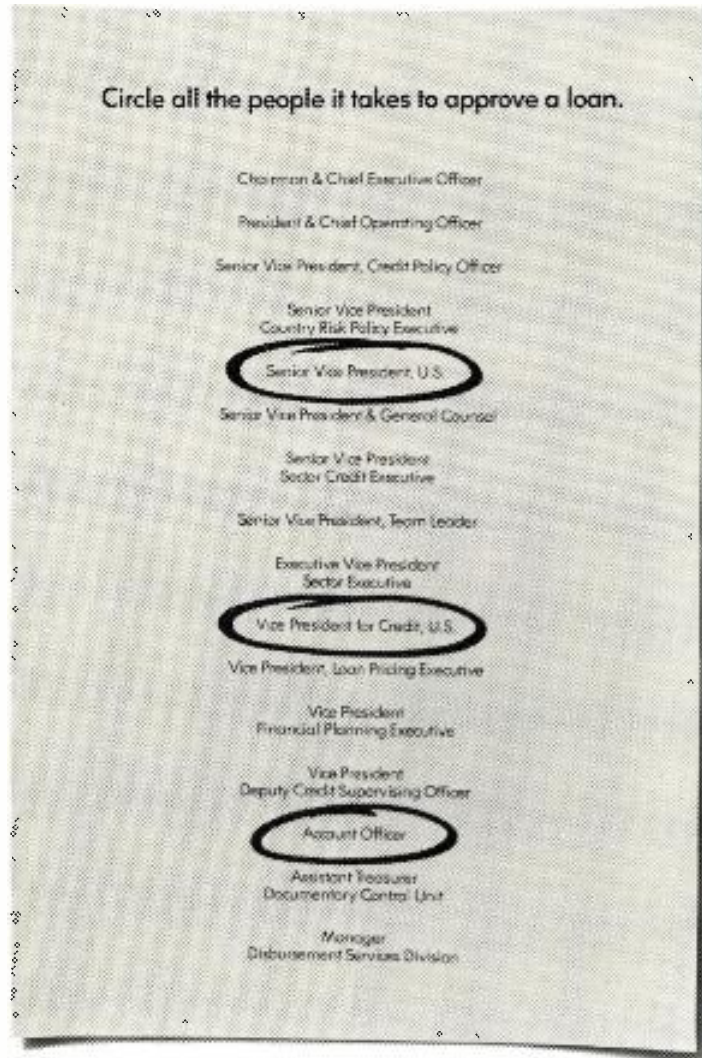
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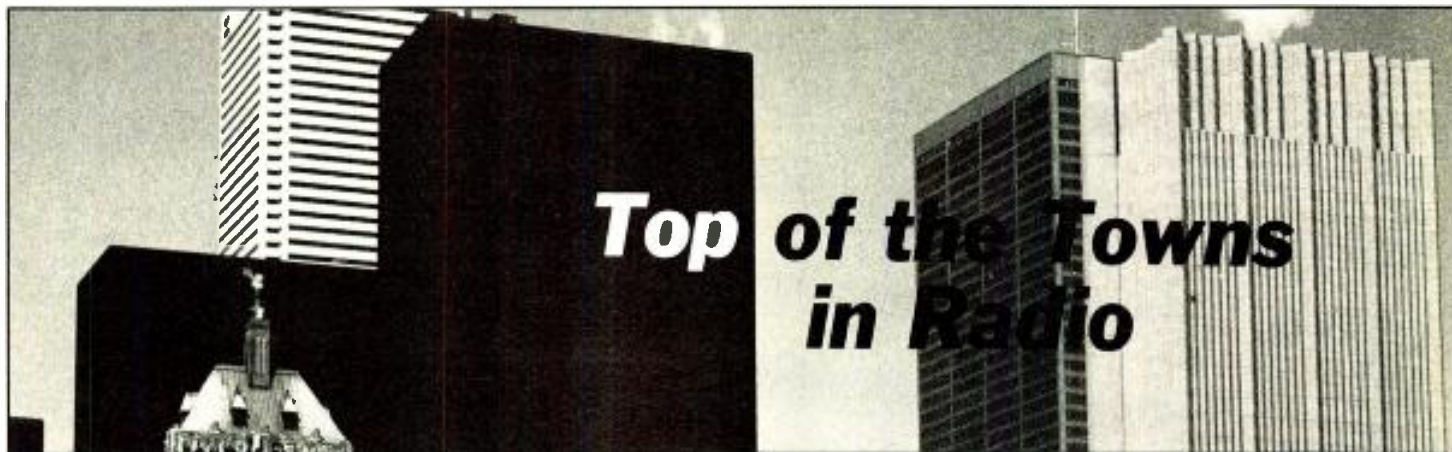
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Broadcasting Sep 9

Vol. 109 No. 11

TOP OF THE WEEK



The top 10 stations in the top 50 markets

What do many of the country's top radio stations have in common? An adult contemporary format.

That category, which also includes the newer "soft" contemporary sound, has emerged as the most widely programed format among the top 10 radio stations in the first 50 markets, according to BROADCASTING's annual survey based on the Arbitron spring 1985 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m.-midnight), which cover the period of March 28-June 19.

The AC format is being programed by just over 100 of these stations. The second most popular sound is contemporary hit, followed by country, easy listening and album-oriented rock.

One of the more successful major-market adult contemporary outlets is Blair's KVIL-FM Dallas, the only station with that format that finished first in the top 10 markets.

An indication of the growing popularity of the AC format this year is the acceptance of many medium-to-large-market stations of Transtar Radio Networks' 24-hour, light contemporary "Format 41" service (BROADCASTING, Aug. 26). The format's primary demographic target is 33-to-48-year-olds, with a median age of 41, hence the format's name. In August, KIQQ-FM Los Angeles switched from contemporary hit to "Format 41" ("Riding Gain," Aug. 12).

Contemporary hit radio (CHR) continues to excel in many of the top 50 markets, especially in New York and Los Angeles where, respectively, WHTZ(FM) and KIIS(FM) have become the market leaders.

But perhaps the most impressive showing among the nation's top markets this year is the resurgence of the album-oriented rock format, which many stations now call al-

bum-rock or album rock 'n' roll. The format registered first place finishes in several major markets including Philadelphia (WMMR[FM]); Boston (WBCN[FM]), and Cleveland (WMMS[FM]). However, with few exceptions, AOR remains a one-station-per-market format.

Similarly, easy listening stations made great strides in 1985. One reason may be that many of these stations have become more full-service-oriented. "Today's easy listening music mix is being backed by a total station effort to serve the listener and to become more visibly involved in the community," said Bert Wahlen, vice president of the FM Group of Group W Radio, which successfully uses the Bonneville easy listening format on its five stations. Wahlen noted that news, sports and business reports are now an integral part of the format.

In the top 25 markets, easy listening stations captured first place in Washington (WGAY-FM); Miami (WLYF[FM]); Tampa, Fla. (WWBA[FM]), and Denver (KOSI[FM]), and also took the second and third positions in Cleveland.

The country music format, which, according to the New York-based Radio Information Center, is the most widely programed among all commercial radio stations (BROADCASTING, July 22), was the third most popular among the 500 stations on the BROADCASTING list. Country fares better in markets 26-50, where it finished either first or second six times, than in the top 25 markets, where it landed in one of those two positions only once.

News/talk, although not among the top five formats in the survey, captured the first two positions in San Francisco (KGO[AM] and KCBS[AM]) and the top spot in Seattle (KIRO[AM] and Phoenix (KTAR[AM])).

The complete ranking of the top 10 in the top 50 follows. Arbitron data is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service. The format listings, which generally reflect the spring rating period, were compiled from various sources.

□

1. New York

1. WHTZ(FM)	contemp. hit	175,200
2. WRKS(FM)	urban contemp.	159,300
3. WPLJ(FM)	contemp. hit	150,000
4. WOR(AM)	talk	148,300
5. WNEW-FM	AOR	126,200
6. WINS(AM)	news	122,400
7. WPAT-FM	easy listening	106,600
8. WCBS(AM)	news	104,300
9. WCBS(FM)	oldies	97,800
10. WBLS(FM)	black contemp.	95,700

2. Los Angeles

1. KIIS-FM	contemp. hit	137,200
2. KABC(AM)	talk	96,600
3. KBIG(FM)	easy listening	66,300
4. KJOI(FM)	easy listening	62,700
5. KOST(FM)	soft contemp.	58,300
6. KLOS(FM)	AOR	54,100
7. KMPC(AM)	nostalgia	53,500
8. KMET(FM)	AOR	50,400
9. KNX(AM)	news	49,000
10. KFWB(AM)	news	48,200

3. Chicago

1. WGN(AM)	MOR/talk	120,200
2. WLOO(FM)	easy listening	80,700
3. WGCI-FM	urban contemp.	67,200
4. WBMX(FM)	black contemp.	66,700
5. WBBM(AM)	news	60,500
6. WBBM-FM	contemp. hit	54,600
7. WLUP(FM)	AOR	47,500
8. WJJD(AM)	nostalgia	45,000

9. WKQX(FM)	adult contemp.	44,900
10. WLAK(FM)	adult contemp.	43,100

4. San Francisco

1. KGO(AM)	news/talk	68,800
2. KCBS(AM)	news/talk	43,900
3. KSOL(FM)	urban contemp.	36,600
4. KYUU(FM)	adult contemp.	32,200
5. KABL-FM	easy listening	29,400
6. KNBR(AM)	adult contemp.	28,900
7. KIOI(FM)	adult contemp.	27,400
8. KSAN-FM	country	26,700
9. KABL(AM)	easy listening	25,800
10. KNEW(AM)	country	23,700

5. Philadelphia

1. WMMR(FM)	AOR	69,200
2. WEAZ(FM)	easy listening	61,700
3. WUSL(FM)	urban contemp.	58,700
4. KYW(AM)	news	50,700
5. WCAU(FM)	contemp. hit	44,600
6. WDAS-FM	black contemp.	42,400
7. WMGK(FM)	soft contemp.	41,400
8. WPEN(AM)	nostalgia	34,300
9. WCAU(AM)	news/talk	33,000
10. WSNi(FM)	adult contemp.	28,500

6. Detroit

1. WJR(AM)	MOR/talk	71,800
2. WJLB(FM)	black contemp.	43,700
3. WJOI(FM)	easy listening	42,300
4. WRIF(FM)	AOR	41,800
5. WHYT(FM)	contemp. hit	38,400
6. WCZY(FM)	contemp. hit	37,900
7. CKLW(AM)	nostalgia	36,300
8. WWJ(AM)	news	33,900
9. WNIC-FM	adult contemp.	28,400
10. WLLZ(FM)	AOR	26,300

7. Boston

1. WBCN(FM)	AOR	51,700
2. WBZ(AM)	contemp. MOR	49,000
3. WHDH(AM)	contemp. MOR	44,100
4. WXKS-FM	contemp. hit	43,500
5. WRKO(AM)	talk	39,700
6. WHTT(FM)	contemp. hit	28,100
7. WJIB(FM)	easy listening	26,600
8. WEEI(AM)	news	25,800
9. WROR(FM)	adult contemp.	21,500
10. WAAF(FM)	AOR	21,400

8. Houston-Galveston

1. KMJQ(FM)	black contemp.	51,500
2. KKBQ-FM	contemp. hit	45,000
3. KIKK-FM	country	37,600
4. KODA(FM)	easy listening	36,500
5. KLTR(FM)	adult contemp.	34,800
6. KRBE-FM	adult contemp.	31,500
7. KQUE(FM)	nostalgia	28,200
8. KSRR(FM)	AOR	27,600
9. KTRH(AM)	news	27,300
10. KILT-FM	country	26,100

9. Washington

1. WGAY(FM)	easy listening	47,000
2. WKYS(FM)	urban contemp.	37,500
3. WWDC-FM	AOR	35,600
4. WMAL(AM)	MOR/talk	33,600
5. WRQX(FM)	contemp. hit	30,100
6. WHUR-FM	black contemp.	29,300
7. WAA(FM)	AOR	25,300
8. WMZQ-FM	country	23,900
9. WLTT(FM)	adult contemp.	20,700
10. WTOP(AM)	news	20,700

10. Dallas-Fort Worth

1. KVIL-FM	adult contemp.	45,200
2. KKDA-FM	urban contemp.	36,100
3. WBAP(AM)	country	36,100
4. KRLD(AM)	news	33,200
5. KEGL(FM)	contemp. hit	28,300
6. KPLX(FM)	country	26,000
7. KMEZ-FM	easy listening	25,700
8. KTXQ(FM)	AOR	25,100
9. KSCS(FM)	country	22,800
10. KZEW(FM)	AOR	21,100

11. Miami-Fort Lauderdale-Hollywood

1. WLYF(FM)	easy listening	41,300
2. WHYI(FM)	contemp. hit	37,100
3. WSHE(FM)	AOR	32,300
4. WQBA(AM)	Spanish	29,100
5. WINZ-FM	contemp. hit	26,500
6. WJQY(FM)	easy listening	20,500
7. WHQT(FM)	contemp. hit/urban	19,700
8. WINZ(AM)	news	17,700
9. WEDR(FM)	urban contemp.	17,600
10. WIOD(AM)	MOR/talk	17,200

12. Nassau-Suffolk, N.Y.

1. WHTZ(FM)	contemp. hit	31,700
2. WBLI(FM)	contemp. hit	25,000
3. WBAB(FM)	AOR	22,900
4. WNBC(AM)	adult contemp.	20,700
5. WOR(AM)	talk	20,300
6. WPLJ(FM)	contemp. hit	19,700
7. WRFM(FM)	easy listening	18,800
8. WNEW(FM)	AOR	17,300
9. WCBS(FM)	oldies	17,000
10. WCBS(AM)	news	16,500

13. Pittsburgh

1. KDKA(AM)	adult contemp./talk	57,300
2. WBZZ(FM)	contemp. hit	37,000
3. WSHH(FM)	easy listening	35,700
4. WDVE(FM)	AOR	30,600
5. WWSW-FM	adult contemp.	18,500
6. WAMO-FM	urban contemp.	17,900
7. WHTX(FM)	contemp. hit/oldies	16,800
8. WJAS(AM)	nostalgia	14,900
9. WPNT(FM)	soft contemp.	14,400
10. WTAE(AM)	adult contemp.	13,900

14. St. Louis

1. KMOX(AM)	MOR/talk	73,900
2. KSHE(FM)	AOR	48,500
3. WIL-FM	country	25,300
4. KMJM(FM)	urban contemp.	23,300
5. KEZK(FM)	easy listening	21,100
6. KSD-FM	adult contemp.	18,600
7. KWK-FM	contemp. hit	18,500
8. KHTR(FM)	contemp. hit	18,000
9. WRTH(AM)	nostalgia	16,300
10. KUSA(AM)	country	13,200

15. Atlanta

1. WZGC(FM)	contemp. hit	41,900
2. WVEE(FM)	urban contemp.	37,900
3. WQXI-FM	contemp. hit	31,600
4. WKHX(FM)	country	30,600
5. WPCH(FM)	easy listening	22,400
6. WKLS-FM	AOR	22,100
7. WSB(AM)	adult contemp.	21,900
8. WSB-FM	adult contemp.	18,700
9. WFOX(FM)	adult cont./oldies	12,900
10. WYAY(FM)	country	11,400

16. Baltimore

1. WLIF(FM)	easy listening	36,600
2. WBAL(AM)	adult contemp.	32,000
3. WBSB(FM)	contemp. hit	27,400
4. WIYY(FM)	AOR	25,800
5. WXYV(FM)	urban contemp.	20,200
6. WPOC(FM)	country	20,100
7. WMKR(FM)	contemp. hit	17,700
8. WFBR(AM)	adult contemp.	16,200
9. WBGR(AM)	religious	12,400
10. WYST-FM	adult contemp.	12,200

17. Seattle-Everett-Tacoma

1. KIRO(AM)	news/talk	31,700
2. KUBE(FM)	contemp. hit	23,300
3. KISW(FM)	AOR	19,000
4. KOMO(AM)	adult contemp.	18,200
5. KSEA(FM)	easy listening	16,600
6. KBRD(FM)	easy listening	15,700
7. KLSY-FM	adult contemp.	12,800
8. KMPS-FM	country	12,300
9. KPLZ(FM)	contemp. hit	12,200
10. KNBQ(FM)	contemp. hit	11,700

18. Minneapolis-St. Paul

1. WCCO(AM)	variety	73,800
2. KSTP-FM	adult contemp.	32,400
3. WLOL-FM	contemp. hit	30,700
4. KQRS-AM-FM	AOR	23,200
5. KDWB-FM	contemp. hit	22,800
6. WAYL(FM)	easy listening	22,800
7. KEEY-FM	country	17,000
8. KTCZ-FM	AOR	13,600
9. WLTE(FM)	soft contemp.	12,000
10. WDGy(AM)	country	10,700

19. Anaheim-Santa Ana, Calif

1. KIIS-FM	contemp. hit	29,100
2. KBIG(FM)	easy listening	21,600
3. KABC(AM)	talk	18,300
4. KJOI(FM)	easy listening	15,500
5. KLOS(FM)	AOR	15,000
6. KMPC(AM)	nostalgia	13,600
7. KOST(FM)	soft contemp.	13,600
8. KROQ(FM)	AOR	13,600
9. KKHR(FM)	contemp. hit	12,900
10. KMET(FM)	AOR	12,500

20. San Diego

1. KFMB(AM)	adult contemp.	28,600
2. KGB-FM	AOR	26,700
3. KJQY(FM)	easy listening	24,400
4. KFMB-FM	adult contemp.	19,300
5. XTRA-FM	AOR	19,200
6. KSDO(AM)	news/talk	17,100
7. KSDO-FM	contemp. hit	16,800
8. KLZZ(FM)	adult contemp.	12,500
9. XHRM-FM	black contemp.	12,400
10. KIFM(FM)	soft contemp.	11,600

21. Tampa-St. Petersburg, Fla.

1. WWBA-FM	easy listening	43,600
2. WRBQ-FM	contemp. hit	37,300
3. WIQI(FM)	adult contemp.	21,100
4. WQYK-FM	country	21,000
5. WYNF(FM)	AOR	20,100
6. WDAE(AM)	nostalgia	17,100
7. WSUN(AM)	country	15,900
8. WZNE(FM)	contemp. hit	14,700
9. WFLA(AM)	MOR/talk	10,100
10. WGUL-FM	nostalgia	9,200

22. Cleveland

1. WMMS(FM)	AOR	31,200
2. WDOK(FM)	easy listening	25,700
3. WQAL(FM)	easy listening	21,700
4. WLTF(FM)	adult contemp.	20,700
5. WGCL(FM)	contemp. hit	17,500
6. WZAK(FM)	urban contemp.	16,900
7. WMJI(FM)	oldies/adult cont.	16,800
8. WBBG(AM)	nostalgia	15,500
9. WDMT(FM)	urban contemp.	11,900
10. WGAR-FM	country	10,500

23. Denver-Boulder

1. KOSI(FM)	easy listening	29,400
2. KBPI(FM)	adult contemp.	21,300
3. KMJI(FM)	soft contemp.	18,600
4. KRXY-FM	adult contemp.	15,600
5. KBCO-FM	AOR	15,200
6. KHOW(AM)	adult contemp.	14,200
7. KOA (AM)	news/talk	13,800
8. KPKE(FM)	contemp. hit	12,800
9. KOAQ(FM)	contemp. hit	11,800
10. KYGO(FM)	country	11,100

24. Phoenix

1. KTAR(AM)	news/talk	23,500
2. KNIX-FM	country	22,600
3. KUPD-FM	contemp. hit	21,100
4. KZZP-FM	adult contemp.	19,300
5. KKLT(FM)	soft contemp.	16,200
6. KMEO-FM	easy listening	15,100
7. KQYT(FM)	easy listening	15,100
8. KOPA-FM	contemp. hit	13,400
9. KLZI(FM)	adult contemp.	12,200
10. KOOL-FM	adult contemp.	10,000

25. Milwaukee-Racine

1. WTMJ(AM)	adult contemp.	27,600
2. WEZW(FM)	easy listening	19,500
3. WQFM(FM)	contemp. hit	18,500
4. WKTI(FM)	contemp. hit	16,600
5. WOKY(AM)	nostalgia	15,100
6. WLUM(FM)	urban contemp.	12,700
7. WMYX(FM)	contemp. hit	10,400
8. WMIL(FM)	country	9,300
9. WZUU(FM)	contemp. hit	8,900
10. WEMP(AM)	oldies	8,200

26. Providence-Warwick, R.I.

1. WLKW-FM	easy listening	29,900
2. WPRO-FM	contemp hit	27,500
3. WHJY(FM)	AOR	23,300
4. WPRO(AM)	contemp. hit	17,500
5. WHJJ(AM)	news/talk	15,200
6. WSNE(FM)	adult contemp.	10,500
7. WWLI-FM	contemp. hit	7,700
8. WMY5(FM)	adult contemp.	7,100
9. WBRU(FM)	AOR	6,900
10. WERI-FM	contemp. hit	6,700

27. Kansas City

1. WDAF(AM)	country	22,600
2. KMBR(FM)	easy listening	18,000
3. KBEQ(FM)	contemp. hit	15,000
4. KCMO(AM)	news/talk	14,400
5. KYYS(FM)	AOR	14,400
6. KUDL-FM	soft contemp.	13,400
7. KLSI(FM)	adult contemp.	12,700
8. KFKE(FM)	country	11,400
9. KPRS(FM)	contemp. hit/urban	10,000
10. KMBZ(AM)	news/information	9,700
11. KZZC(FM)	contemp. hit	9,700

28. San Jose, Calif.

1. KGO(AM)	news/talk	17,000
2. KBAY(FM)	easy listening	10,800
3. KOME(FM)	AOR	10,100
4. KWSS(FM)	contemp. hit	8,700
5. KIOI(FM)	adult contemp.	8,300
6. KCBS(AM)	news/talk	8,000
7. KYUU(FM)	contemp. hit	7,900
8. KARA(AM)	adult contemp.	7,400
9. KSOL(FM)	urban contemp.	7,100
10. KSAN-FM	country	6,900

29. Cincinnati

1. WKRC(FM)	contemp. hit	20,400
2. WLW(AM)	adult contemp.	19,900
3. WKRC(AM)	adult contemp.	18,500
4. WVEZ(FM)	easy listening	18,100
5. WEBN(FM)	AOR	14,300
6. WRRM(FM)	soft contemp.	12,800
7. WBLZ(FM)	urban contemp.	12,200
8. WCKY(AM)	news/talk	10,600
9. WLLT(FM)	adult contemp.	9,900
10. WUBE-FM	country	8,100

30. Portland, Ore.

1. KGW(AM)	adult contemp.	18,000
2. KKRZ(FM)	contemp. hit	16,000
3. KEX(AM)	adult contemp.	14,500
4. KMJK(FM)	contemp. hit	14,400
5. KXL-FM	easy listening	13,300
6. KGON(FM)	AOR	11,100
7. KINK(AM)	adult contemp.	10,200
8. KXL(AM)	news/information	10,000
9. KYTE(AM)	easy listening	8,500
10. KKCW(FM)	adult contemp.	8,300

31. New Orleans

1. WYLD-FM	progressive cont.	32,600
2. WEZB(FM)	contemp. hit	24,000
3. WQUE(FM)	adult contemp.	15,500
4. WRNO-FM	contemp. hit	11,900
5. WBYU(FM)	easy listening	11,400
6. WBOK(AM)	urban contemp.	11,000
7. WWL(AM)	news/talk/country	10,900
8. WLTS(FM)	urban contemp.	9,500
9. WAJY(FM)	adult contemp.	8,700
10. WNOE-FM	country	8,200

32. Columbus, Ohio

1. WBNS-FM	easy listening	21,300
2. WLVQ(FM)	AOR	19,500
3. WXGT(FM)	contemp. hit	18,700
4. WSNY-FM	adult contemp.	18,300
5. WTVN(AM)	adult contemp.	17,000
6. WNCI(FM)	adult contemp.	8,300
7. WRMZ(FM)	country	6,600
8. WHOK(FM)	country	6,100
9. WMNI(AM)	country	6,000
10. WZZT(FM)	urban contemp.	5,200

33. Sacramento, Calif.

1. KSFM(FM)	contemp. hit	19,700
2. KZAP(FM)	AOR	19,500
3. KCTC(FM)	easy listening	17,300
4. KXOA-FM	soft contemp.	17,000
5. KWOD(FM)	contemp. hit	11,200
6. KFBK(AM)	news/talk	10,800
7. KRAK(AM)	country	9,500
8. KAER(FM)	country	8,300
9. KXOA(AM)	nostalgia	7,800
10. KHYL(FM)	adult contemp.	7,500

34. Buffalo-Niagara Falls, N.Y.

1. WJYE(FM)	easy listening	17,400
2. WBEN(AM)	adult contemp.	17,100
3. WBUF(FM)	adult contemp.	13,100
4. WECK(AM)	nostalgia	12,300
5. WPHD(FM)	contemp. hit	11,100
6. WYRK(FM)	country	9,900
7. WKBW(AM)	adult contemp.	9,800
8. WNYS(AM)	contemp. hit	9,700
9. WBLK-FM	urban contemp.	9,000
10. WKSE(FM)	contemp. hit	8,900

35. Norfolk-Portsmouth-Newport News, Va.

1. WFOG(FM)	easy listening	19,300
2. WNOR-FM	AOR	16,400
3. WLTY(FM)	adult contemp.	15,200
4. WCMS-FM	country	13,200
5. WOWI(FM)	urban contemp.	12,900
6. WNVZ(FM)	contemp. hit	12,200
7. WMYK(FM)	urban contemp.	11,200
8. WNSY(FM)	contemp. hit	10,200
9. WWDE-FM	adult contemp.	10,000
10. WPCE(AM)	black contemp.	8,400

36. Indianapolis

1. WFBQ(FM)	AOR	26,100
2. WIBC(AM)	adult contemp.	25,900
3. WXTZ(FM)	easy listening	15,500
4. WTLC(FM)	urban contemp.	14,000
5. WZPL(FM)	adult contemp.	14,000
6. WFMS(FM)	country	13,900
7. WENS(FM)	adult contemp.	10,300
8. WIRE(AM)	country	8,600
9. WNAP(FM)	contemp. hit	8,300
10. WMLF(AM)	nostalgia	7,400

37. San Antonio, Tex.

1. KTFM(FM)	adult contemp.	17,700
2. KQXT(FM)	easy listening	15,700
3. KISS(FM)	AOR	13,000
4. KKYX(AM)	country	10,800
5. KSMG(FM)	country	9,800
6. KAJA(FM)	country	9,600
7. KCOR(AM)	Spanish	9,300
8. KBUC-FM	country	8,900
9. KLLS-FM	adult contemp.	8,600
10. WOAI(AM)	news/talk	8,300

38. Hartford-New Britain, Conn.

1. WTIC(AM)	MOR/talk	32,400
2. WTIC-FM	contemp. hit	25,500
3. WRCH-FM	easy listening	19,400
4. WHCN(FM)	AOR	9,800
5. WRCQ(AM)	nostalgia	7,200
6. WIOF(FM)	adult contemp.	6,800
7. WPOP(AM)	news	5,900
8. WDRG-FM	adult contemp.	5,700
9. WCCC-FM	AOR	5,500
10. WKSS(FM)	contemp. hit	5,500

39. Riverside-San Bernardino, Calif.

1. KGGI(FM)	adult contemp.	12,400
2. KIIS-FM	contemp. hit	11,300
3. KDUO(FM)	easy listening	9,700
4. KFI (AM)	adult contemp.	7,200
5. KBIG(FM)	easy listening	6,700
6. KRTH(FM)	adult contemp.	6,200
7. KNX (AM)	news	5,400
8. KFXM(AM)	contemp. hit/oldies	5,200
9. KLOS(FM)	AOR	5,200
10. KMET(FM)	AOR	4,900

40. Charlotte-Gastonia, N.C.

1. WPEG(FM)	urban contemp.	18,800
2. WSOC(FM)	country	17,600
3. WBT(AM)	adult cont./oldies	13,200
4. WBCY(FM)	contemp. hit	11,600
WROQ(FM)	contemp. hit	11,600
6. WEZC(FM)	adult contemp.	10,300
7. WLVK(FM)	country	9,200
8. WZXI(FM)	easy listening	7,800
9. WJZR(FM)	contemp. hit	6,200
10. WGSP(AM)	oldies	2,900

41. Rochester, N.Y.

1. WVOR(FM)	adult contemp.	19,900
2. WPXY(FM)	contemp. hit.	18,300
3. WCMF(FM)	AOR	16,500
4. WEZO(FM)	easy listening	16,300
5. WMJQ(FM)	contemp. hit	11,300
6. WHAM(AM)	talk	9,400
WYLF(FM)	nostalgia	9,400
8. WBBF(AM)	news/talk	8,000
9. WNYR(AM)	country	5,300
10. WDXX(FM)	urban contemp.	4,300

42. Oklahoma City

1. KZBS(FM)	adult contemp.	16,300
2. KATT(FM)	AOR	15,400
3. KKNQ(FM)	easy listening	14,200
4. KXXY(FM)	country	14,100
5. KJYO(FM)	contemp. hit	11,100
6. KOFM(FM)	contemp. hit	9,800
7. KTOK(AM)	news/talk	9,600
8. KEBC(FM)	country	9,200
9. KLTE(FM)	adult contemp.	5,000
10. KOMA(AM)	country	3,700

43. Louisville, Ky.

1. WAMZ(FM)	country	17,900
2. WHAS(AM)	adult contemp.	15,900
3. WLRS(FM)	adult contemp.	15,200
4. WQMF(FM)	AOR	11,000
5. WLOU(AM)	black contemp.	10,800
6. WVEZ(FM)	adult contemp.	7,200
7. WVG(AM)	adult contemp.	7,100
8. WRKA(FM)	adult contemp.	6,400
9. WCII(AM)	MOR/country	5,700
10. WJYL(FM)	urban contemp.	5,500

44. Salt Lake City

1. KSFI(FM)	easy listening	13,500
2. KCPX-FM)	contemp. hit	12,700
3. KRSP-FM)	AOR	12,600
4. KSL(AM))	MOR	9,700
5. KLCY-FM)	adult contemp.	9,100
6. KALL(AM)	MOR	6,300
7. KLTV-FM)	adult contemp.	5,600
8. KLUB(AM)	nostalgia	5,200
9. KBUG(AM)	oldies/adult cont.	4,500
KKAT(FM)	country	4,500

45. Dayton, Ohio

1. WHIO-FM	easy listening	20,000
2. WGTZ(FM)	contemp. hit	14,500
3. WHIO(AM)	adult contemp.	13,000
4. WTUE(FM)	AOR	12,500
5. WONE(AM)	country	10,000
6. WYMJ(FM)	adult contemp.	7,700
7. WING(AM)	adult contemp.	5,500
8. WBLZ(FM)	urban contemp.	4,700
9. WWSN(FM)	adult contemp.	4,000
10. WDAO(AM)	black contemp./talk	3,600
WVUD(FM)	contemp. hit	3,600

46. Birmingham, Ala.

1. WZZK-FM	country	18,600
2. WAPI-FM	contemp. hit	17,500
3. WENN-FM	black contemp.	16,900
4. WMJJ(FM)	adult contemp.	16,200
5. WKXX(FM)	adult contemp.	12,900
6. WVOK(AM)	country	8,900
7. WAGG(AM)	gospel	7,600
8. WJLD(AM)	black	5,900
9. WLTV(FM)	soft contemp.	5,000
10. WZZK(AM)	country	4,600

47. Memphis (tied with Nashville)

1. WHRK(FM)	urban contemp.	16,300
2. WMC-FM	adult contemp.	14,900
3. WMC(AM)	country	11,600
4. WRVR(FM)	adult contemp.	9,900
5. WGKX(FM)	country	9,600
6. KRNB(FM)	black	9,400
7. WDIA(AM)	black contemp.	8,900
8. WLOK(AM)	black	8,700
9. WZXR(FM)	contemp. hit	8,500
10. WEZI(FM)	easy listening	7,800

47. Nashville (tied with Memphis)

1. WLAC-FM	adult contemp.	15,900
2. WSM-FM	country	14,300
3. WKDF(FM)	AOR	12,300
4. WZEZ(FM)	easy listening	10,400
5. WQQK(FM)	urban contemp.	9,500

5. WSIX-FM	country	9,500
7. WSM(AM)	country	7,900
8. WZKS(FM)	contemp. hit	7,200
9. WVOL(AM)	black contemp.	6,400
10. WYHY(FM)	adult contemp.	6,200

49. Grnsboro-Wnsth. Salem-High Pt., N.C.

1. WTQR(FM)	country	21,800
2. WKZL(FM)	contemp. hit	16,000
3. WMAG-FM	adult contemp.	10,300
4. WQMG(FM)	urban contemp.	9,700
5. WSJS(AM)	adult contemp./talk	7,700
6. WOJY(FM)	easy listening	7,300
7. WSEZ(FM)	contemp. hit	7,300
8. WMFR(AM)	MOR	3,600
9. WAAA(AM)	black	3,300
10. WEAL(AM)	black	3,200

50. Albany-Schenectady-Troy, N.Y.

1. WGY(AM)	adult contemp.	15,000
2. WPYX(FM)	AOR	12,200
3. WGFM(FM)	contemp. hit	12,000
4. WROW(FM)	easy listening	10,900
5. WQBK(AM)	news/talk	8,800
6. WWOM(FM)	soft contemp.	7,300
7. WQBK-FM	contemp. hit	7,100
8. WFLY(FM)	contemp. hit	7,000
9. WGNA(FM)	country	6,200
10. WTRY(AM)	adult contemp.	5,300

NAB asks Burger for must-carry stay

Without Supreme Court intervention, rules will be dropped tomorrow

Broadcasters suffered a setback last week when the U.S. Court of Appeals denied the National Association of Broadcasters' motion for a stay of the appeals court's must-carry decision. (The court held in July that the rules violated the First Amendment.) Consequently, last week, NAB tried again. This time it asked Chief Justice Warren E. Burger, the Supreme Court justice for the D.C. district, to grant a stay.

NAB and 13 other broadcast organizations asked the appeals court last month (BROADCASTING, Aug. 26) for a 30-day stay of the order that was scheduled to go into effect on Sept. 3. (NAB still plans to petition the Supreme Court next week, Sept. 18, to review the case.) The court's mandate becomes effective Sept. 10 unless Burger grants a stay. Should Burger grant the stay, the rules remain in effect while the high court considers NAB's appeal.

"We were hopeful the stay would be granted," said NAB President Eddie Fritts. "We're disappointed, but we're determined to exhaust every legal resource," he said. NAB has hired the Washington law firm of Covington & Burling to present its case before the court.

NAB, as previously argued in its earlier request, said that denial of a stay will cause broadcasters "irreparable harm." The broadcasters also maintained that the appeals court exceeded its jurisdiction and that "there are clear indications that the decision below is seriously out of step with prior decisions of

this court (including three decisions rendered in 1984) and with prior decisions by other federal courts of appeals."

The petition states that the high court "has never held that cable television enjoys broad First Amendment rights."

Moreover, NAB noted that in two of the court's cable television copyright decisions, it concluded that "insofar as cable was engaged in retransmitting broadcast signal, it was a mere passive conduit more akin to the viewer's receiver than to a performer—hardly the role of one exercising editorial discretion; in the second of those two decisions, this court held that there was no nexus between the editorial/performer functions, in which a cable system that originates programs is engaged, and the passive-conduit functions of retransmitting broadcast signals."

They also characterized the appeals court's decision as "the sort of unrestrained, intrusive judicial review that all too often has required this court to reverse the D.C. Circuit for exceeding the proper bounds of the Administrative Procedure Act."

A stay, NAB argued, would at most "preserve the status quo for a brief period of time." If a stay is granted, the petition said, cable operators can seek relief from the FCC. "In any event, during the pendency of a stay by this court, the FCC would be free to grant individual waivers on any ground other than the correctness of the decision below."

NAB also pointed out that the stations most likely to be hurt are new UHF and public stations: "A struggling public station is not likely to receive contributions from

Few big changes planned as must carry expires

After tomorrow (Sept. 10), cable operators will no longer be bound by the must-carry rules to retransmit all local stations to their subscribers unless the Supreme Court intervenes (see story, page 38). Yet, as the National Cable Television Association claimed after the appeals court found the rules to be unconstitutional in July, most cable systems will continue to carry most broadcast signals voluntarily as a matter of good business, according to a BROADCASTING sampling of cable systems and MSOs taken last week.

"We are going to take a very hard long look with the interests of the subscriber in mind," said Robert Miron, executive vice president of Newhouse's cable operation. Miron would not discount the possibility of some signals being dropped in the future. But, he said, "We are not going to do anything drastic."

Feeling that local signals are an integral and attractive element of their service, the cable operators said that the only broadcast signals that might go are weak independents and redundant network stations. Greg Bicket, president of the Fayetteville, N.C., division of American Television and Communications, is considering dropping duplicative and "triplicative" network signals on its 29-channel, 50,000-subscriber Fayetteville system. "We are not convinced that more than one affiliate [of each network] is in the best interest of our subscribers," he said. But, he said, he'll take no action until results are in from a subscriber viewership survey.

The cable operators seemed reluctant to take any change in their programming lineup for fear that it would arouse the ire of their subscribers. "You don't arbitrarily and capriciously switch programming without aggravating subscribers and we are most certainly not in the business of doing that," said Norfolk, Va., TeleCable President Richard Roberts.

Some operators had copyright concerns. The only thing that might cause TeleCable system to drop signals, said Roberts, is if broadcasters are successful in eliminating the compulsory license and if they had to pay broadcasters for the right to carry their signals.

If the elimination of the must-carry rules affects any broadcasters it will be those planning to put stations on the air, some operators said. With the freedom gained from the elimination of the rules, said Roberts, the TeleCable systems will weigh the appeal of new stations in their markets before putting them on.

viewers it cannot reach during its 'pledge week.'" Newer UHF stations that have not yet established "strong viewer loyalties" are also threatened, it said.

In conclusion, NAB cited the "explosive growth" of cable over the past 20 years during which it has changed from a cottage industry to a multibillion-dollar business. "If the rules have hurt cable, they have not hurt it very much."

The NAB and the Association of Independent Television Stations and others also continue to wage their hattle to salvage the rules on Capitol Hill. They are seeking support for legislation that Representative Barney Frank (D-Mass.) plans to introduce—possibly this week—that will repeal the compulsory copyright license for most cable systems. "The issue is not over," said INTV President Preston Padden. Padden said he is not pinning his hopes on the judicial process, but feels broadcasters will be successful in Congress.

For cable operators, the court's rejection was greeted favorably, although it appeared that on Tuesday, if the rules are officially dropped, there won't be much activity (see above).

"We are very pleased that the Court of Appeals denied the motion for stay," said National Cable Television Association President James Mooney. "We believe this is a further confirmation of the strength of the court's ruling that the must-carry rules violate important editorial rights of cable opera-

tors which are guaranteed by the First Amendment," he said. "We are confident that cable systems will exercise this freedom consistent with consumer and public interest. If an appeal is taken to the Supreme Court, we certainly intend to participate fully." □

FCC works on complaints of telco overcharging

Common Carrier Bureau takes another look at latest tariffs, also checks billing that stations say they can't possibly afford

It is possible that radio broadcasters may get some relief from the rates they are now paying for the audio transmission services of telephone companies. That was the glimmer of good news Albert Halprin, chief of the FCC Common Carrier Bureau, shared in an interview with BROADCASTING last week.

But those rates will never go back to where they were before April 1, which is when the new telco tariffs went into effect. "That is clear," said Halprin. "Despite the fact that both the FCC and I personally recognize the importance of radio stations, it is not proper to charge other customers of

phone service more money than it costs to serve them or to subsidize the rates for radio stations."

According to Halprin, the basic reason audio transmission rates have gone up is related to the way AT&T was doing business before it was forced to divest itself of its local telephone companies. Under AT&T, private line rates, including those for audio transmission services, were underpriced—that is, the rates weren't covering the cost of providing those services—with the shortfalls being picked up by users of AT&T's long-distance telephone services. "AT&T explicitly decided in an environment in which it was a monopolist, not feeling competitive forces, for different social or political reasons to have a rate structure that charged some people too much and some people too little," Halprin said.

In the wake of the divestiture, the FCC directed the telephone companies to base their rates for services on the costs of providing the services involved. The April 1 tariffs are supposed to reflect the local telephone companies' costs of providing local audio transmission services.

Whether those tariffs accurately reflect costs is still an open question, according to Halprin. And the bureau, in an investigation it hopes to wrap up by the end of the year, is considering whether the special access tariffs of local telephone companies, which include the new rates for audio transmission services, are justified.

It doesn't appear too likely that the bureau will find the audio transmission aspects of those tariffs to be unjustified, however. The commission already has let them go into effect, after all. And it hasn't escaped the bureau's notice that radio broadcasters—and their trade associations, the National Association of Broadcasters and the National Radio Broadcasters Association—didn't challenge the tariffs before they were permitted to go into effect, when challenges are supposed to be made. "I can't evaluate whether they [the NAB] mounted an effective challenge, except to say that in respect to the April 1 tariffs, they didn't come to us, they didn't file, they didn't participate on those tariffs," said Halprin.

Whether audio transmission tariffs may remain untouched, actual billings are under FCC investigation to determine whether they accurately reflect the tariffs.

How much the rates have increased gener-



Halprin

ally for radio broadcasters is an open question. The NAB has said that letters from broadcasters indicated average increases by regional Bell operating companies of 390%. The bureau claims that NAB's figure is too high, but it doesn't have a figure of its own to offer in rebuttal. Still, Halprin doesn't question that some radio broadcasters may have experienced rate increases of up to 1,000%. "Clearly, on such an average there are some cases which are extreme," Halprin said.

Broadcasters buffeted by the highest rates appear to be the most likely to get some sort of relief. In the wake of the receipt of written complaints from 151 radio broadcasters, the bureau has launched an informal investigation into whether the more dramatic increases experienced aren't a result of billing "errors" instead of the underlying tariffs. It "became clear" that the telcos were making a "substantial number of errors" in their billings by, among other things, charging broadcasters rates under the "wrong" tariffs, Halprin said. "We came across a number of these different things and heard about enough problems that we decided not just to wait for more individual complaints to come in but to try and figure out what was going on."

On July 26, the Common Carrier Bureau briefed representatives of the local telephone companies on the allegations of billing errors and the procedures the bureau planned

to use to check them out. Essentially, the bureau is asking the telcos to justify their rates when a radio broadcaster alleges that he is being improperly charged. If the responses from the telcos indicate a pattern of abuse, a formal investigation may be launched, Halprin said.

(One story has it that the bureau had asked the NAB to help check out the billings errors in June, but the NAB, saying it didn't have the resources available, declined. Jeff Baumann, NAB senior vice president and general counsel, however, said he believed the association had cooperated fully with the commission by bringing the problem to the attention of broadcasters and asking them to bring their situations to the FCC's attention. "The success of our efforts is apparent by the number of complaints filed at the FCC and the commission's decision to investigate billing practices," Baumann said. "But this is only one part of the problem. The FCC should also focus on the rate structures themselves.")

Of course, it may turn out that none of the telcos is forced to lower its tariffed rates. It's not likely to be any consolation to radio broadcasters who already are cutting back on service, but the rates are not expected to rise dramatically again. A round of tariff revisions filed July 2 and slated to go into effect Oct. 1 indicates an additional average increase of 7% for audio transmission services, the bureau said. But that should be the

end of it. "What we've seen take place is a set of rates that historically have been very underpriced," Halprin said. "The process [radio broadcasters are experiencing] is a corrective process, not part of an inflationary spiral that will be continuing."

Halprin declined to offer radio broadcasters any "market advice" on finding alternatives to telco audio transmission service. But he noted that some radio broadcasters have been exploring "creative ways" to sidestep the increased rates. Some broadcasters, for example, have been using regular telephone lines for audio transmissions. And there's nothing wrong with doing that, Halprin points out.

But Halprin does offer some advice: Broadcasters who want to keep the rate damage to a minimum should get involved. For starters, broadcasters who want to complain about a tariff or an overbilling should send a letter to the FCC. Overbilling complaints should be accompanied by a copy of the bill at issue. Both sorts of complaints should be addressed to: Federal Communications Commission, Common Carrier Bureau, Washington, D.C. 20554, Attention: Informal Complaints Branch. "Clearly given the importance of special access to their business, I think they [radio broadcasters], either individually or collectively through any organization, should be monitoring what's going on at the FCC and participating in these proceedings," Halprin said. □

Space WARC hits obstacles in Geneva

Deadlock centers on planning for fixed satellite service space

The Space WARC now under way in Geneva has hit a snag—if it's lucky. If it's not, the World Administrative Radio Conference that is to lay the groundwork for planning the space services at a second session in 1988 has hit a dead-end. After four-and-a-half weeks of a five-and-a-half-week session, the conference being attended by representatives of 106 countries is stuck on the critical question of how the fixed satellite service is to be planned. An answer eluded an ad hoc group consisting of the chairmen of 17 delegations plus several conference and International Telecommunication Union officials—it was dubbed "supergroup"—that was constituted early last week to attempt to find a compromise.

There has been some movement. The U.S. has shown a readiness to compromise—but not, apparently, enough, in the eyes of the Third World. And the Third World, in the eyes of the U.S. and its allies, will have to cut back drastically on its demands if the impasse blocking progress toward agreement is to be eliminated.

If the smell of failure is not yet in the air—and members of the U.S. delegation who have been through a number of WARC's over the years said last week it was too early to talk of a failed conference—the smell of politics is, as the contending parties maneuver for advantage in the final days. And the leadership of the WARC demonstrated its



At work at WARC. Members of the U.S. Space WARC delegation at a meeting of Committee 5, on planning methods and principles. Shown above are (l-r): Ron Stowe, Satellite Business Systems; Ambassador Dean Burch, head of the delegation; Frank Urbany, National Telecommunications and Information Administration; Ron Lepkowski, FCC; Richard Shrum, State Department, and Hans Weiss, Comsat.

concern about the lack of progress by scheduling sessions all day Saturday and Sunday (Sept. 7 and 8), and extending the life of the conference one day, to Sept. 14.

As for the progress that had been made as of Thursday, Ambassador Dean Burch, head of the U.S. delegation and a member of the "super group," said there was "general agreement" that the conference should take "a dual approach" to planning. On the one hand, the expansion bands associated with 6/4 ghz would be subject to some form of an allotment plan, to "guarantee" that the basic requirements of all administrations—particularly those of developing countries—

would be met. On the other, a procedural approach would be employed. Existing regulatory procedures would be improved, and a multilateral system of coordinating requirements in the conventional 6/4 band would be adopted. The multilateral planning method would also be applied to 14/11-12 ghz, another band that has loomed large in discussions at the international conference center. But details of that method, like the allotment plan mentioned, remain to be filled in.

As a result, the proposal is "tentative." Indeed, Burch said it is possible that "none of this" will become final. He and other

members of the delegation qualify any discussion of the compromise the U.S. is prepared to make with the observation that much depends on the "package" of which it becomes a part. For instance, that kind of allotment plan is said to be critical. It would have to provide for sufficient flexibility in use of the orbital arc, they say. In that regard, they speak favorably of a document prepared by the chairman of Working Group 5A (Planning Principles and Procedures) in an effort to help produce a compromise; it suggests instead of prescribed slots, the use of predetermined arc and frequency bands within a country's orbital position would be located when required.

The position outlined by Burch represents a change from the one with which the U.S. entered the conference. Until last week, the U.S. had inveighed against such planning as wasteful and inefficient. But Burch last week said a flexible allotment plan would not differ greatly from the U.S.'s original proposal for the 6/4 ghz expansion goals. That would have reserved those plans exclusively for the long-range planning of developing countries. With the change in the plan, the U.S. is withdrawing its commitment to impose a moratorium on its use of the expansion bands.

To the developing countries, the U.S. compromise apparently seems inadequate. They have proposed a priori planning of the 6/4 ghz, 14/11-12 ghz, 8/7 ghz and 30/20 ghz bands (BROADCASTING, Sept. 2). And while they have indicated a willingness to restrict their planning demands at 6/4 ghz to the expansion bands, they continue to propose planning throughout the other bands. Nouredine M. Bouhired, head of Algeria's delegation, said in an interview on Tuesday that he had become persuaded, after almost four weeks of the conference, that it would be necessary to compromise, "and to ask for less" (see story, page 112). But Burch on Thursday said he was not yet aware of Bouhired asking "for less."

Of the bands beyond 6/4 ghz, 14/11-12 ghz appears most susceptible to planning. The 8/7 ghz band is used for military communications and radar by the U.S. and a number of other countries, including the USSR, so is not a likely candidate. Little is known of the 30/20 ghz band, which is virtually barren of satellites. But the U.S. and a number of its allies are digging in their heels in opposing planning even of the expansion bands associated with 14/11-12. They feel that planning the 500 mhz involved would be wasteful; they say there is more than ample spectrum in the 300 mhz available for planning the 6/4 ghz expansion bands, particularly with the capability of doubling the amount of usable spectrum through the dual polarization of satellites. They also note that new technology permits the co-locations of satellites and reduction of the spacing between satellites to two degrees. Countries, said Burch, can be "guaranteed" slots.

Bouhired, one of the few spokesmen for the Third World who would speak to reporters at the conference, evidently welcomes such "guarantees." But he indicated he wants them "in writing" in more than one

band. And he was encouraged by the growing number of proposals that include some form of allotment planning. Two weeks ago, Japan stole a march on the U.S. in proposing allotment planning in the 6/4 ghz expansion bands, a move the U.S. at the time said it would oppose. The Soviet Union proposed a priori allotment planning in the expansion bands associated with both 6/4 ghz and 14/11-12 ghz.

Last week, there were more. France offered one. And while the document describing the plan did not specify the bands to which it would apply, a high-ranking member of the French delegation said the expansion bands associated with 6/4 ghz and 14/11-12 ghz were envisaged. However, the U.S. may regard that proposal as a special case; several members of the delegation

praised it as constructive, and last week Burch said that in providing for a multilateral planning method similar to the Americans', it would seem to afford considerable flexibility. Canada also offered an allotment plan, one that members of its delegation said would apply to the 6/4 ghz and 14/11-12 expansion bands. And while Americans said it, too, provided for some flexibility—the plan would be based on the requirements submitted by countries—it resembles a proposal developed before the conference the U.S. had hoped it had persuaded Canada to shelve.

Those proposals will not make it easier for the U.S. to hold the line on allotment planning to the 6/4 ghz expansion bands.

With all of those conflicting views, Burch

Rainbow licensing deal complicates Turner-MGM/UA purchase plan

Turner Broadcasting System's proposal to buy MGM/UA Entertainment Co. (spinning off the United Artists assets to Kirk Kerkorian's Tricenda Corp.) (BROADCASTING, Aug. 12) may have hit a snag in the form of a licensing agreement that the studio had previously made with the Rainbow Programming Service for its American Movie Classics channel. One of TBS's primary motivations for acquiring MGM/UA is to gain access to the company's library of some 4,700 motion pictures. Under its agreement with MGM/UA, however, Rainbow claims that it has the exclusive basic cable rights to some 1,600 MGM/UA films representing the cream of the available titles and including such classics as "The Wizard of Oz," "Casablanca," "The Maltese Falcon," "Apocalypse Now" and the series of "Rocky" films.

Several weeks ago, TBS officials said they were considering launching an advertiser-supported movie service with product supplied from the MGM library if the proposed acquisition is completed. Mark Lustgarten, president of Rainbow Programming Service, said last week at a press conference in New York there was "no question" that his company's 10-year license agreement with MGM/UA would prohibit such a service from using any of the 1,600 films under contract to American Movie Classics. The company convened the press conference to announce that AMC, launched last October as a pay service, would also be made available to cable operators, beginning Oct. 1, for basic and tiered services.

Lustgarten also stressed that it was Rainbow's position that the MGM films AMC has the rights to would not be available to Turner's superstation WTBS(TV) Atlanta either, because of its position as a channel offered within the basic services of most cable systems in the country. The rights agreement, he said, which some reports have valued at \$45 million, has "clear restrictions" against the use of those films "on anything we know as basic service today... I guess that means exclusive," he added. Commenting on unconfirmed reports that it was both TBS's and MGM/UA's contention that the titles under contract to Rainbow would indeed be available to other basic cable services after an initial 20-month exhibition window on AMC, Lustgarten said the Rainbow contract contained no such clause. "I have not heard of it," he said.

Observers following the situation last week suggested that if the TBS deal to acquire MGM/UA goes through, the situation will likely end up in court. Speculation was that there was no way TBS would acquire the company and accept not having access to 1,600 of the MGM library's top films.

TBS, however, takes issue with Lustgarten's interpretation of Rainbow's rights agreement with MGM. A TBS spokesman said the company was aware of the contract with Rainbow before making the MGM/UA acquisition proposal and that the agreement does have long-term restrictions that bar other basic cable services from using the titles selected by Rainbow. But as for superstations and other over-the-air broadcast outlets, the spokesman said, there is only a 20-month window of exclusivity for Rainbow, which he said, WTBS "will respect."

At the press conference last week, Rainbow officials also said they would support the move to make AMC an optional basic tier service with a multimillion-dollar consumer and trade advertising campaign (spot TV, cable and print), also beginning Oct. 1. Company executives also said they are considering selling advertising time between, but not during, the movies on AMC, which is currently commercial free.

noted, drily, "It's fair to say, today there is no consensus that has emerged."

It's the U.S.'s hope its proposal can serve as the basis for one. Burch described it as a "widely accepted notion based on considerations of Working Group 5A and the mood of the ad hoc group as reflected in DT-70," the document prepared by 5A's chairman, F.S. Couto Pinheiro, of Brazil. That document emerged on Saturday, Aug. 31, after Pinheiro had consulted with members of the working group. The document was not drafted in great detail—the bands that would be subjected to allotment planning were not specified, for instance—in order to achieve the widest possible support. Still, it did not ignite a drive for consensus.

As a result, the chairman of the conference, Dr. Ilija Stojanovic, of Yugoslavia, and the seven vice chairmen (including Burch) agreed that 5A was deadlocked. At that point, Stojanovic created the ad hoc committee from a cross section of the delegations. In addition to the U.S., the countries represented are the USSR, Algeria, Australia, Kenya, India, Czechoslovakia, China, the United Kingdom, Colombia, Argentina, Senegal, Iran, Italy, Saudi Arabia, Japan and France. Stojanovic and Pinheiro are among several ex officio members.

As the conference remains bogged down, talk among delegates of developed countries of the politicization of the International Telecommunication Union inevitably is heard. One American said, with some exasperation, "The technical problems of this conference could be settled in a week." Dr. John Durkin, head of the United Kingdom delegation, reflected the view that more than technical issues are at stake. "The U.K. would like to preserve flexibility [in allocating orbital slots and frequencies]," he said. "But we must satisfy political aspirations." And when a leading member of a Third World delegation is heard to remark that his country would like to reserve a slot for "400 years," an American trained in the rigors of spectrum management shakes his head.

Sometimes the politics of the conference generate something other than charming metaphors. During a plenary on Thursday, a Colombian delegate accused the U.S. of violating ITU regulations by inserting Satcom II-R and Galaxy II in a slot above Colombia's territory without permission. That was part of another expression by Colombia of its view that equatorial countries own the geostationary arc over their territories, a claim made without success at previous world and regional administrative radio conferences over the years. Burch, offering to inject some "fact into the stram of rhetoric," noted that the International Frequency Registration Board had confirmed that the U.S. procedures were proper in one case and said that in the other the U.S. broke off coordination efforts with Colombia when it demanded that the U.S. seek permission to use the orbital slots. At that point, the Colombian delegate came back on the microphone to say, "If I wanted to engage in rhetoric, I'd talk about Star Wars." And Colombia has offered a document declaring that the geostationary orbit "must be used exclusively for

peaceful purposes." The document aimed at the Reagan administration's Strategic Defense Initiative, is regarded by most developed countries as the kind of political statement that is out of place in a technical conference.

Along with talk of the politicization of the ITU and the possibility of the failure of the conference, there are the comments of the American delegates who say such a failure would be more damaging to the interests of the developing than the developed countries. For what would remain in place would be the existing system of allocating slots and frequencies, a "first-come, first-served" system the developed countries believe works well. □

If the U.S. delegation, like most others, was concerned about the difficulty in achieving consensus on the question of planning, the Americans were quietly celebrating one victory. It was their success in winning working group approval of the incorporation of Region 2's (the western hemisphere's) direct broadcast satellite plan, adopted in 1983, in the international radio regulations.

Chances of that success seemed remote

when the conference opened. Several European countries, notably the United Kingdom and France, feared systems operating under the plan would cause interference to their DBS, fixed satellite or terrestrial services. But an American team headed by Edward Jacobs of the FCC and Edward Reinhard of the Communications Satellite Corp., resolved every problem. They either determined that the perceived problems did not exist or that adjustments could be made to avoid interference. Although the success will not be final until the decision of the working group works its way up through the full committee to a plenary of the conference, there seemed little doubt that it would.

A practical effect of that success is that DBS applicants will know precisely the constraints necessary to protect systems in Region 1 (Europe) and 3 (Asia and the Pacific) against interference. What's more, with the incorporation of the plan, the U.S.'s DBS assignments are included in the International Frequency Registration Board master register and thus are protected against interference caused by systems that are subsequently authorized. □



Stanton on Murrow: the greatness lives on

The memory and accomplishments of Edward R. Murrow were evoked in Washington last week by his long-time associate at CBS, Frank Stanton, the company's president emeritus. The occasion was a meeting of the United States Information Agency Alumni Association and the rededication of a plaque honoring Murrow in a park near USIA headquarters on Pennsylvania Avenue. The legendary broadcast newsman, who died in 1965, was director of the USIA from 1961 to 1964.

Stanton called Murrow "one of only a handful of journalists in all history whose stature as a man of his times—and for all times—overshadowed even his towering stature as a broadcaster. . . . He had a rare capacity for conveying the deeper meaning and the emotional quality of world events. They flowed through him like a stream." Speaking of Murrow's wartime broadcasts from London, Stanton said: "He carried the dead to our doors."

Stanton cited three qualities behind the Murrow impact: "that great, resonant voice," his courage and his passion to get and convey the truth, and the then technology of radio itself. The first two of those qualities Stanton assigned to the category of things that do not change; the third changes all the time. "Now we have a proliferation of new ways to get a television signal from one place to another. Satellites dot the skies. Cable snakes its way across the land. VCR players are in every fourth home. And increasingly, direct broadcast receiving dishes are sprouting from the landscape like giant inverted mushrooms after a spring rain. . . . They're changing the tools of the game. They're stretching the reach of the possible. And they're making a lot of our traditional thinking about communications obsolete."

Stanton said that, for USIA, it meant that overseas information programs must move beyond radio. Moreover, he argued that the increasing availability of global information via satellites should persuade the U.S. to drop the regulations that now prevent American citizens from hearing or seeing the information that agency distributes to the rest of the world. "Ed Murrow believed in truth," Stanton said. "He also believed in openness. And it's in his spirit that I suggest the time has come to stop hiding the work of USIA from the American people."

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Alden

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Capitol Cities

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Koplar

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Hearst

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Tel-Am

WTXX/Hartford-New Haven
Channel 20

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Meredith

KPTV/Portland, OR
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Malrite

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May

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WDBD/Jackson, MS
Media Central

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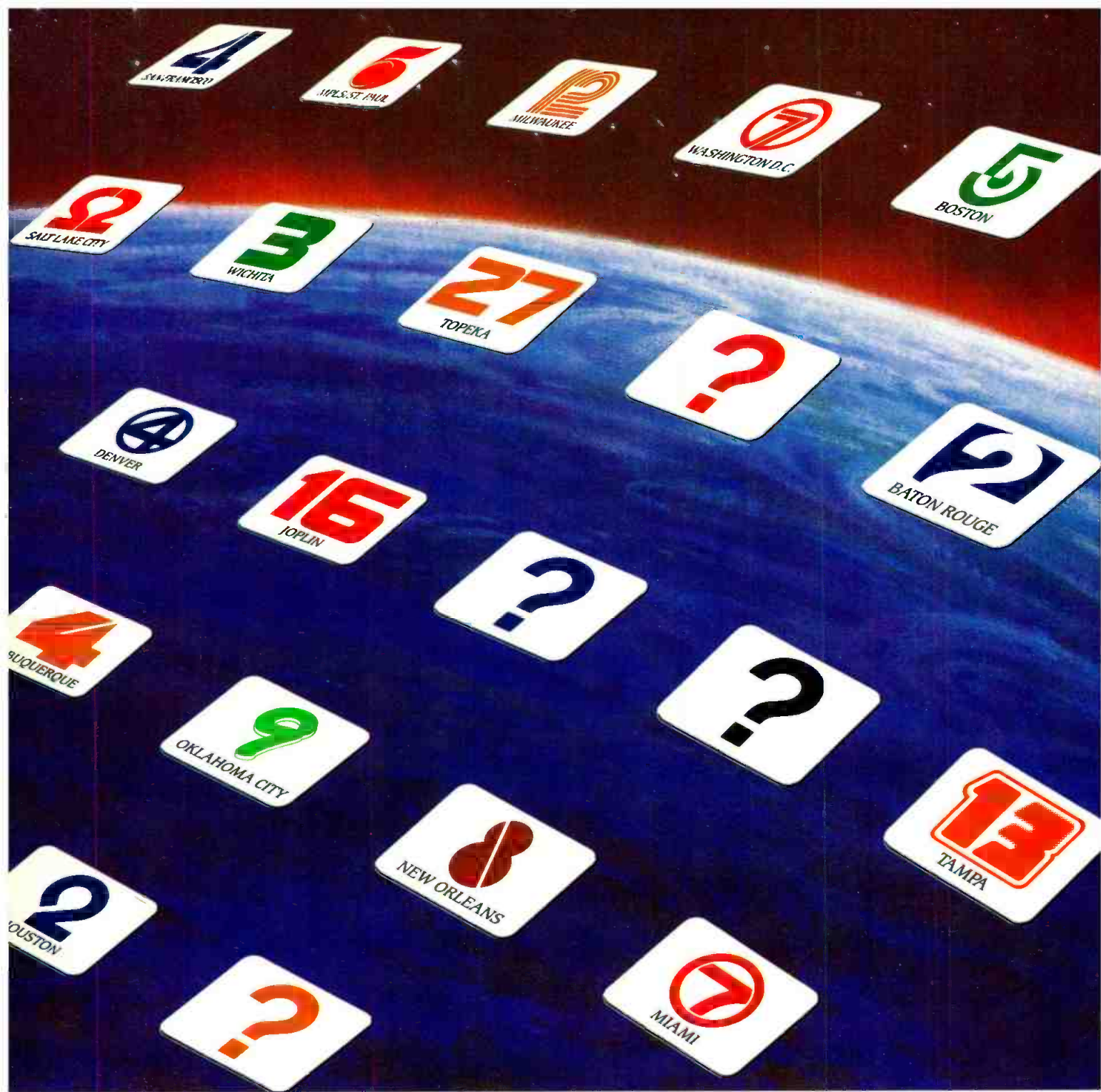
WXTX/Columbus, GA
Media Central

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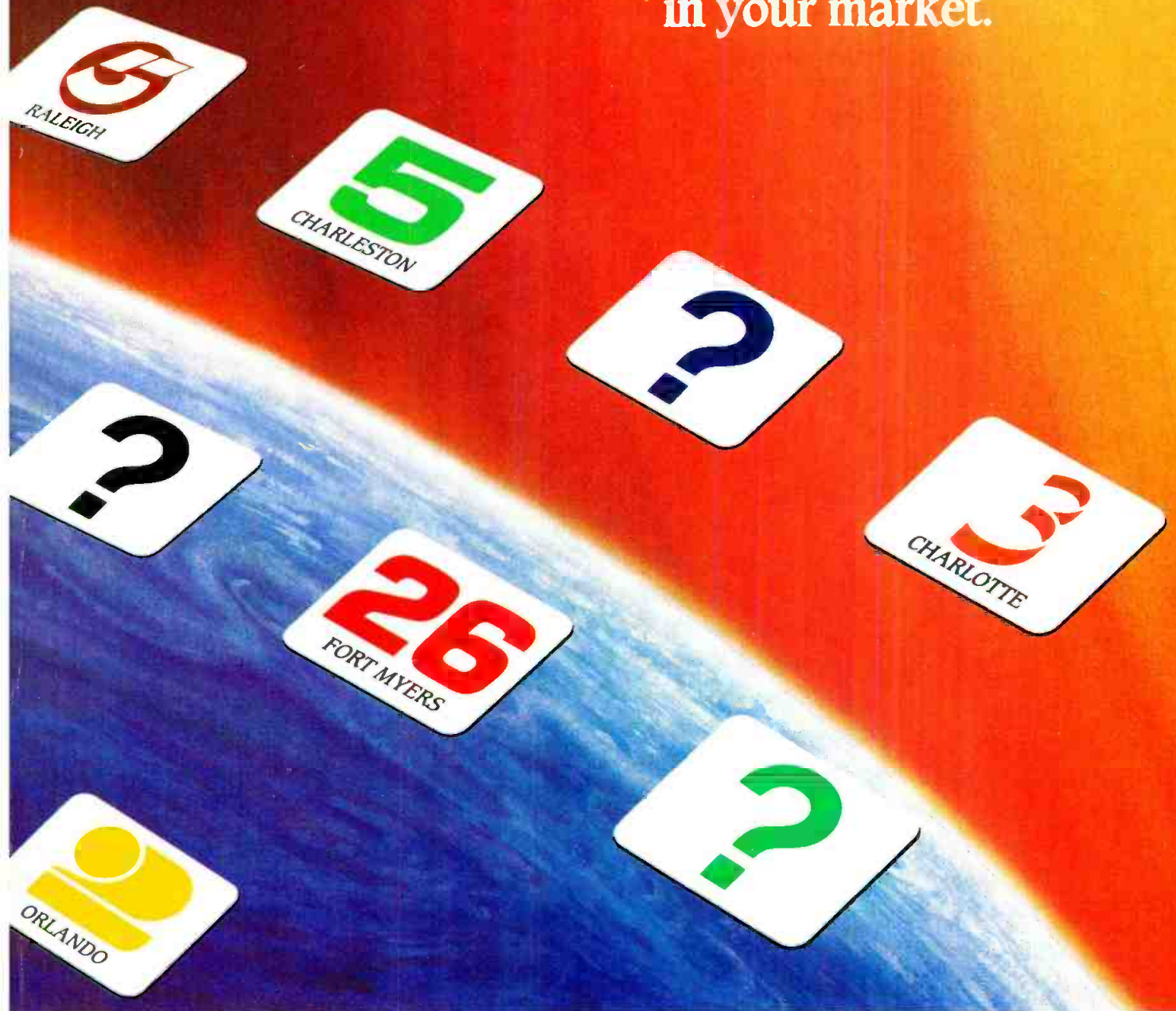
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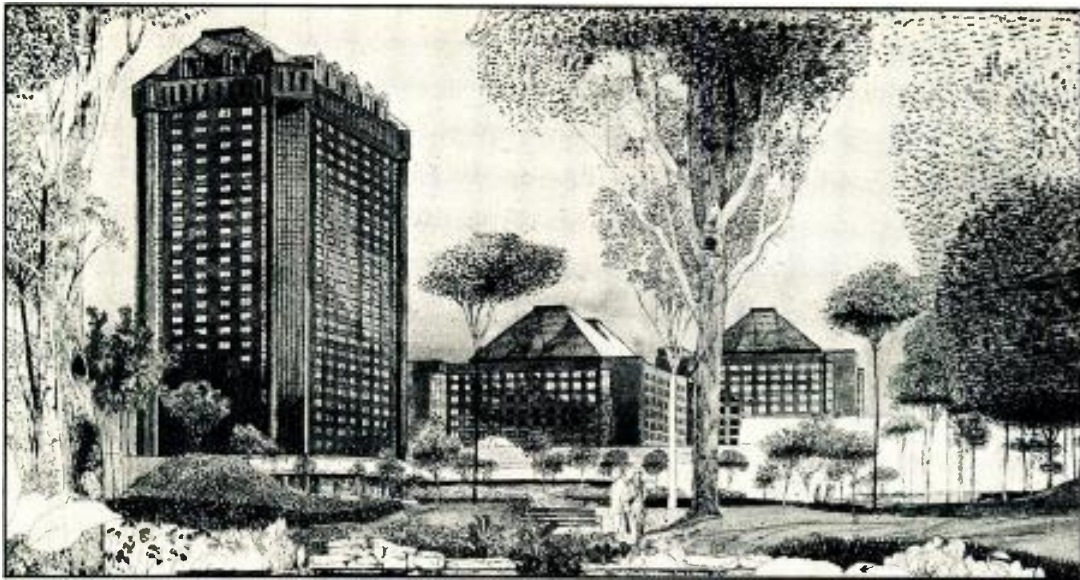
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The Loews Anatole

Radio does Dallas

For the second time, the National Association of Broadcasters and the National Radio Broadcasters Association will welcome conferees to their joint annual conference celebrating radio. This year's event—Radio '85 Management and Programing Convention—is expected to draw about 7,000 to Dallas Sept. 11-14, for a meeting including 82 workshops, 90 hospitality suites and 111 companies exhibiting in 19,300 square feet.

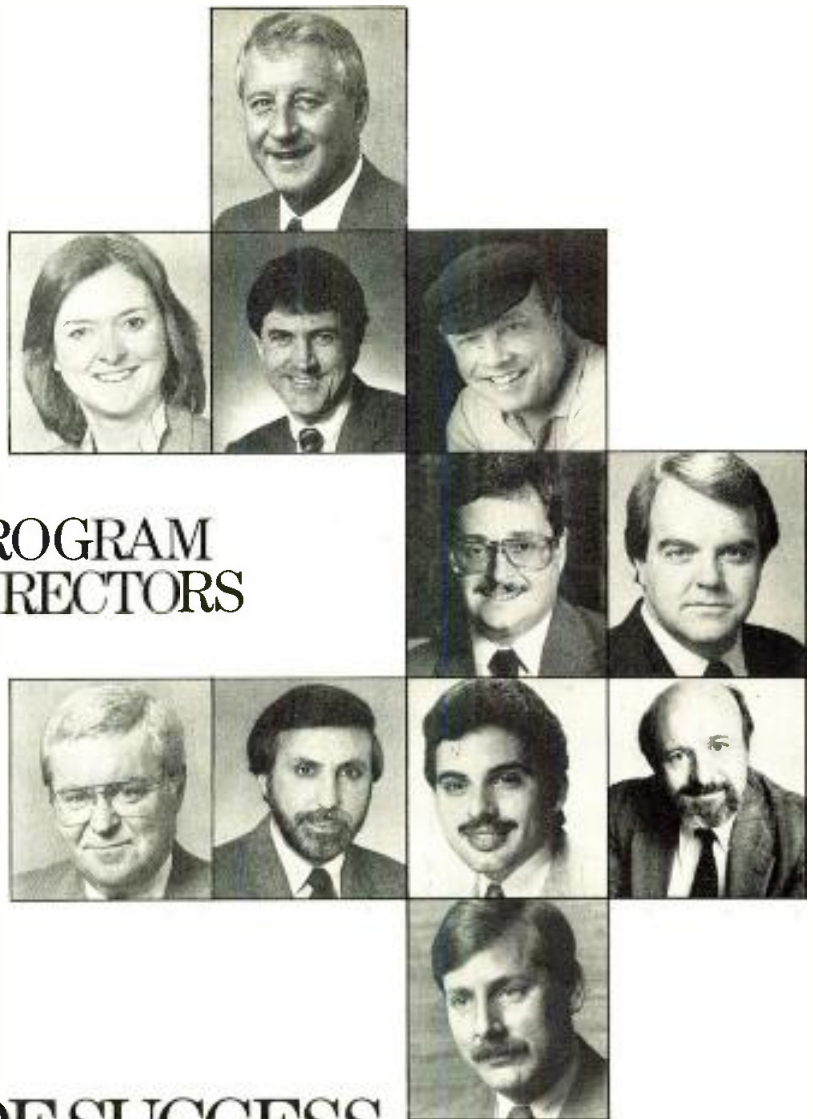
Loews Anatole is the official convention hotel, but rooms have been set aside in five other area hotels, NAB said. All exhibits will be located on the second floor of the Dallas Convention Center; workshops will take place there also, one floor below.

According to the NAB, at the end of last week, preregistration was about 2,300. Although the number of companies exhibiting this year is down from 137 in 1984, according to Mike Riley, NAB director of associate membership, the amount of exhibit space sold is comparable to last year's figures. He added that about 65% of the exhibitors at the conference are equipment manufacturers, including computer systems and a "good deal of production-type equipment."

When asked if the concurrent scheduling of the

(to page 48)

RADIO 85



PROGRAM DIRECTORS

THE SOURCE OF SUCCESS IS THE COMMITMENT OF YOUR TEAM.

Top Row

MEL MILLER, WRKO AM, Boston

Second Row (Left to Right)

LORNA OZMON, WROR FM, Boston

GLEN MARTIN, WFYR FM, Chicago

RICK SHAW, WAXY FM, Ft. Lauderdale/Miami

Third Row

ROBERT HAMILTON, KRTH FM, Los Angeles

RICK SCARRY, KHJ AM, Los Angeles

Fourth Row

CARSON RENNIE, WHBQ AM, Memphis

BOB BRUNO, WOR AM, New York

TONY QUARTARONE, WRKS FM, New York

MIKE PHILLIPS, KFRC AM, San Francisco

Fifth Row

PAUL TEARE, WGMS AM/FM, Washington



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Radio-Television News Directors Association conference (in Nashville Sept. 11-14) had an effect on the number of exhibitors at Radio '85, Riley said that although there "were some people who made some choices" as to which they would attend, for the most part, the types of exhibitors at the two shows "tend to be different."

Following an evening reception Wednesday (Sept. 11), the convention gets under way at 9 a.m. on Thursday, Sept. 12, with a welcome from Radio '85 co-chairman Gary Stevens and remarks from NAB President Eddie Fritts and NRBA President Bernie Mann. Fritts will speak on the threat of government intrusion into broadcasting, especially in programing and advertising, and

eliminating it by maintaining congressional contact and becoming an integral part of one's local community. Mann said he will talk about "two groups who say they are our friends but who really aren't—the music licensing firms and the ad agencies." He will encourage the broadcasters "to seek the client," rather than relying on advertising agencies as "the only vehicle" for transmitting radio's story, he said.

There also could be some discussion of the NRBA executive committee's proposal for a super radio-only association (BROADCASTING, Aug. 5, et seq.), following the NRBA's full board discussion of it at its meeting Sept. 10 (although Mann said last week that he won't discuss it at the conven-

tion). (In addition to the super radio proposal, the NRBA board will elect officers and five new directors-at-large at its meeting. And it will review plans for NRBA's Radio Sales University series and its "Radio Group Head Fly-Ins," meetings for radio group owners.)

Sessions on the convention agenda will cover such topics as "AM Programing Success Stories"; "Living with the New FCC Rules"; "Recruiting and Training Effective Sales People"; "Women in Management—Sales, Programing and Station Management"; "Developing New Local Dollars," and a status report on Docket 80-90 "allocations, applications and opportunities."

Among the sessions likely to stir up interest is Thursday's "Porn Rock... Too Hot to Air?," with NAB's Fritts; Tipper Gore, Parents' Music Resource Center; Stanley Gortikov, Recording Industry Association of America; William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.; Nick Bazoo, WBZZ(FM) Pittsburgh; Charlie Kendall, WNEW(FM) New York, and George David Weiss, the Songwriters Guild, New York.

Also on Thursday, "Music Licensing—Paying the Price," with Bob Henley, All-Industry Radio Music Licensing Committee; Voncile Pearce, Radio South Inc.; Edward Christian, Josephson Communications; Mann; Fritts, and Kent Burkhardt, Burkhardt, Abrams, Michaels, Douglas.

On Friday (Sept. 13), there will be a live satellite hookup with the RTNDA convention in Nashville. Richard Wright, vice president and general manager of WTAG(AM) Worcester, Mass., will moderate the Dallas panel with John Dille III, Federated Media; Jay Cook, WQI-WDAE Tampa, Fla.; Jim McLaughlin, WBEN-AM-FM Buffalo, N.Y., and Ross Britain, WHTZ(FM) Newark, N.J. Jim Farley, vice president for NBC Radio News Network, will moderate.

According to Cathy Lehrfeld, a spokeswoman for NBC Radio Network, NBC is donating the cost of the crew in Nashville. Additionally, she said, RCA Americom Communications is donating satellite time for the linkup; American Uplinks Inc. is donating its production facility in Dallas; KXAS-TV Dallas is donating a crew and director; the Nashville Network will donate an uplink and equipment in Nashville, and WSMV(TV) Nashville is donating the services of a director.

Also, NRBA has set up a special booth for the All Industry Radio Music Licensing Committee where broadcasters can learn about the efforts "continually being made" on behalf of radio, the association said.

On Friday, Mutual talk show host, Larry King, will receive this year's "Radio Award" from both NRBA and NAB "for his long-term involvement and continuing contribution to the radio industry."

Other convention activities include "Dick Clark's Good Ol' Rock 'N' Roll Show," featuring singers Del Shannon, Freddie (Boom Boom) Cannon, The Shirelles and The Drifters; a five kilometer "fun run" Saturday at 7 a.m. at Bachman Lake, and a Texas barbecue on Saturday evening. □

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 RONA BARRETT ON ENTERTAINMENT. **KENNEDY/DOLE OR BAKER/CUOMO ON POLITICS.**

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At Mutual we have the wide variety of programs you need to round out your station's schedule. Each day, hundreds of stations

in every format are picking Mutual programming. For each of them, the move is not only cost-effective, but audience-effective. Mutual programs are provocative. The subjects, timely. The formats, flexible.

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Day by day in Dallas

The registration desk will be open on Wednesday from noon to 8 p.m., Thursday 8 a.m.-5 p.m., Friday 9 a.m.-6 p.m. and Saturday 8:30 a.m. to noon. The exhibit hall will be open Thursday at 10:30 a.m.-5 p.m., Friday 9 a.m.-6 p.m. and Saturday 9 a.m.-5 p.m.

Thursday, Sept. 12

Syndicators breakfast. 7:30-8:45 a.m. Room 116.

Opening session. 9-10:30 a.m. *Radio '85 Format America.* Welcome: Gary Stevens, Double-day Broadcasting. Remarks: Bernie Mann, NRBA, and Eddie Fritts, NAB.

Six concurrent sessions. 10:45 a.m.-12:15 p.m. *Common Traits of Successful Managers.* Room 102. Moderator: Mickey Luckoff, KGO(AM) San Francisco. Panelists: Mark Friedman, Personnel Survey & Research Group; Patrick Rheaume, Concept Group; Wally Clark, K11S(AM) Los Angeles; Bob Zimmerman, WRSC(AM) State College, Pa.

How the Competition Sells Against You. Room 107. Moderator: Merrell Hansen, KUSA(AM)-KSD-FM St. Louis. Panelists: Ann Shannon, Gannett Outdoor; Jack Riordan, Media Network's/3M; Dick Williams, WFLD-TV Chicago; Karen Carroll, KYKY(FM) St. Louis; Laura Rosen, Cable Net-

works.

Rep roundtable. Room 116. *Panel 1: United Networks*—Chairman: Jerry Schubert. Participants: Bob Lion, Blair; Jeff Dashev, Interep; Bill Kelback, Supernet; Stu Olds, Katz. *Panel 2: National Sales Manager Role*—Chairman: Bill Fortenbaugh. Participants: Vince Gardino, Selcom; Tom Turner, Blair/RAR; Dick Sharpe, McGavren Guild; Carl Butrum, Eastman; Joe Leoce, Republic. *Panel 3: Rate Cards/Pricing*—Chairman: Peter Moore. Participants: John Comenos, Christal; Jacqui Rossinsky, Hillier, Newmark, Wechsler & Howard; Phil Roberts, Masla; Marv Roslin, Roslin; Steve Marriott, Weiss & Powell. *Panel 4: Selection and Evaluation of Reps*—Chairman: Phil Newmark. Participants: Dick Romanick, Katz; Tony Fasolino, Torbet; Barbara Crooks, Blair; Warner Rush, Major Market Radio; Tony Miraglia, CBS Radio.

AM Programming Success Stories. Room 103. Moderator: Ed Shane, Shane Media Services. Panelists: Randy Michaels, WLW(AM) Cincinnati; Chet Tart, John Blair & Co.

Living with the New FCC Rules. Room 104. Moderator: Tom Schattenfield, NRBA. Panelists: Frank Mullin, Mullin, Rhyne, Emmons & Topel; Larry Eads and Daniel Brenner, FCC.

Recruiting and Training Effective Sales People. Room 101. Moderator: Bill Stakelin, RAB. Panelists: Lew Latto, Northland Radio; Tony Salvadore, KFOG(FM) San Francisco; Dave Thomas,

WHBQ(AM) Memphis.

Walk-around lunch. 12:15-1:45 p.m.

Session. 1:45-5 p.m. *Leadership and the One-Minute Manager.* Ballroom A. Presenter: Patricia Zigarmi, Blanchard Training & Development.

Seven concurrent sessions. 1:45-3:15 p.m. *What Does a Sales Manager Do?* Room 109. Moderator: Bill Weller, WKZL(FM) Winston-Salem, N.C.; Panelists: Joe Schwartz, KNEW(AM) Oakland; James Earl Thompson, KEND(AM)-KLLL(FM) Lubbock, Tex.; John Elizey, KEYE-AM-FM Perryton, Tex.

Computers and Your Station Operation. Room 102. Moderator: David Kennedy, Hicks Communications. Panelists: Mike Barron, Arthur Young & Co.; Greg Dean, Computer Concepts; Danny Jenkins, KFDM-AM-FM Wichita, Kan.; Bill Rosolie, ABC Radio; Steve Peppard, CBS Radio.

Programming for Small Market Radio. Room 103. Moderator: Lee Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz. Panelists: Scott Marcus, KATA(AM)-KFMI(FM) Arcata, Calif.; Donna Parker, WCMX(AM) Leominster, Mass.; Linda Parrish, KMUS(AM) Muskogee, Okla.; Donna Harper, Donna Harper & Associates.

Controlling Your Legal Costs. Room 104. Moderator: Jeff Baumann, FCC. Panelists: Harry Cole, Bechtel & Cole; Bob Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; Erwin Krasnow, Verner, Lipfert, Bernhard, McPherson & Hand; John Morgan, FCC.

Ask the Ad Manager. Room 105. Moderator: Nick Verbitsky, United Stations. Panelists: Bob Watson, AT&T; John Smith, Eagle Advertising; Bill Harris, Zales Corp.; Tucker Harrison, Phillips Petroleum.

Porn Rock... Too Hot to Air. Moderator: Eddie Fritts, NAB. Panelists: Tipper Gore, Parents' Music Resource Center; Stanley Gortikov, Recording Industry Association of America; William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.; Nick Bazoo, WBZZ(AM) Pittsburgh; Charlie Kendall, WNEF-FM New York; George David Weiss, The Songwriters Guild.

Moving the Tower—New Programming Strategies. Room 107. Moderator: Rick Sklar, Sklar Communications. Panelists: Mark Osborne, WKSQ(FM) Ellsworth, Me.; Martin Sherry, WFOX(FM) Gainesville, Ga.; Robert Gilbertson, Guy Gannett Broadcasting.

Six concurrent sessions. *How to Buy a Radio Station.* Room 101. Moderator: Robert Weiss, Metroplex Communications. Panelists: Rich Balsbaugh, WXS-AM-FM Boston; Barbara Hoose, Bank of California; Larry Justice, WCIB(FM) Falmouth, Mass.; Bob Mahlman, Mahlman Co.; Tom Buono, Broadcast Investment Analysis.

Grooming Program Directors to be General Managers. Room 107. Moderator: Al Law, WHDH(AM) Boston. Panelists: Dan Griffin, WRKO(AM) Boston; Dan Mason, KFMI(FM) Houston; Jay Cook, WIQI(AM)-WDAE(FM) Tampa, Fla.; Scott Marcus, KATA(AM)-KFMI(FM) Arcata, Calif.

Selling For and Against Combos. Room 102. Moderator: Gary Edens, Edens Broadcasting. Panelists: Juli Dorff, WRMM(FM) Atlanta; Joan

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But more than our programming network, there's our growing affiliate network—already over 2500 strong. Reinforced by the strength of our communications network...via satellite over 6 live channels on Satcom 1R.

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Come visit us at the NRBA/NAB in the Atrium Presidential Suite 934 at the Anatole.

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Four years ago, Satellite Music Network began transmitting live, 24-hour stereo music programming via satellite to radio stations throughout the U.S.

Today, we are providing four different formats to 500 radio stations located throughout the United States, the U.S. Virgin Islands, Bermuda and the British West Indies.

And, here are 100 good, creative hard-working reasons why Satellite Music Network has accomplished outstanding broadcasting success:

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- Barbara Aiello, Advertising Sales Assistant
- Dennis Jon Bailey, StarStation Announcer
- Roni Bava, Director of Administrative Services
- Ronald Baxley, Stardust Announcer
- Jim Beedle, Country Coast-to-Coast Announcer



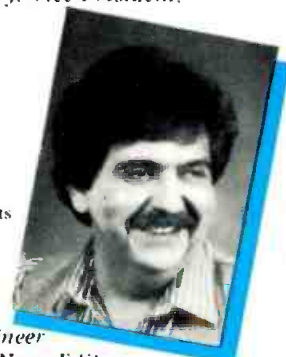
Ralph Sherman



Tim Spencer

- Debbie Carnes, Affiliate Sales Secretary
- Dave Christianson, News Director
- Ted Clark, Country Coast-to-Coast Announcer
- Pat Clarke, Operations Manager, Rock'N'Hits
- Matthew Clenott, Country Coast-to-Coast Announcer
- James Connell, StarStation Announcer
- Lisa Connell, Production
- Bob Conway, News Editor
- David Corning, Regional Affiliate Manager
- Don Crisp, Regional Affiliate Manager
- Connie Crossley, Research Analyst
- Greg Daugherty, Vice President, Major Market Affiliates
- MaryAnn DeLaCruz, Receptionist/Secretary
- Mel Diamond, Vice President, Advertising Sales
- W.T. Doan, Jr., Board of Directors
- Henry Dutzek, Account Executive
- Mark Edwards, Country Coast-to-Coast Announcer
- John Enoch, Regional Affiliate Manager
- Val Farmer, Production
- Barbara Flatt, Clearance
- Bill Fortune, Country Coast-to-Coast Announcer
- Rebecca Francis, Accounts Payable
- Jim Frank, News Editor
- Jonathan Freeburg, Production
- David Gerety, General Sales Manager
- Don Gordon, Regional Affiliate Manager
- Bill Haines, StarStation Announcer
- Robert G. Hall, Programming Manager
- Dick Harley, StarStation Announcer
- Arthur Hellyer, Stardust Announcer
- David Hubschman, Executive Vice President
- Carlos Hurd, Chief Engineer
- V.L.J., StarStation Announcer
- J.J. Jordan, Regional Affiliate Manager
- Doris Delaney, Clearances
- Diane Keyey, News Editor
- Chris Kerson, Rock'N'Hits Announcer
- Melanie King, FactPac Editor

- Sandra Koenig, Traffic
- John Krogsstad, Regional Affiliate Manager
- Joseph Lacina, Stardust Announcer
- Linda LaPlant, Account Executive
- Mary Leeb, Clearance
- Bob Leonard, StarStation Announcer
- Scott Loftus, Country Coast-to-Coast Announcer
- Don Lucki, Stardust Announcer
- Bridgid Maguire, Administrative Assistant
- Dave Marsett, News Editor
- Marcia Marsett, Receptionist
- Mike Minor, Regional Affiliate Manager
- Bart Murdoch, Stardust Announcer
- Jack T. Murray, Jr., Rock'N'Hits Announcer
- Harry Nelson, Rock'N'Hits Announcer
- Helen Nelson, Traffic
- Ron Nickell, Regional Affiliate Manager
- Todd Ostrem, Stardust Announcer
- Michael Penzell, Vice President, Central Division Sales
- Bob Porter, Stardust Announcer
- Darlene Prewitt, Clearance
- Sheila Quisenberry, Vice President, Administration
- David Rafferty, Stardust Announcer



Larry Watts

- Denise Reich, Assistant Sales Secretary
- Arthur Reis, Engineer
- Sandy Rodman, News Editor
- Thomas Rodman, StarStation Announcer
- Jim Rupp, Board of Directors
- Lisa Serna, Accounts Receivable/Billing
- Gary Shaw, Rock'N'Hits Announcer
- Ralph Sherman, Operations Manager, Stardust
- Roy Simpson, Regional Sales Manager
- Steve Sipe, Regional Sales Manager
- Kristine Sites, Vice President Marketing
- Robert Souer, News Editor
- Tim Spencer, Operations Manager, StarStation
- Laura Strassenberg, Clearance
- David Tallman, Stardust Announcer
- Jason Taylor, Rock'N'Hits Announcer
- Carla Tijerina, Receptionist
- Jennifer Turner, Administrative Assistant
- John Tyler, Chairman/CEO
- Shirley Ware, Accounts Receivable



Dave Christianson



Pat Clarke

- Howard Beyer, News Editor
- Roy Bliss, Board of Directors
- Allan Bober, Regional Affiliate Manager
- Frank Boehm, Account Executive
- Judy Boehm, Secretary
- Paul Bronstein, Director of Research
- Robert Bruton, Vice President, Affiliate Sales
- Kent Burkhardt, Board of Directors
- Wayne Bryman, StarStation Announcer
- Jackie Butler, Affiliate Coordinator
- Lora Cain, Rock'N'Hits Announcer
- John Calhoun, StarStation Announcer
- John Carlile, Regional Affiliate Manager

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- Larry Watts, Operations Manager
Country Coast-to-Coast
- David Webb, Regional Affiliate Manager
- Garry Weber, Board of Directors
- Kerri Wells, Rock'N'Hits Announcer
- Jim White, Rock'N'Hits Announcer
- Karen Williams, StarStation Announcer
- Barbara Winder, Country
Coast-to-Coast Announcer
- Jennifer Zablocki, Production

Satellite Music Network started with just two formats. We wanted to develop programming that could fill a void in most markets...and provide creative, exciting formats that would assure affiliates their share of audience. Obviously, our performance has paid off.

Country Coast-to-Coast is a modern country format, combining the country music of today with the best of country's great traditions. It is aimed at the 25-to-49 age group. One of the Network's two original formats, *Country Coast-to-Coast* signed on in August 1981.

The second of the Network's original formats, *StarStation*, is a perfectly balanced adult contemporary music format which is also targeted to reach audiences in the 25-49 age range.

Stardust was the Network's first expansion format, signing on in May of 1982. It programs music of the 40's, 50's, 60's and today, in a smooth and sophisticated blend targeted to adults 35 and over. The Network's newest format is *Rock'N'Hits*, a top 40 rock'n'roll format programmed to reach the 18-34

age group. *Rock'N'Hits* signed on in January 1984.

All four Satellite Music Network programming formats also offer live news each hour. Working round-the-clock, the Network's news staff also provides live bulletins and updates in the case of breaking stories.



Special and feature programming are also services of Satellite Music Network. They range from the weekly series of hour-long "Spotlight Specials" on the *Stardust* format, to a once-a-year event like *Country Coast-to-Coast's* month-long October salute to the Country Music Association. There are daily short features on business, sports, health, agriculture and more. There are weekly Top 30 Countdowns, an adult contem-

porary Oldies Show, and a traditional Saturday Night Dance Party. Throughout the year, long form specials are scheduled such as *StarStation's* All-American Fourth of July Weekend.

Programming for *Country Coast-to-Coast*, *StarStation* and *Stardust* originates from broadcast studios located in suburban Chicago. *Rock'N'Hits* originates from studios in Dallas, Texas. Modulated radio signals are transmitted from these studios, via the Galaxy I satellite, to dish antennas at the radio stations affiliated with Satellite Music Network. After demodulation, the signals are broadcast by these stations on their assigned frequencies.

Now, with the growth of our listening audience, based on the Spring/1985 RADAR 31 report, our affiliates are sharing our success—both in ratings and advertising support.

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Kessler, WBAP(AM) Fort Worth; Michael Osterhout, WRBQ-AM-FM Tampa, Fla.; William Campbell, WMEX(AM)-WMJX(FM) Boston; Donald Myers, WMC-AM-FM Memphis.

The Incredible Case for AM Stereo Now! Room 105. Moderator: Ron Frizzell, WLAM(AM) Lewiston, Me. Panelists: John Gehron, WLS(AM) Chicago; Richard Reis, WFTQ(AM) Worcester, Mass.; Cary Pahigian, WBZ(AM) Boston; Dale Taylor, WQUE(AM) New Orleans.

Studio and Transmitter Maintenance. Room 104. Moderator: Bill Cordell, KTRH(AM)-KLLOL(FM) Houston. Panelists: Dave May, Harris Broadcast Group; Jerry Whitaker, *Broadcast Engineering*; Dave Evans, Broadcast Audio; Dave Montgomery, ITC-3M.

Music Licensing—Paying the Price. Room 103. Moderator: Bob Henley, All-Industry Radio Music Licensing Committee. Panelists: Voncile Pearce, Radio South; Edward Christian, Josephson Communications. Other participants: Bernie Mann, NRBA; Eddie Fritts, NAB; Kent Burkhardt, Burkhardt/Abrams/Michaels/Douglas.

Dick Clark's Good Ol' Rock 'n' Roll Show. 7-8:30 p.m.

Friday, Sept. 13

Three concurrent sessions. 7:30-8:45 a.m. *Ef-*

fective Direct Mail Campaigns. Moderator: Bill Alfredo, Unidyne Direct Mail. Panelists: Tom Hoyt, WMAQ(AM) Chicago; Art Schreiber, KOB(AM) Albuquerque, N.M.; Doyle Rose, WLOL(FM) Minneapolis; Mike Eisele, Harte-Hanks Communications.

On-Air Station Promos that Work. Room 101. Moderator: Danny Flamberg, RAB; Lance Webster, BPME. Panelists: Bob Pacheco, KAAM(AM)-KAFM(FM) Dallas; Diane Rosenthal, WINK-AM-FM Fort Myers, Fla.; Lee Pocock, KSL(AM) Salt Lake City.

Specialized Sales—Co-op, Phone, Jingle Packages. Room 103. Moderator: Ed Wodka, KRLD(AM) Dallas. Panelists: Bill Steding, KAAM(AM) Dallas; Mike Oatman, KFDI-AM-FM Wichita, Kan.; Mike Kakoyiannis, WNEW-FM New York; Larry Edwards, WMT-AM-FM Cedar Rapids, Iowa.

Eight concurrent sessions. Tell Off Your News Director via Satellite. 9-10:30 a.m. (Joint hookup with RTNDA convention in Nashville.) Moderator: Richard Wright, WTAG(AM) Worcester, Mass. Panelists: John Dille III, Federated Media; Jay Cook, WIQI(AM)-WDAE(FM) Tampa, Fla.; Jim McLaughlin, WBEN-AM-FM Buffalo, N.Y.; Ross Brittain, WHTZ(FM) Newark, N.J.

Hiring and Firing... Keeping in Bounds with the FCC and EEOC. Room 110. Moderator: Marcy Hallock, Marcy Hallock law offices. Panelists: Howard Kurman, *Baltimore Sun*; Lawrence Roberts, Mullin, Rhyme, Emmons & Topel; William Sherard, WPXK-AM-FM Alexandria, Va.

Training for New Program Directors. Room 105. Moderator: Bob Vanderheyden, CBS Radio. Panelists: Paul Drew, Paul Drew Enterprises; Buddy Scott, WBBM(AM) Chicago; Rick Sklar, Sklar Communications; Charlie Van Dyke, Charlie Van Dyke Inc.; Bob Sherwood, Columbia Records.

Sales Staff Structure and Compensation. Room 101. Moderator: Norm Goldsmith, Radio Marketing Concepts. Panelists: Marty Greenberg, Duffy Broadcasting; Jerry Bobo, KVIL(AM) Dallas; Pete Schulte, KKIQ(AM) Houston.

AM/FM Improvement. Room 104. Moderator: Charlie Morgan, Susquehanna Broadcasting. Panelists: Dave Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; Tom Keller, NAB; Ron Rackley, NRBA; Emil Torick, CBS Technology Center.

Effective Management Communication. Room 103. Moderator: Dr. James Dyer, University of Texas at Austin. Panelists: Dr. Alan Carsrud, Dr. Ken Olm and George Eddy, University of Texas at Austin.

AOR Format Room. Room 109. Discussion leader: Rick Balis, KSHE(FM) St. Louis. Panelists: Charlie Kendall, WNEW-FM New York; Greg Stevens, KISS(FM) San Antonio, Tex.; Greg Solk, WLUP(FM) Chicago; Alan Lawson, WGRX(FM) Baltimore.

Country Format Room. Room 102. Discussion leader: Bill Mayne, WBAP(AM) Fort Worth. Participants: Ron Rogers, KVET(AM)-KASE(FM) Austin, Tex.; Ted Stecker, Stecker Thompson Associates; Jay Albright, KMPS-AM-FM Seattle; Charlie Ochs, KJJJ(AM) Glendale, Ariz.; Bob Longwell, WDBO-AM-FM Orlando, Fla.

Eight concurrent sessions. How To Sell Promotions Without Giving Away the Store. Room 101. Moderator: Jay Mitchell, Jay Mitchell Associates. Panelists: Jerry Larsen, KBRK(AM) Brookings, S.D.; Len Rothberg, WBLI(FM) Medford, N.Y.; Godfrey Herweg, WYBG(AM) Massena, N.Y.; Tom Barsanti, WTIC-AM-FM Hartford, Conn.

Popular Research Techniques. Room 107. Moderator: George Burns, Burns Media Consultants. Panelists: Owen Leach, Leach Research; Rob Balon, Balon & Associates; Traci Douglas, Burkhardt/Abrams/Michaels/Douglas; Jhan Hiber, Jhan Hiber & Associates.

Older Demographics are Selling Better. Room 102. Moderator: Ted Dorf, WGAY(AM)-WWRC(FM) Silver Spring, Md. Panelists: Donald Bonin, KDEA(FM) New Iberia, La.; Carey Davis, WMCA(AM) New York; Truman Criss, KRMG(AM) Tulsa, Okla.; Kevin Cox, NBC Radio.

Financial Planning and Budgeting. Room 103. Moderator: Jerry Lyman, RKO Radio. Panelists: Hal Deutsch, WBBF(AM)-WMJQ(FM) Rochester, N.Y.; Bill Key, WHBQ(AM) Memphis; William Dalton, WXTR-AM-FM La Plata, Md.

Competitive Audio Processing. Room 104. Moderator: Jim Loupas, Consulting Engineering. Panelists: Glen Clark, Texar Inc.; Paul Donahue, KISS(FM) Los Angeles; Rusty Walker, programming consultant; Bill Figenshu, Viacom.

Long-form Network Programming, Part I. Room 105. Moderator: Ed Salamon, United Stations. Panelists: Diane Sutter, WWSW(AM)-WTKN(FM) Pittsburgh; Mike McVay, McVay Media; Steve Christian, WZXR(FM) Memphis; Tom Holiday, WGCL(FM)

**Please visit with us at the
Radio 85 Convention
in our Loews Anatole Tower Suite.
Parlor 1182.**

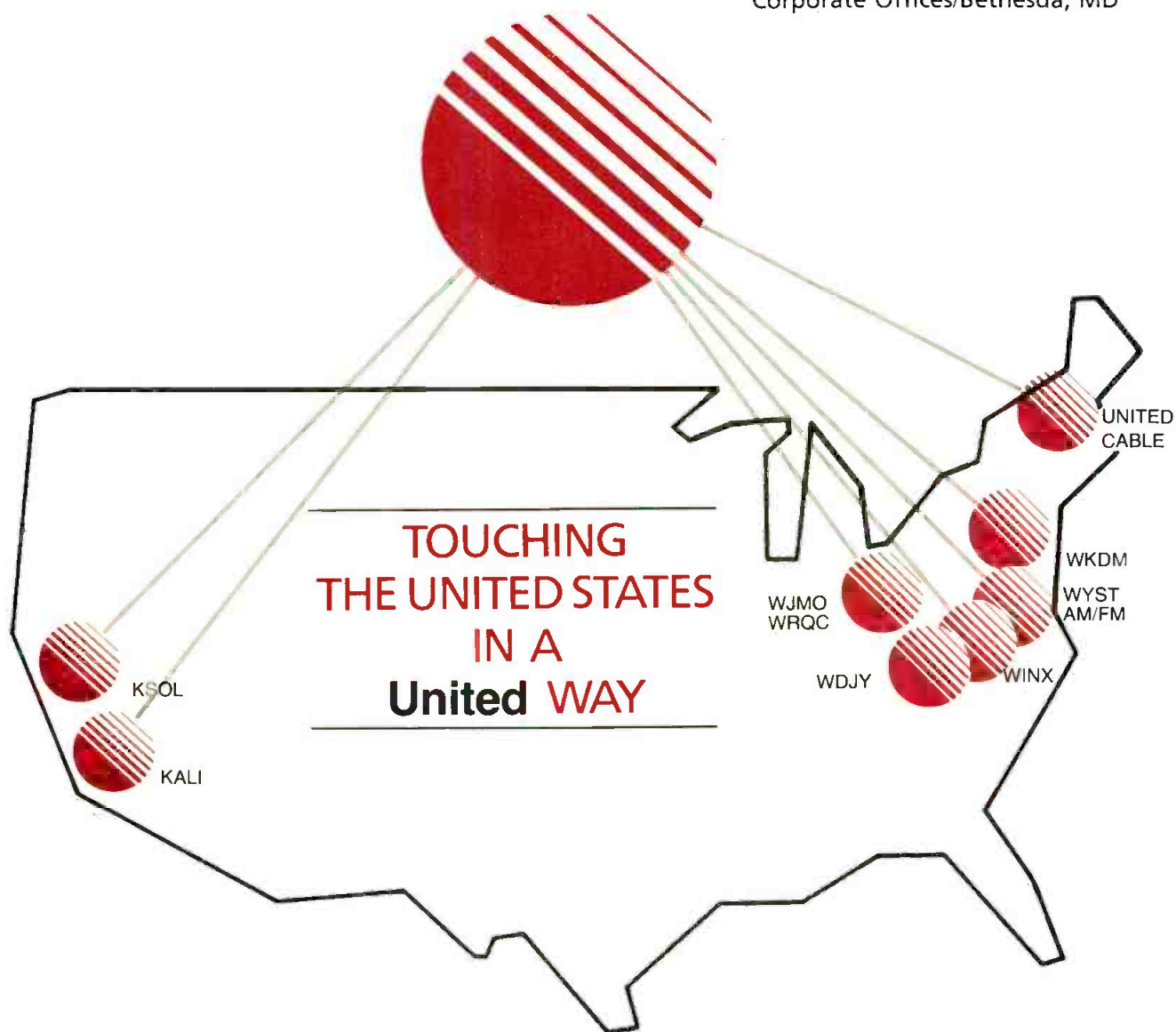
**Bob Biernacki Bob Mahlman
Nancy Mahlman and Josh Mayberry
look forward to seeing you.**



THE MAHLMAN COMPANY ONE STONE PLACE BRONXVILLE, NEW YORK 10708 (914) 779 7003

United Broadcasting Company

Corporate Offices/Bethesda, MD



Stations	Location	Format
KALI	Los Angeles	Contemporary Spanish
KSOL-FM	San Francisco	Urban Contemporary
WJMO	Cleveland	Urban Contemporary
WRQC-FM	Cleveland	CHR
WKDM	New York	Contemporary Spanish
WINX	Rockville, MD	Adult Contemporary
WDJY-FM	Washington, DC	Urban Contemporary
WYST	Baltimore	Oldies
WYST-FM	Baltimore	Adult Contemporary
UNITED CABLE of New Hampshire	Manchester, NH	CATV
G.O. Enterprises	Bradford, VT	CATV

United Broadcasting Company's radio and cable properties span the country from the Pacific coast to the Atlantic seaboard, serving hundreds of thousands of people. Through programming, United Broadcasting Company demonstrates a commitment to serving the diverse cultural communities in eight of our nation's largest cities. Whether the format is adult contemporary, urban contemporary or spanish contemporary, each United Broadcasting Company station successfully provides its audience with news and information, a dedication to the community through public affairs programming and promotions, and quality music. Each station is a true example of United's standard of service:

A United commitment to excellence
A United commitment to success

Cleveland.

A/C Format Room. Room 109. Discussion leader: Mark Larson, KFMB-FM San Diego. Participants: Dave Bishop, WBT(AM) Charlotte, N.C.; Denny Nugent, WHAS(AM) Louisville, Ky.; Kipper McGee, WROK(AM) Rockford, Ill.; Tom Graye, WLTE(AM) Minneapolis; Mike Elliott, WISN(AM) Milwaukee; Tom Moran, Churchill Productions; Bobby Rich, KFMB-FM San Diego; Glen Martin, WFYR(AM) Chicago.

News/Talk Format Room. Room 110. Discussion leader: Ed Busch, AP. Participants: Ron Nessen, Mutual Radio Network; John Barger, WOAI(AM) San Antonio, Tex.; E. Karl, E. Karl Broadcast Consultants; Mel Miller, WRKO(AM)

Boston; Frank Newport, Tarrance Radio Report.

Awards luncheon. 12:15-2:30 p.m. East ballroom. Radio Award presented to Larry King, Mutual Radio, by Donald West, BROADCASTING. Awards MC: Gary Owens, KIS(FM) Los Angeles.

Session. 2:45-5:30 p.m. Ballroom A. *Marketing Warfare.* Presenter: Jack Trout, Trout & Reis Advertising.

Eight concurrent sessions. 2:45-4:15 p.m. *Maximizing the Use of Trades.* Moderator: Gary Grossman, KRKT-AM-FM Albany, Ore. Panelists: Dean Sorenson, Sorenson Broadcasting; George Nadel Rivin, Miller, Kaplan, Arase & Co.;

Terry King, KTR(AM)-KZNN(FM) Rolla, Mo.; Ralph Carlson, Carlson Communications.

New Financing Techniques for Buying and Selling Stations. Room 102. Moderator: Norman Wain, Metroplex Communications. Panelists: Carroll Hight, Bay Bank; Lucie Guernsey, Chemical Bank; Chesley Maddox, AmeriTrust; Chris Webster, Barclay's American Business Credit; Jim Kuzemchak, Cigna.

Filling the Employment Pipeline: Programs for Minorities and Women. Room 105. Moderator: Dwight Ellis, NAB. Panelists: Nelson Rosabal, NBC; Carolyn McCullough, WHAS(AM) Louisville, Ky.; Dean Phelps, WVS(AM)-WXET(FM) Crystal Lake, Ill.

SCA Update and Opportunities. Room 101. Moderator: John Kean, NPR. Panelists: Michael Moore, Indesys Inc.; Gerald Lebow, Technical Marketing Consultants; Joseph Stiley III, AT&E Laboratories; Eric Small, Modulation Sciences; Ray LaForge, FCC; John Abel, NAB.

Managing Cash Flow. Room 104. Moderator: Kevan Fight, Malrite Communications. Panelists: Scott Seaholm, Meaden & Moore; Gary Pease, WLNA(AM)-WHUD(FM); Harley Park, Mid-America Media.

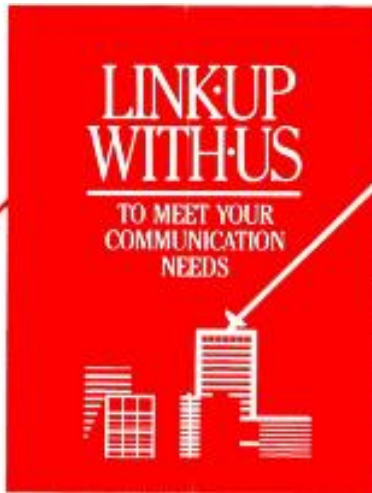
CHR Format Room. Room 109. Discussion leader: Gary Taylor, KRPM(FM) Seattle. Participants: Gary Berkowitz, WHYT(FM) Detroit; John Clay, KWES(FM) Monahans, Tex.; Tony Booth, WLEE(AM) Richmond, Va.; Mark Bolke, KPKE(FM) Denver; Betty Breneman, The Breneman Review.

Classical Format Room. Room 110. Discussion leader: Warren Bodow, WQXR-AM-FM New York. Participants: C.K. Patrick, WCLV(FM) Cleveland; Leonard Matson, KKHI-AM-FM San Francisco.

Effective Radio Station Marketing. Room 107. Moderator: Kent Burkhart, Burkhart/Abrams/Michaels/Douglas. Panelists: Dave Spence, KVIL-AM-FM Highland Park, Tex.; Ilene Falber, Women at Work; Jim Phillips, KHEY-AM-FM El Paso; Bruce Mansfield, 2B Corp.

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NPR Satellite Services. The distribution system you tailor to your specific needs. Whether you're transmitting sports or entertainment, news, private teleconferences, or high speed data. Whether you need just one hour or a 24-hour, 7-day-a-week network. Drawing on more than five years experience and the most advanced equipment in operation today, NPR responds. With flexibility, flawless quality, and unparalleled service.

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Pamela Fennell/NPR Satellite Services
2025 M Street NW, Washington, DC 20036 (202) 822-2628

Saturday, Sept. 14

Seven concurrent sessions. 9-10:30 a.m.

CHR Format Room. Room 105. Discussion leader: Gary Taylor, KRPM(FM) Seattle. Participants: Gary Berkowitz, WHYT(FM) Detroit; John Clay, KWES(FM) Monahans, Tex.; Tony Booth, WLEE(AM) Richmond, Va.; Mark Bolke, KPKE(FM) Denver; Betty Breneman, The Breneman Review.

Strategies in Radio Marketing Warfare. Room 102. Moderator: Bill Moyes, Research Group. Panelists: Jerry Lee, WEAZ(FM) Philadelphia; Monte Long, KMJQ(FM) Houston; John Winkel, KRAK(AM) Sacramento, Calif.; Bob Longwell, WDBO(AM)-WWKA(FM) Orlando, Fla.

The Future of Broadcast Engineering as a Profession. Room 104. Moderator: Richard Rudman, KFWB(AM) Los Angeles. Panelists: Roger Johnson, KOY(AM) Phoenix; Jim William, WTMJ(AM) Milwaukee; Jack McKain, Society of Broadcast Engineers; Elton Chick, retired engineer.

Morning Radio Success Stories. Room 103.

AUDIO WITH VISION

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"Ayer, Hoy y Siempre®" Brings A Heartfelt Holiday Drama To Your Spanish-Speaking Listeners.



The story of Ricardo and Veronica Ortiz is simple but compelling: a 15-year marriage broken by divorce, leaving the mother and two children heartsick on their first Christmas alone. When Ricardo reenters their lives, the warmth of the Nativity returns to the family in "Bethlehem Rebuilds The Home."

This all-new Christmas radio offering in the "Ayer, Hoy y Siempre" series will delight your Hispanic audience. Narrated by the beloved Uncle Julio, the program follows the "Ayer" tradition of true-to-life drama with a message of hope and joy.

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MAIL TO: Lutheran Laymen's League
"Ayer" Christmas Special
2185 Hampton Avenue
St. Louis, Missouri 63139-2983

Moderator: Gary Graff, *Detroit Free Press*. Panelists: Ron Chapman, KVIL(AM) Highland Park, Tex.; Jim Roach and Steve Hansen, WDFE(FM) Pittsburgh; J.P. McCarthy, WJR(AM) Detroit; Andrew Goodman, Katz Broadcasting; Jerry St. James and Jeff Elliott, WFYR(FM) Chicago.

News in a Music Format. Room 101. Moderator: Brad Messer, KFYI(AM) Phoenix. Panelists: Craig Kopp, WBN(AM) Cincinnati; Karen Hand, WBBM(AM) Chicago; Ron Nessen, Mutual Radio.

Easy Listening Format Room. Room 109. Moderator: Tom Churchill, Churchill Productions. Participants: Mike Burnette, KJQY(FM) San Diego; Ed Winton, Winton Communications; Dave Verdery, Bonneville Broadcasting; Steve Hibbard, TM Communications.

Hispanic Format Room. Room 110. Moderator: Marcos Rodriguez, KESS(FM) Fort Worth. Participants: George Hyde, WQBA-AM-FM Miami; John Frankenhouser, KAMA(AM) El Paso, Tex.; Richard Castillo, KLAT(AM) Houston; Tom Birch, Birch Radio.

Eight concurrent sessions. 10:45 a.m.-12:15 a.m. Marketing—The Competitive Edge. Room 105. Moderator: Bob Heckman, M-Tech; Richard Marcus, Neiman-Marcus; Bill Alexander, Equity Programs Investment; Terry Gwin, Terry Gwin & Associates.

Selling Sports on Radio. Room 109. Moderator: Charlie Colombo, Blair Radio. Panelists: Lou Schultz, Campbell Ewald; Brenda Lane, KRLD(AM) Dallas; Mike Hilstrom, WGN(AM) Chicago; Ken Miller, Blair Radio; Dave Pearlman, KOBA-FM Houston.

Sales Forecasting and Budgeting. Room 101. Moderator: Don Bouloukos, ABC Radio. Panelists: Mike Faherty, WSB(AM) Atlanta; Kelly Seaton, WGN(AM) Chicago; Herb McCord, Greater Media.

New Programing Competition for Radio. Room 107. Moderator: Rick Sklar, Sklar Communications. Panelists: Jim Gabbert, KTZO(TV) San Francisco; Bob Galen, RAB; Jim Trecek, Satellite Syndicated Systems; Bob Sherwood, CBS Radio; Gary Smithwick, Keith & Smithwick.

Developing New Local Dollars. Room 103. Moderator: Christine Woodward, WENS-FM Indianapolis. Panelists: Paulette Williams, KMGG(FM) Los Angeles; Jeff Chardell, WMAQ(AM) Chicago; Mary Bennett, WNIC(AM) Detroit; Wayne Cornils, RAB.

80-90 Allocations, Applications and Opportunities. Room 104. Moderator: Richard Zaragoza, Fisher, Wayland, Cooper & Leader. Panelists: Larry Eads, FCC; L. Robert du Treil, NRBA; Barry Umansky, NAB.

Country Format Room. Room 102. Discussion leader: Bill Mayne, WBAP(AM) Fort Worth. Participants: Ron Rogers, KVET(AM)-KASE(FM) Austin, Tex.; Ted Stecker, Stecker Thompson Associates; Jay Albright, KMPS-AM-FM Seattle; Charlie Ochs, KJJJ(AM) Glendale, Ariz.; Bob Longwell, WDBO-AM-FM Orlando, Fla.

News/Talk Format Room. Room 110. Discussion leader: Ed Busch, AP. Participants: Ron Nessen, Mutual Radio Network; John Barger, WOAI(AM) San Antonio, Tex.; E. Karl, E. Karl Broadcast Consultants; Mel Miller, WRKO(AM) Boston; Frank Newport, Tarrance Radio Report.

Lunch break. 12:15-1 p.m.

Session. Personnel Management—How to Get the Most Out of Your People. Ballroom A. Presenter: Bill Brower, Brower & Associates.

Eight concurrent sessions. 1-2:30 p.m. Managing the Small Market Station. Room 105. Moderator: Don Kirkley, University of Maryland. Panelists: William Hansen, WJOL(AM)-WLLI(FM) Joliet, Ill.; Stan McKenzie, KWED-AM-FM Seguin, Tex.; Darrel Clark, WTSI(AM) Hanover, N.H.; James Hammond, WCEI-AM-FM Easton, Md.

Selling Your Radio Station Without the Numbers. Room 107. Moderator: Lee Simonson, WOR(AM) New York. Panelists: Mike Farrell, WGMS-AM-FM Washington; Drew Horowitz, WUSN(FM) Chicago; Tom Baker, KGB-FM San Diego; Jeff Holden, Republic Radio.

Rates and Revenue—How to Maximize Inventory. Room 101. Moderator: Jerry Schnacke, WJJK(AM)-WBIZ(FM) Eau Claire, Wis. Panelists: Fran Sharp, KTRH(AM)-KLOC(FM) Houston; Denise Shoblom, KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz.; Jim Tiller, Maxagrid.

Show Prep—Making Every Break Count. Room 102. Moderator: Dan O'Day, O'Liners. Panelists: Ross Brittain, WHTZ(FM) Newark, N.J.; Chuck Buell, KRXY(AM) Denver; Terry Moss, Galaxy Publications.

Women in Management—Sales, Programing and Station Management. Room 103. Modera-

tor: Sue Dalton, wxTR(AM) La Plata, Md. Panelists: Nancy Cooper, WPEG(FM) Concord, N.C.; Denise Oliver, WYNY(FM) New York; Kathy Lavinder, ABC News, Radio; Sherri Peters Gardner, KMGC(FM) Dallas.

New Processing and Transmission Technologies. Room 104. Moderator: David Burns, Allied Broadcast Equipment. Panelists: Mark Dur-enberger, KSTP-AM-FM Minneapolis; John Cheny, Comrex; Dave Harry, Potomac Instruments; Elizabeth Rawson, RCA.

AOR Format Room. Room 109. Discussion leader: Rick Balis, KSHE(FM) St. Louis. Participants: Jeff Pollack, Pollack Communications; Bob Hattrick, Bob Hattrick Communications; Dwight Douglas, Burkhart/Abrams/Michaels/Douglas; John Sebastian, EOR Inc.

Big Band Format Room. Room 110. Discussion leader: Steve Williams, WMAS-AM-FM Springfield, Mass. Participants: Al Ham, Music of Your Life; Dean Anthony, WHLI(AM) Hempstead, N.Y.

Seven concurrent sessions. 2:45-4:15 p.m. National Sales—National Growth. Moderator: Jeff Trumper, WLS(AM) Chicago. Panelists: Chuck Hillier, Hillier, Newmark, Wechsler & Howard; Rob Jackson, WGST(AM) Atlanta; Stu Olds, Katz Communications; Bob Lurito, Torbet Radio; Erica Farber, Interep.

Station Acquisition and Management Through Computerization. Room 102. Moderator: Gregg Skall, Baker & Hostetler. Panelists: Peter Vogt, Baker & Hostetler; Scott Seaholm, Meaden & Moore.

Programing Looks at Ratings and Research. Room 107. Moderator: Terry Danner, WHN(AM) New York. Panelists: Rhody Bosley, Arbitron; Lorna Ozmon, WROR(FM) Boston; Jim Wood, Malrite Communications; Tom Birch, Birch Research.

Money Making/Self-Liquidating Promotions. Room 103. Moderator: Pat Shaughnessy, TM Communications. Panelists: Bruce Thiebauth, Bridal Fair; Alan Box, EZ Communications; Peter Powell, Peter Powell & Associates; Dick Yancey, Yancey Corp.; Dick Bogue, Super Sports Club.

Urban Ethnic Format Room. Room 104. Discussion leader: Scotty Andrews, WVEE(FM) Atlanta. Participants: Jeff Wyatt, WUSL(FM) Philadelphia; James Alexander, WJLB(FM) Detroit; Janis Hahn, Syndicate IT; Bob Laurence, Drake-Chenault.

Long-Form Network Programing Part II. Room 105. Moderator: Richard Verne, LIN Broadcasting. Panelists: Richard Carr, Mutual Broadcasting; Frank Murphy, CBS RadioRadio; Norman Pattiz, Westwood One; Bob Meyowitz, DIR Broadcasting.

A/C Format Room. Room 109. Discussion leader: Mark Larson, KFMB-FM San Diego. Participants: Dave Bishop, WBT(AM) Charlotte, N.C.; Denny Nugent, WHAS(AM) Louisville, Ky.; Kipper McGee, WROK(AM) Rockford, Ill.; Tom Graye, WLTE(AM) Minneapolis; Mike Elliott, WISN(AM) Milwaukee; Tom Moran, Churchill Productions; Bobby Rich, KFMB-FM San Diego; Glen Martin, WFYR(AM) Chicago.

Texas Bar-B-Q. 6-10 p.m. Anatole Park. Entertainment by Eddie Rabbitt and Tammy Wynette.

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Have you ever tried to negotiate with 45,000 songwriters?

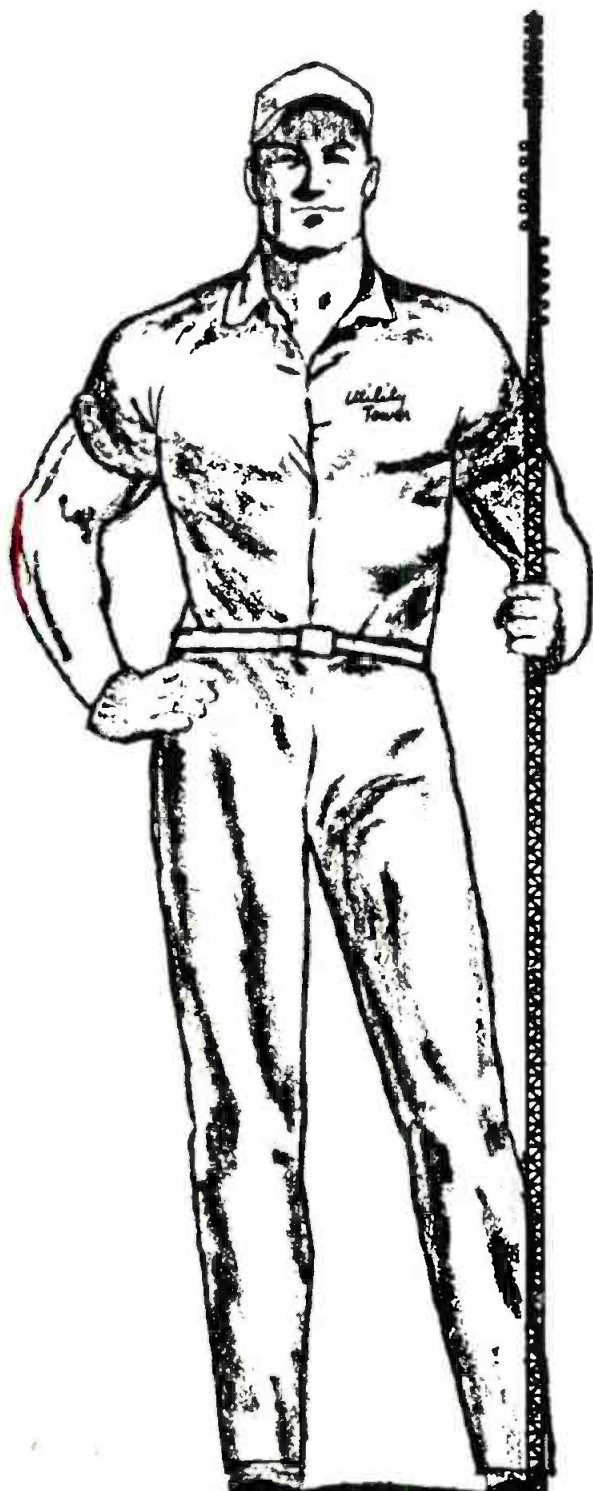
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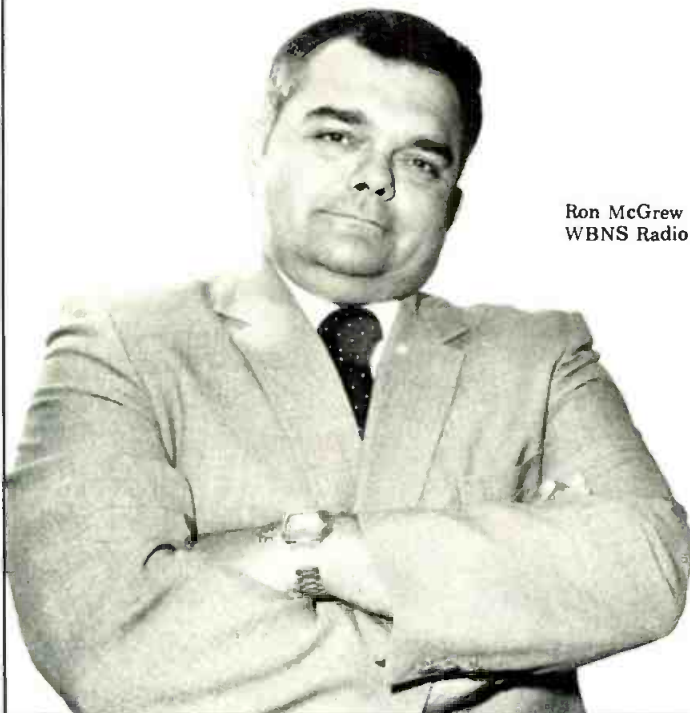
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Where the hospitality suites are for the RMPC in Dallas

ABC Radio Network	Honeysuckle Room Tower	Dorsey & Donnelly Entertainment	353 Atrium	Reggie Martin & Associates Inc.	710 Atrium
All Star Radio	7165 Tower	Drake-Chenault	1572 Tower	Masia Radio	872 Atrium
American Comedy Network	1865 Tower	Eastman Radio Inc.	884 Atrium	Ralph E. Meador, Media Broker	8189 Tower
American Radio Brokers/SFO	1582 Tower	William A. Exline	710 Atrium	Media General Broadcasting Services	653 Atrium
Americom Media Brokers	910 Atrium	Fairwest/Johns Co.	7189 Tower	Miller, Kaplan, Arase & Co.	1282 Tower
Arent, Fox, Kintner, Plotkin & Kahn	510 Atrium	Film House Inc.	1289 Tower	"Music of Your Life"—Al Ham	2065 Tower
Toby Arnold & Associates	623 Atrium	Firstcom Broadcast Services	1872 Tower	Mutual Broadcasting System	1034 Atrium
Associated Press	2072 Tower	Firstmark Financial Corp.	953 Atrium	McGavren Guild Radio	834 Atrium
		Norman Fischer & Associates	423 Atrium	NBC Radio Network	1234 Atrium
Broadcast Investment Analysts Inc.	1053 Atrium	Gannett Radio Productions	9172 Tower	Nightingale-Conant Corp.	1223 Atrium
Birch Radio	1665 Tower	Bob Harper's Co.	1489 Tower	Raymond & O'Grady Associates	1689 Tower
Blackburn & Co.	1010 Atrium	Harte-Hanks Direct Marketing	753 Atrium	Pepper & Corazzini	2182 Tower
John Blair & Co.	572 Atrium	Jhan Hiber & Associates	1165 Tower	Jeff Pollack Communications	1465 Tower
Chuck Blore & Don Richman Assoc.	TBA	Hillier, Newmark, Wechsler & Howard	534 Atrium	R&R Broadcasting Inc.	672 Atrium
Bonneville Broadcasting	723 Atrium	JAM Creative Productions	7172 Tower	Radio Arts Inc.	823 Atrium
BPME	472 Atrium	Kadison, Pfaelzer & Woodard	1782 Tower	The Radio Group	1682 Tower
Burkhart/Abrams/		Kalamusic	1982 Tower	Radio Only/Inside Radio	9182 Tower
Michaels/Douglas & Assoc.	2265 Tower	Kalil & Co.	1482 Tower	Radio Star	6165 Tower
Burns Media Consultants	1989 Tower	H.B. LaRue, Media Brokers	584 Atrium	Cecil L. Richards Inc.	1565 Tower
		LRS Inc./Audio-Print Media	7182 Tower	Roslin Radio Sales Inc.	523 Atrium
CBS Radio Network/RadioRadio	1134 Atrium	Frank N. Magid Associates	684 Atrium	Robert Rounsaville & Associates	1123 Atrium
Century 21 Programing	984 Atrium	The Mahlman Co.	1182 Tower	Sachs/Freeman-Barry Skidelsky	384 Atrium
Chapman Associates Inc.	2082 Tower	Major Market Radio	853 Atrium	Satellite Music Network	1772 Tower
Churchill Productions	1265 Tower			Shane Media Services	1589 Tower
Coleman Research Inc.	2089 Tower			Barry Sherman & Associates	8165 Tower
Communications Brokers Inc.	1189 Tower			Strategic Radio Research	1472 Tower
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Surrey Consulting & Research	5172 Tower	Transtar Radio Networks	2172 Tower	Wall Street Journal Report Weiss* & Powell	810 Atrium 1272 Tower
TA Associates	784 Atrium	Unidyne Direct Mail Co.	2272 Tower	The Jim West Co.	2065 Tower
TM Communications	2372 Tower	United Stations Radio Networks	934 Atrium	Westwood One Inc.	734 Atrium
Torbet Radio	8172 Tower				

A look at the exhibit floor

The following is a list of exhibitors at RMPC. An asterisk denotes a new product.

Accu-Weather 425
619 W. College Ave., State College, Pa. 16801

The Ad Team 821
15251 NE 18th Ave., N. Miami Beach, Fla. 33162

Television commercials and promotional items. **Staff:** Russ Oasis, Bob Rose.

All-Industry Radio Music Licensing Committee 341
24 E. 51st St., New York 10022

All Star Radio 207
3575 Cahuenga Blvd., West, Suite 203, Los Angeles 90068

The United Spots of America*, Stevens & Grdnic's Party Drop Ins*, Radio Hotline, Comedy Drop Ins, From Studio B, The Comedy Supermarket, Steve's Bank.

Staff: Merrill Barr, Ron Stevens, Joy Grdnic.

American Image Prods. 818
3030 Jackson Ave., Memphis, Tenn. 38151

Analysis Technologies 901
Box 821603, Dallas 75382

Engineering and information services, allocation studies, 80-90 allocations report*, service area demographics, station upgrade impact analysis, report on Upgradable FM Class A Stations*, FCC application prep. **Staff:** Jim Swayze, Rick Miller, Rob Bond.

Arbitron Ratings Co. 617, 716
1350 Avenue of the Americas, New York 10019

Radio Markets Report, Cume Duplication Grid in Radio AID, Arbitrends, Hispanic Radio Today. **Staff:** Rhody Bosley, Rip Ridgeway, Les Tolchin, Janet Baum, Brad Bedford, Susan Dingethal, David Dorin, Scott Herman, Jay Guyther, Karen Kolvek, Marvin Korach, Patti Shannon, Dick Sheppard.

Toby Arnold & Associates 623
3234 Commander Dr., Carrollton, Tex. 75006

Formats—Unforgettable I, Unforgettable II, Your Favorites, Country Magic*, production master and bank libraries, sales mail*, target market selling system*. **Staff:** Toby Arnold, Dolly Arnold, Walter Wienecke, Jim Kerr, Norma Kerr, Bill Pasha, Bob Harris, Paul Glieser, Danny Owens.

Associated Press 610
1825 K St., NW, Room 615, Washington 20006

AP NewsPower 1200, APTV, AP Network News, AP Radio Wire, Music Country Radio Network, Ed Busch talk show. **Staff:** Roy Steinfort, Pat Hazan, George Mayo, Jim Williams, Mark Huffman, Richard Shafer, Burt Goodman, Jim Spehar, Lee Perryman, Jim Aldridge, Rosie Oakley, Susan Spaulding, Kim Price, Brad Krohn.

Audio Broadcast Group 337
2342 S. Division Ave., Grand Rapids, Mich. 49507

Human-engineered studio systems, turn-key studio services. **Staff:** David Veldsma, Scott Homolka.

Audio Technologies 228
328 Maple Ave., Horsham, Pa. 19044

Vanguard series* eight mixer dual stereo console, MatchMaker* bidirectional inter-

face, DiscPatcher* unidirectional compact disk player interface. **Staff:** Ed Mullin, Sam Wenzel.

AWRT 539
1321 Connecticut Ave., NW, Washington 20036

Auditronics 106
3750 Old Genwell Rd., Memphis, Tenn. 38138

Autogram Corp. 627
631 J Place, Box 156, Plano, Tex. 75074

Birch Radio Loews
120 Van Nostrand Ave., Englewood Cliffs, N.J. 07632

Micro computer delivery of Birch Radio ratings reports. **Staff:** Dick Weinstein, Bill Livek, Craig Harper, Tom Birch, Larry Gorick.

Broadcast Audio Corp. 710
11306 Sunco Dr., Rancho Cordova, Calif. 95670

Staff: David Evans, John Fernandez, Gary Maggione.

Broadcast Electronics 600
4100 N. 24th St., Quincy, Ill. 62301

AM stereo equipment demonstration, 3.5 kw FM transmitter controller option, control 16 automation system, 30 kw FM transmitter, single-, multi-deck mono/stereo record/playback cartridge machines, five, eight and 10-mixer mono/stereo consoles. **Staff:** Lawrence Cervon, Curt Kring, Tim Bealor, Dave Evers, John Burtie, Gil Housewright.

BROADCASTING Publications area
1735 DeSales St., NW, Washington 20036

Broadcast Management Plus 131
406 Windward Way, Rte. 4, Greer, S.C. 29651

Broadcast Music Inc. 735
320 W. 57th St., New York 10019

Staff: J. Alves, P. Bernard, O. Henry, L. Sweeney, R. Warner, J. Yazmir.

Broadcast Promotion and Marketing Exec. 438
102 E. Orange St., Lancaster, Pa. 17602

Cablewave Systems 816
60 Dodge Ave., North Haven, Conn. 06473

Coaxial and elliptical waveguide transmission line systems, microwave parabolic antennas, RF connections, pressurization equipment, mounting hardware, Coaxial associated products. **Staff:** William Meola, Margie Barneschi.



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Barry Sherman & Associates, full-service media brokers and investment consultants, proudly announces that Walter H. Westman has joined the firm. Mr. Westman, our Associate in the Midwest, is highly specialized and experienced in broadcast financing and accounting, having spent over thirty years with Booth American Company as Senior Vice-President and Director.

His industry contacts and financial acumen are another reason you should turn to Barry Sherman & Associates. This week, visit us at Suite 8165 and say hello to Walter.

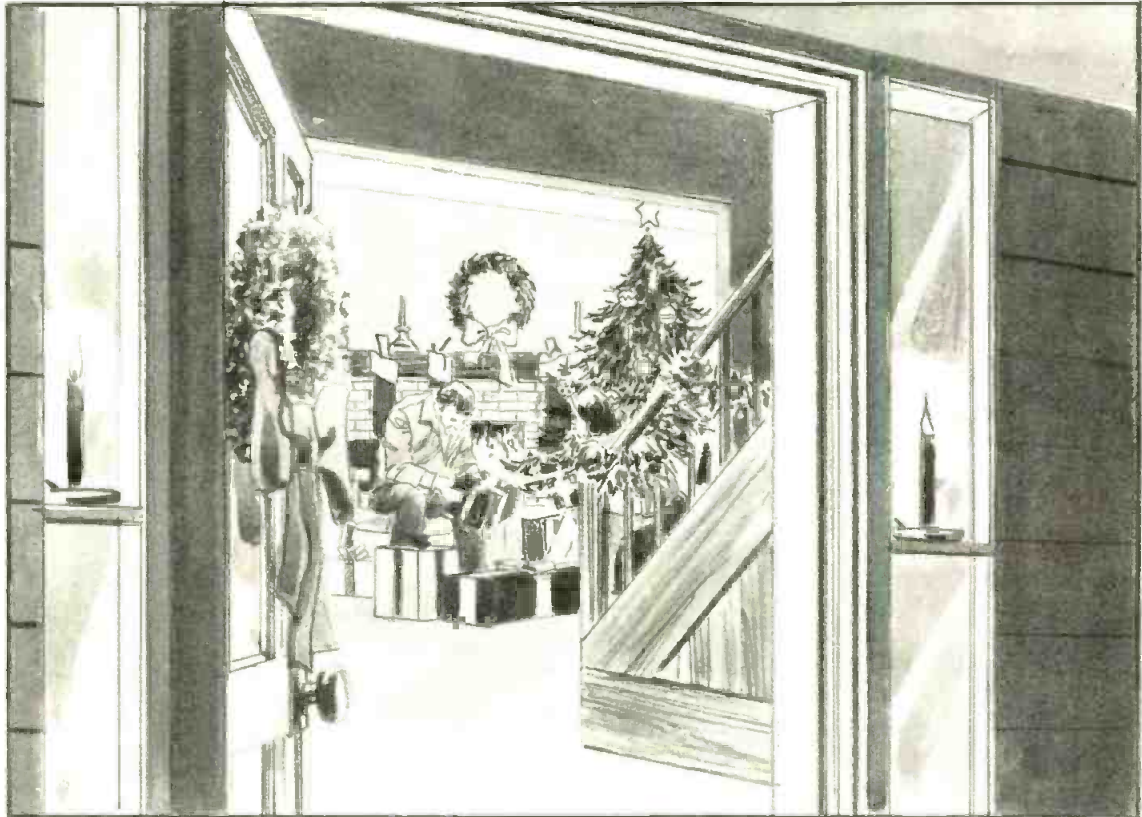
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Washington, D.C. 20038
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Midwest: Walter H. Westman (313) 881-5432

AUDIO WITH VISION

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The music: Contemporary artists Amy Grant, Sandi Patti and Ron Husmann render favorite carols with a "now" spirit. The splendid Lutheran Hour Choir enlivens traditional songs, from "What Child Is This?" to J.S. Bach's "Thee With Tender Care I'll Cherish."

The meaning: Dr. Oswald Hoffmann, renowned Lutheran Hour speaker, presents a warm holiday message on the special significance of Christmas for the family.

Radio's favorite inspirational series brings another all-new yuletide special to you and your listeners. Available free of charge on a 12-inch disc . . . with a special holiday bonus! On the flip side is the Christmas '85 segment of "Crosswalk," the music/talk show for the 18-24 audience. Send the coupon or call Vi Knickrehm at 314-647-4900.

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MAIL TO: Lutheran Laymen's League
"Family Homecoming"
2185 Hampton Avenue
St. Louis, Missouri 63139-2983

Call for Action 139
575 Lexington Ave., New York 10022

CBSI 510
Box 67, Reedsport, Ore. 97467

Radio business computer system. **Staff:** Steve Kenagy, Jerome Kenagy, Wes Lockard, Bob Lundstrom, Barb Smith, Jean Kubiak, Ira Apple, Mike Povlo, Cindy Wasson, Steph McKenna, Regina West.

Century 21 Progaming 625
4340 Beltwood Pkwy., Dallas 75244

SuperScheduler music rotation software for interactive control room use and music research input, prerecorded broadcast cartridges with 19 different formats, station ID jingle packages*. **Staff:** Dave Scott, Richie Allen, John Miller, Sam Taylor, Dave Nelson, Stuart McRae, Eddie Davis, Ralph Riley, Greg Stevens.

Clayton Webster Corp.137
27 Carriage Ln., St. Louis, Mo. 63108

Staff: Stephen Bunyard, Jay Goldman.

Columbine Systems 100
1620 Jackson Bldg., Level 3, Golden, Colo. 80101

Comark Communications 208
Route 57, Box 229, Southwick, Mass. 01077

Hybrid combiner with automatic switching system*, coaxial transmission line, RF transfer switch, patch panel, power divider, FM CP antennas. **Staff:** John Molta.

Communication Graphics 817
313 N. Redbud, Broken Arrow, Okla. 74012

Compucon 324
Box 809006, Dallas 75380

Signal studies, market research analysis, FM 80-90 information packets. **Staff:** Mike Carr, Marge Zielke, Wayne Fish.

Continental Electronics 807, 906-10
Box 270879, Dallas 75227

AM and FM transmitters. **Staff:** Steve Clatterbaugh, A. Collins, R. Floyd, Ken Per-

kins, Cliff Rogers, John Hutson, Dave Hultsman, John Abdnour, Jim Littlejohn, Barry Ariaz, Steve Schott, Tom Cauthers, Marvin Steelman, Dave Chenoweth, Ray Tucker.

Copley Radio Network 1172
350 Camino de la Reina, San Diego 92108

Wireless Flash, Sunset On the Air*, Gene Ford's One-Minute Wine Expert. **Staff:** Patrick Glynn, Carol Greer, Anne Terhune.

Creative Works 727
101 Bryn Mawr Ave., Suite 300, Bryn Mawr, Pa. 19010

Dataworld 820
1302 18th St., NW, Suite 502, Washington 20036

Delta Electronics 317
5730 General Washington Dr., Alexandria, Va. 22312

RF instrumentation products, RF ammeters, operating impedance bridges, remote control systems, common point bridges, coaxial transfer switches, AM stereo transmission systems, power and modulation controllers. **Staff:** Joseph Novak, Bob Bousman, Mike Hotchkiss.

Dielectric Communications 810
Tower Hill Rd., Raymond, Me. 04071

Staff: Stan Thomas, Lauris Waterhouse, Oliver Bjerke, Wally Warren, Pattiann McCann.

Dorsey & Donnelly Enterprises 408
1170 Corporate Dr., Suite 207, Arlington, Tex. 76006

Staff: T.J. Donnelly, Bob Stubbs, Terry Dorsey, Jay Stoler, Pat Clark, Craig Eaton, Aleta Miller, Teresa Staley, Vickie Martinez, Lisa Cook.

Drake-Chenault 517
8399 Topanga Canyon Blvd., Canoga Park, Calif. 91304

Electronic Research 308
108 Market St., Newburgh, Ind. 47630

Staff: Ray Ryan, Leonard Oursler, Bill Elmer, Janice Brenton, Robert Rose, Tom Silliman.

Eventide 905
One Alsan Way, Little Ferry, N.J. 07643

Special audio effects for station promos, intros and custom jingles, H949 harmonizer*, SP2016 effects processor/reverb, BD955 broadcast delay line, reverb effects*, automatic panner program, 18-channel vocoder. **Staff:** Joseph Shapiro, Suzanne Langle.

Fidelipac Corp. 800
Box 808, 97 Foster Rd., Moorestown, N.J. 08057

Film House 638
24 Music Square West, Nashville, Tenn. 37203

Producers of television commercials for a variety of formatted radio stations. **Staff:** Curt Hahn, Anne Hahn, Eric Hahn, Phil Hahn, Peter Natalie, Mike Watson, Tony Quin, Aubrey Potter, Jack Hayhow.

Firstcom Broadcast Services 126
13747 Montfort Dr., Suite 220, Dallas 75240

Flash Technology 206
55 Lake St., Nashua, N.H. 03060

Obstruction lighting for towers. **Staff:** Lew Wetzel, Stan Kingham.

Gannett Radio Productions 306
504 Reo St., Tampa, Fla. 33609

David Green Broadcast 911
Box 8782, BWI Airport, Md. 21240

Radio broadcast equipment distributor and supplier. **Staff:** Gerry Ridgeway, Kathleen Karas.

Grizzell Productions 743
6033 W. Century Blvd., Suite 400, Los Angeles 90015

Hammond Signal/BMP 434
406 Windward Way, Rt. 4, Greer, S.C. 29651

Radio sales support system—software for IBM PC including rating analysis, reach frequency analysis, reach frequency system* and optimization, graphics. **Staff:** Dave Hammond, Anne Hammond, Glenn DeKraker, Roger Cooper, Dave Ludwig.

Harris Corp. 500
Box 4290, Quincy, Ill. 62305

Phase fixer audio processing devices, AM and FM transmitters, audio consoles, Sentinel remote control systems. **Staff:** Gary Thursby, Curt Lutz, Will Bone, Chris Kreger, Marvin Bredemeier, Art Silver, Bob McDonough, Tom Ransom, Buddy Graves, Wally Kabrick, Joe DeAngelo, Eg Gagnon, John Delissio.

Harrison Systems 311
Box 22964, Nashville 37212

*These partnership interests having been placed,
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SOVEREIGN GROUP INC.
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HealthComm 335*Box 1918, Boston 02205*

Radio health programming—Health: Your Best Friend. **Staff:** Randy Xenakis, Mark Wayne.

Horizon Towers 322*Box 1516, Kilgore, Tex. 75662***Howe Audio Prods. 424***2300 Central Ave., Suite E, Boulder, Colo. 80301*

Audio mixing consoles, phase chaser. **Staff:** Lee Edwards, Terry Sweeney.

International Tapetronics/3M 907/909*2425 S. Main St., Box 241, Bloomington, Ill. 61702*

NAB audio cartridge machines including 99B with Elsa, Delta and Omega. **Staff:** Bob Bomar, Chuck Kelly, Mark Hill, Dave Montgomery, Bill Parfitt.

J&H Music Programing 422*Box 1697, Marco Island, Fla. 33937***JAM Creative Productions 417***4631 Insurance Ln., Dallas 75205*

ID jingle packages including material for KIIIS(FM) Los Angeles, WHTZ(FM) New York, commercial production library (The Answer). **Staff:** Jonathan Wolfert, Fred Hardy, Randy Bell, Mary Lyn Wolfert, Julie Sizemore, Kim Namath.

Jefferson-Pilot Data Systems 326*501 Archdale Dr., Charlotte, N.C. 28210*

JDS DARTS III sales/traffic and billing system and general accounting, Autoselect music rotation system, breakout ratings analysis system. **Staff:** Ernest Harwell, Bill Bryant, Jeff Griffin, John Pearce.

Johnson Electronics 200*4301 Metric Dr., Box 4728, Winter Park, Fla. 32793*

SCA tuners, audio amplifiers, addressable tuners*, mixer, signal test set*, SCA desk top receivers*, FM antennas. **Staff:** Joseph Lutz, Melvin Kelch.

Kalamusic 916*4200 W. Main St., Kalamazoo, Mich. 49007*

Tape-delivered formats for FM and AM stations—Easy Listening, Lite Contemporary, Hot Country Hits, Contemporary Adult, Jon Holiday's Big Bands, Custom Blend*. **Staff:** Stephen Trivers, William Wertz, Bob Doll, Jeff Mathieu, Ray Lowy, Jon Holiday.

LEA Dynatech 629*12516 Lakeland Rd., Santa Fe Springs, Calif. 90670***LPB Inc. 523***28 Bacton Hill Rd., Frazer, Pa. 19355*

Citation, Signature and Alpha* broadcast audio consoles, AM transmitters, tone-arms, DAs. **Staff:** Richard Crompton, Charles Sheridan, Dick Burden.

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Marketron 722-26
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City, Calif. 94404

Marti Electronics 535
Box 661, Cleburne, Tex. 76031

Remote control system*, STL systems,
RPU equipment, mobile and fixed station
RPU repeaters. **Staff:** Charles Wells, Rick
Neace, George Marti, Rex Reece.

Media General Broadcast Services 526
2714 Union Ave. Ext., Memphis, Tenn. 38112

Sales production services (6), produc-
tion libraries (4), contests and promo-
tions, station ID jingles, syndicated mu-
sic programming—Hot Rock, Action,
Headliners, Your Country, custom music
production AV music, video productions.
Staff: Edward Hartnett, Zack Hernan-
dez, Dick Denham, John Vaught, Bob
Blow, Bob Dumais, Don Johnson, Chase
Hooks.

William Meeks Productions 928
1265 Record Crossing, Dallas 75235

Metro Traffic Control 642
1828 Loop Central Dr., Suite 800, Houston
77081

Microlog 520
18713 Mooney Dr., Gaithersburg, Md.
20879

Miller, Kaplan, Arase & Co., CPA's 216
10911 Riverside Dr., N. Hollywood, Calif.
91602

Motor Racing Network 717
1801 Speedway Blvd., Daytona Beach, Fla.
32015

NASCAR auto racing circuit (35 events).
Staff: John McCullin, Mark Garrow.

Motorola 700
1216 Remington, Schaumburg, Ill. 60195

AM stereo modulation monitor, stereo ex-
citer, decoder IC's. **Staff:** Dick Harasek,
Chris Payne, Steve Kravitz, Norm Parker,
Oscar Kusisto.

**Music Director
Programming Service** 622
Box 103, Indian Orchard, Mass. 01151

Safest Oldies*, Joel Whitburn's Record
Research books, 1984 Music Yearbook,
Playlist and Music Supply Service, Christ-
mas Programming Package, Country Gold
Oldies Library. **Staff:** Budd Clain, Carl
Drake, Noreen Bennett, Brenda Clain.

Mutual Satellite Services 321
1755 S. Jefferson Davis Hwy., Arlington, Va.
22202

National Public Radio 309
2025 M St., NW, Washington 20036

Nautel Maine Inc. 343
201 Target Industrial Circle, Bangor, Me.
04401

Staff: Jorgen Jensen.

NEC America 204
130 Martin Ln., Elk Grove Village, Ill. 60007

FM transmitters, 100 w to 20 kw. **Staff:** J.
Engle, M. Burleson, T. Fujiyasu.

Network Production Music 900
4429 Morena Blvd., San Diego 92117

Network Production Music Library,
Sound Effects Library. **Staff:** Michael An-
derson, Larry Kessler, Ken Berkowitz.

Peters Productions 211
9590 Chesapeake Dr., San Diego 92123

Staff: Edward Peters, Art Ortega, Jerry
Lee, Steve Cotov, Dave Moore.

Philips Television Systems 624
900 Corporate Dr., Mahwah, N.J. 07430

Potomac Instruments 903
932 Philadelphia Ave., Silver Spring, Md.
20910

Quant Aural audio program analyzer*.
Staff: David Harry.

PPA/USA 634
315 Madison, Suite 201, Eugene, Ore. 97402

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test*, Hispanic SuperRadio sales and lis-

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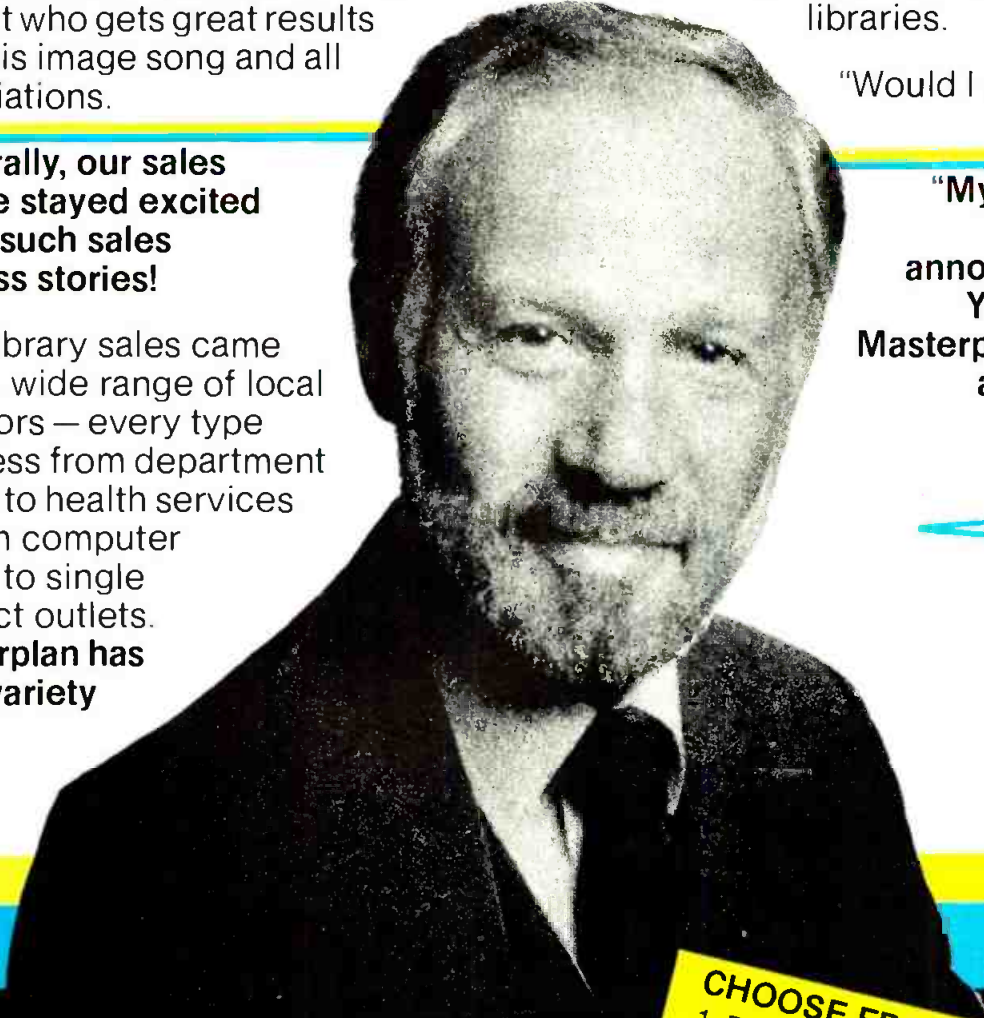
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tener promotions, Promotion Profit Analysis. **Staff:** Peter Powell, Mike Overton, Norman Clavir, Bob Ardrey, Joe Carson.

Programing Plus

Box 90486, Pacific Beach, Calif. 92109

Rotator II, music programing software. **Staff:** Jack Hayes, Julie Skaggs, Robert Fabiano, Ron Hayes.

Public Interest Affiliates 527

213 W. Institute Pl., Suite 204, Chicago 60610

RAB 538

485 Lexington Ave., New York 10017

Staff: Wayne Cornils, Bill Stakelin, Bob Galen, Fred Standridge.

Radio Arts

210 N. Pass Ave., Suite 104, Burbank, Calif. 91505

Staff: Dave Price, Clair Marlo, Rick Penner.

Radio Computing Services 919

2 Overhill Rd., Suite 315, Scarsdale, N.Y. 10583

Selector music scheduling system, sampler call-out research system, DJ selector control room system*. **Staff:** Andrew Economos, Judith Jarrard, Michael Meeter.

Radio Syndication Network 427

5400 S. 60th St., Greendale, Wis. 53129

Direct mail, legal lotteries, celebrity billboards, tailgator. **Staff:** Fred Raasch, Scott Miller.

Radio Systems 210

5113 W. Chester Pike, Edgemont, Pa. 19028

ESA-10 broadcast console, audio distribution amplifiers, phono pre-amps, studio timer, LED meter units*, DCX studio amplifiers*, remote modular switchpanels for custom studio control systems. **Staff:** Daniel Braverman, Peter Koenig.

Register Data Systems 616

Box 1246, Perry, Ga. 31069

Broadcast software, traffic, billing, accounting and word processing, Music Master music library, Data Scan. **Staff:** Lowell Register, Janice Register, Richard Spruill.

Rockcom 723

1440 Snow Rd., Suite 116, Cleveland 44134

Sacred Heart Program 202

3900 Westminster Pl., St. Louis 63108

Staff: Jerry Irvine, Nick Barr, Lucy Powers, Ileen Stanley.

Satellite Music Network

12655 N. Central Expwy., Suite 600, Dallas 75243

Country Coast-to-Coast, StarStation, Stardust, Rock 'N' Hits, short features*.

Staff: John Tyler, David Hubschman, Bob Bruton, George Williams, Kristine Sites, David Gerety, Carlos Hurd, Tim Spencer, Sheila Quisenberry, Jackie Butler, Melanie King, Greg Daugherty.

Sea-Tex Div.

Si-Text Marine Electronics 623

Box 6700, Clearwater, Fla. 33518

Shane Media Services 1589

6405 Richmond Ave., Suite 311, Houston 77057

Programing and management consultation, interpretation and implementation of focus research, Management Advisory plan, Country Access*, Megatracks*. **Staff:** Ed Shane, Pamela Shane, Alan Edwards, Gary Jordan.

Leonard Sloan & Assoc. 435

2542 Elm St., Dallas 75226

SBE 227

7002 Graham Rd., Suite 118, Indianapolis 46220

SBE job bank service for station management and broadcast engineers, certification program information, National Frequency Coordinating Committee information, SBE membership informa-

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tion, speaker's bureau service for SBAs.

Staff: Richard Rudman, Jack McKain, Roger Johnson, Jim Wulliman, Gerry Dalton.

Shively Labs 516

Harrison Rd., Bridgton, Me. 04009

Sperry/Ficon

49 Music Square West, Nashville 37203

Traffic and accounts receivable software.

Staff: Ray Hines, Sharon Mokes, Mark Spruill.

Spotwise Prods. 217

1170 Commonwealth Ave., Boston 02134

Starcom Systems 436

Box 4189, Little Rock, Ark. 72214

Starcom system FM SCA paging system, terminal, voice mailbox, SCA generator, tone and voice pagers, FM SCA data receiver. **Staff:** T. Snider Sr., T. Snider Jr., Hi Mayo, Duane Nickols, John Arnold, Ron Laury.

Strata Marketing 316

403 W. North Ave., Chicago 60610

Microcomputer software programs.

Staff: Dr. Roger Skolnik, Bruce Johnson, Chuck Cady, John Thompson.

Sunspot 534

2440 San Mateo Pl. NE, Albuquerque, N.M. 87110

Computer-designed software system*.

Staff: Joshua Wesley, Jonathan Schwaber, Dave Spring.

Systemation Corp. 825

337 N. Water St., Decatur, Ill. 62523

Automation, live assist, unattended remotes, telephone interfaces, sales software, logging software, computer-generated affidavits. **Staff:** Steve Bellinger, Dick Lamoreaux, Roger Pogue, Tom Hughes.

Tapscan 522

2100 Data Pk., Suite 202, Birmingham, Ala. 35244

Tennaplex 320

452 Five Farms Ln., Timonium, Md. 21093

Broadband FM broadcast antenna systems, omnidirectional and directional antenna configurations, combiners for multistation master systems making possible for 10 stations to share a single broadband FM antenna. **Staff:** Marvin Crouch, Les Lear.

Texar 739

616 Beatty Rd., Monroeville, Pa. 15146

TFT Inc. 229

3090 Oakmead Village Dr., Santa Clara, Calif. 95051

845 SCA monitor*, 8300 composite STL

system, FM and AM monitors, AM stereo exciter. **Staff:** Joseph Wu, Jesse Maxenchs, Lois Kiri, Kevin Tam.

TM Communications 929

1349 Regal Row, Dallas 75247

Programming formats, special projects, flexmat, sales/production libraries, jingles, ID's. **Staff:** Anne Bendalin, Pay Shaughnessy, Neil Sargent, Buddy Scott, Doyle Peterson, Dave Tyler, Cal Casey.

Transmission Structures 420

Box 972, Vinita Okla. 74301

United Ropeworks 917

Box 306, Montgomeryville, Pa. 18936

Phillystran nonmetallic tower guys. **Staff:** Kenneth Knight, Robert Lombardo.

U.S. Army Reserve 339

HQ, DAAR-PA, Washington 20310

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U.S. Tape & Label Corp. 327

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RTNDA 40th Anniversary Convention "Music City USA" Nashville, Sept. 11-14

RTNDA expects record crowd for Nashville show

Rather, Pauley, Jennings, Keillor among conference speakers; NBC to test waters for news satellite exchange

Organizers of the 40th annual Radio-Television News Directors Association convention in Nashville at the Opryland Hotel this week, are expecting another record-breaking attendance. Paid registration at deadline last week totaled 1,300 and was running about 10% ahead of last year, an RTNDA spokesman said. RTNDA expects that this year's show will ultimately attract between 1,600 and 1,800 paid registrants, breaking last year's record of 1,508. RTNDA officials expect total attendance to reach perhaps 3,000, compared to about 2,500 last year.

At this convention, for the first time, RTNDA is experimenting with one-day, on-site registrations, which a number of association members in the Nashville region pushed for. A spokesman said one-day registrations may be offered at future conventions, depending on this year's results.

The convention's exhibits have also grown this year, in both number and size. Floor space is up over 20% to 35,000-40,000 square feet. The number of exhibitors (135) is up from last year's 120. Eddie Barker, exhibit manager, said the increase stems from the typical news director's "hefty budget" for equipment and interest in new technologies, such as satellite newsgathering. SNG alone will account for a significant expansion of outdoor exhibits and the single biggest indoor booth, 2,500 square feet for Hubbard Broadcasting's satellite equipment

and service suppliers, Hubcom and Conus Communications.

Convention activities get under way officially on Wednesday evening (Sept. 11) with the RTNDA International awards banquet, which will be among the selected convention events covered live by C-SPAN. (Various affiliate and network news meetings are scheduled for Monday and Tuesday, Sept. 9 and 10.)

The exhibit hall will open officially with a Wednesday evening reception at Ryman Hall. Keynoting the Wednesday evening banquet awards ceremony, which starts at 7:30 p.m., will be Dan Rather, managing editor and anchor of the *CBS Evening News with Dan Rather*. Also at the banquet, a special tribute will be paid to Edward R. Murrow, the late CBS news correspondent and executive, in the form of a video presentation put together by the network. Also on Wednesday, from 11 p.m. to 5 a.m., Larry King will originate his radio program from the convention.

Thursday's opening general session will feature a taped message from President Reagan and the keynote address of Peter Jennings, anchor of *ABC World News Tonight with Peter Jennings*. Entertainment will be offered by the Mandrell Sisters.

The day's first panel session will address international terrorism and the media. Conference planners expect this session to be one of the bigger draws. The moderator will be Professor Richard Pride of Vanderbilt University. Panelists include Jeremy Levin, the former CNN Beirut bureau chief who was held in captivity by terrorists in Leba-

non for about a year. Also on the panel will be Edward Turner, executive vice president, CNN, and Peggy Say, a relative of one of the seven remaining hostages in Lebanon, who has assumed the role of spokeswoman for the relatives of the group. At deadline, conference organizers were also working to get a representative from the State Department to participate on the panel.

Keynote speaker at Thursday's luncheon (beginning at noon) will be Garrison Keillor, host of the weekend public radio program, *The Prairie Home Companion*. Also, CNN's Levin will be presented with the RTNDA Lifetime Achievement Award. Concurrent sessions after the luncheon, beginning at 2:15 p.m., include, "Presenting Radio News," with moderator Ron Nessen, vice president, news, Mutual Radio Network. Panelists will include Bill Lynch, CBS News; Gary Nunn, NBC News, and Joe Templeton, ABC News. A session on news for contemporary hit and album rock radio stations will feature moderator David Lampel of WLIB(AM)-WLBS(FM) New York and panelist Sam Hall of WYNY(AM) New York. The third concurrent session focuses on television news writing and storytelling with moderator Jackie Morris of the University of Missouri. A joint management workshop on solving problems in the newsroom will follow at 3:40 p.m., featuring consultant Donald L. Dewar.

On Friday morning, satellite technology will be put to use with a radio workshop that will link panels from RTNDA in Nashville with the joint NAB-NRBA radio conference being held in Dallas. Concurrent Friday



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Harriet Van Home, Newsday

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Arthur Unger, Christian Science Monitor

"*Vietnam—Lessons of a Lost War* . . . if you see only one television news program make sure this is it."

John Corry, New York Times

NBC NEWS

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Eric Mink, Washington Journalism Review



morning sessions (all beginning at 9 a.m.) include one on ratings and research and another entitled "What's Hot in Television News?"

Friday's keynote luncheon speaker will be Jane Pauley, co-anchor of NBC's *Today* show. Special recognition will also be given to Arch Madsen, president of Bonneville International Corp. Concurrent Friday afternoon sessions, beginning at 2 p.m., will include one on radio technology and moderated by Cliff Albert of KFMB-AM-FM San Diego; "Radio Idea News Exchange," moderated by the Missouri Network's Bob Priddy, and a session on marketing television news product effectively, with moderator Stu Kellogg of WWL-TV New Orleans.

Saturday morning concurrent sessions focus on managing a radio station with moderator David Ellsworth of WGN(AM) Chicago; the on going relationship between radio and TV outlets and public relations firms with moderator Ray Depa of KETV(TV) Omaha, Neb., and sports news with moderator Pat O'Donnell of the Kansas State Network. At 12:30 p.m., the Women's Resource Center will sponsor a session on the personality factors that affect women's management style, with moderator Mary McCarthy of WYFF-TV Greenville, S.C. At 2 p.m., Jack Anderson will speak about the new challenges and opportunities of the American news media. Concurrent afternoon sessions will include one on radio ratings, with moderator Tyler

Cox of KFBK(AM) Sacramento, Calif., and how to make radio news a profit center, with moderator Len Deibert of WMAL(AM) Washington. A third session addresses the best way stations can obtain coverage of foreign news events.

The convention is likely to be a newsy one. NBC will lay before its affiliates a proposal to launch an affiliate news exchange that would take advantage of the Ku band satellite system already in place at the network (BROADCASTING, Aug. 26). The plan is to install transportable uplinks at all or most NBC affiliates so that they can, among other things, exchange stories among themselves and pick up stories from the field via remote uplink and the existing network Ku-band system. Currently, 10 NBC affiliates, including all the owned-and-operated stations, have master uplinks in place. Some 50 transportable uplinks, manufactured by Harris, are on order, and the network expects to take delivery of the uplinks by the middle of September for two weeks of testing before final deliveries begin in October. A network source said that Harris has indicated it can deliver the uplinks at a rate of about five a month. The network wants to gauge the interest in the project by affiliates at the convention and expects an enthusiastic response. The network has indicated to some affiliate leaders that it may share the costs of either the ongoing exchange operation or implementation of uplinks (which are said to cost approximately \$250,000 each), or both.

However, stressed one network source, "I

don't think we are going to give it away." The exchange project would require the network to expand both its network-wide satellite control facilities and the news operation satellite control room in New York.

Several other new services will be introduced at the show, including, from Newsfeed, *The Entertainment Report*, a daily 15-minute report on primarily hard news within the entertainment industry. *The Entertainment Report* will be offered on a bartered and market-exclusive basis, with Newsfeed affiliates having the right of first refusal in their markets. It will be available in early 1986.

Also being introduced at the show is a series entitled *Bright Ideas*, produced by The National Television Workshop (NTW) in New York. *Bright Ideas* is a series of 150 90-second inserts, hosted by Nancy Foreman, life-style correspondent for *Today*. The inserts feature life-style and how-to tips. Executive producer of the series is Roger Fransecky, Foreman's husband. The inserts also invite viewers to write local stations for additional print information, to be supplied by NTW.

Worldview Inc., Middleton, Wis., said it was introducing a daily and fully translated version of the official Soviet television newscast, *Bremya*, available Sept. 30. The company said it was picking the Soviet feed from Russian satellites, converting the signal and doing the translation work "within hours of the original broadcast." □

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The daily agenda in Nashville

The exhibit hall opens on Wednesday at 6 p.m., and will be open Thursday and Friday from 9 a.m. to 6 p.m., and Saturday from 8 a.m. to 2 p.m. Blocks of time have also been reserved throughout the convention for visits to the exhibit hall when no other activities are scheduled. Additionally, a number of companies and organizations will be holding meetings before and during the convention. On Monday, various RTNDA committees will meet along with Taft Broadcasting. Taft executives are scheduled to meet Tuesday, as are members of the CBS O&O's, Outlet and Gannett. The RTNDA board will also meet on Tuesday and hold a reception and luncheon from noon to 2 p.m. Wednesday's events includes the RTNDA golf and tennis tournaments, plus meetings by Outlet, CBS News, ABC News, NBC News, the American Petroleum Institute and Frank Magid & Associates.

Wednesday, Sept. 11

Reception and awards banquet. 6:30 p.m. Welcoming reception in Ryman Hall. RTNDA International Awards banquet. Video presentation of Edward R. Murrow. Presidential ballroom. Address: Dan Rather, CBS News.

Reception and Larry King show. 10 p.m.-5 a.m.

Thursday, Sept. 12

RTNDA business meeting. 7:30-8:45 a.m. Jefferson.

Opening session. 9-9:50 a.m. Tennessee. Opening remarks: RTNDA President Lou Adler. Welcome: The Mandrell Sisters. Distinguished Service Award presented to Ron Laidlaw, CFPL-TV London, Ont. Message from President Ronald Reagan. Keynote address: Peter Jennings, ABC News.

Session. 10-11 a.m. *International Terrorism and the Media.* Tennessee. Moderator: Richard

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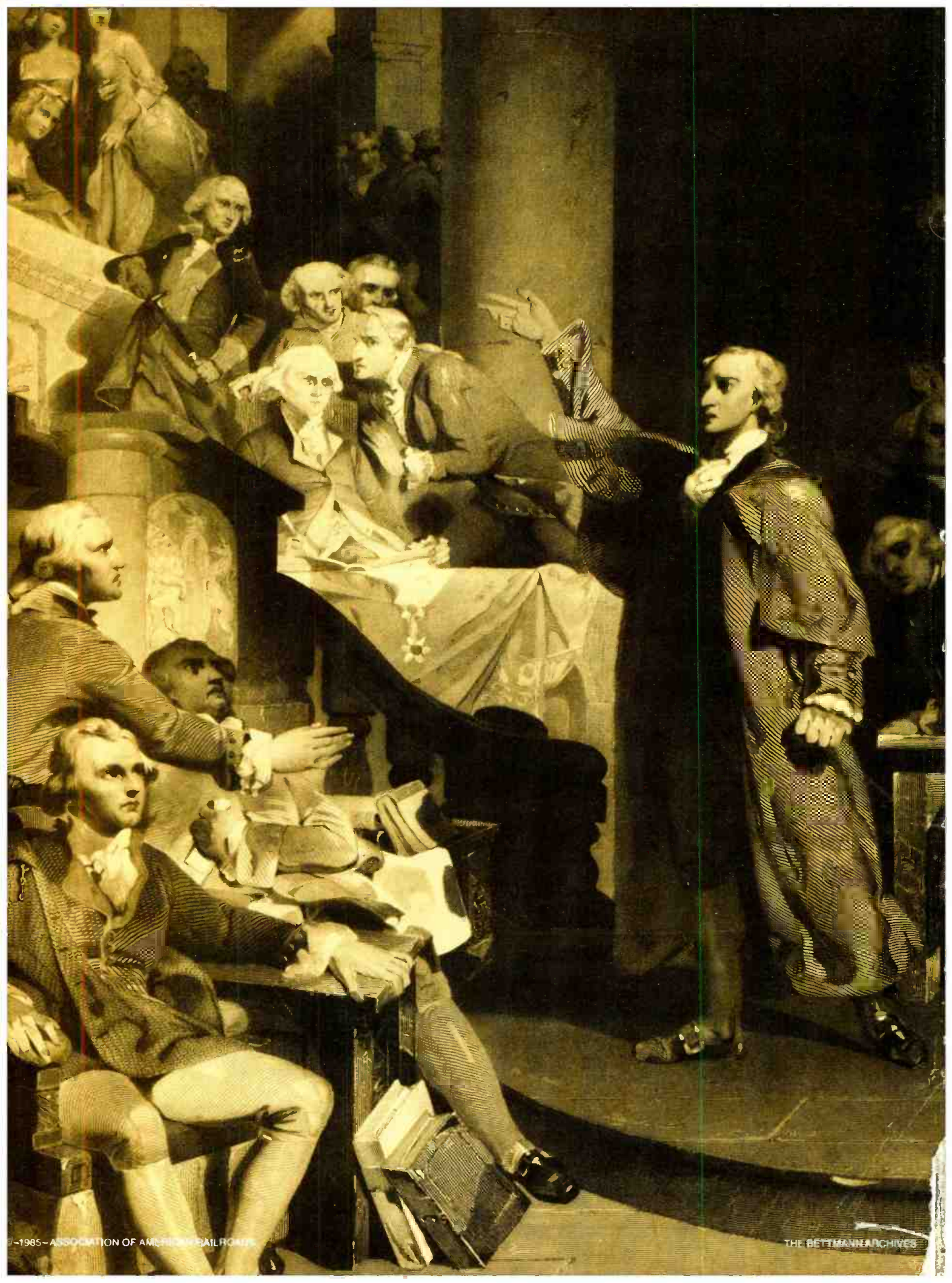
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Patrick Henry, 1775

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For more information, write:
Historical Perspective, Dept. 513,
Association of American Railroads,
1920 L Street, N.W.,
Washington, DC 20036.
Or if you're on a deadline
call us at (202) 835-9550.



ASSOCIATION OF AMERICAN RAILROADS

Pride, Vanderbilt University. Panelists: Peggy Say, relative of one of the remaining seven missing Americans in Lebanon; Jeremy Levin and Ed Turner, CNN, and possibly a representative from the State Department.

Luncheon. 12:15-2 p.m. Presidential ballroom. RTNDA lifetime membership presentation to Jeremy Levin, CNN. RTNDF report and audio/visual presentation. Speaker: Garrison Keillor, *A Prairie Home Companion*.

Three concurrent sessions. 2:15-3:30 p.m. *Presenting Radio News.* Knoxville. Moderator: Ron Nessen, Mutual. Panelists: Bill Lynch, CBS News; Gary Nunn, NBC News; Joe Templeton, ABC News.

Doing CHRIAOR News. Sevier. Moderator: David Lampel, WBLB(AM)-WLIB(FM) New York. Panelist: Sam Hall, WYNY-FM New York.

TV Newswriting and Storytelling. Jefferson. Moderator: Mackie Morris, University of Missouri.

Session. 3:40-5:15 p.m. *Joint Management Workshop—Quality Circles: Solving Problems in the Newsroom.* Chattanooga. Moderator: Donald Dewar, Quality Circle Institute. Assisting: Tom Hauff, WCPX-TV Orlando, Fla.

Friday, Sept. 13

Four concurrent sessions. 9-10:30 a.m. *Joint RTNDA/NAB/IRBA Workshop via Satellite.* (Joint session with Radio Convention in Dallas.) Moderator: Dick Wright, WTAG(AM) Worcester, Mass. Panelists: Scott Herman, KYW(AM) Philadelphia; Scott Shannon, WHTZ(FM) Newark, N.J.; Jim McLaughlin, WBEN(AM) Buffalo, N.Y.

What's Hot in Television News. Chattanooga. Moderator: Tom Becherer, WLKY-TV Louisville, Ky. Panelists: Mel Martin, WJXT-TV Jacksonville, Fla.; Kris

Ostrowski, WJLA-TV Washington; Max Smith, WREX-TV Rockford, Ill.

Research, Ratings and Gut: Using All the Research Tools at Your Disposal. Memphis. Moderator: Jim Collins, WFMV-TV Greensboro, N.C. Mike Conly, WFMV-TV Greensboro, N.C.; Craig Marshall, Marshall Marketing and Communications; Jon Nottingham, Arbitron.

Keeping the "J" in Photojournalism. Knoxville. Moderator: Leigh Wilson, Wilson Productions. Panelists: John Lansing, WVE-TV Louisville, Ky; John Premack, WCVB-TV Boston; Bob Selwyn, WSMV-TV Nashville.

Session. 10:30-11:30 a.m. *Sevier. Journalism Education and Broadcast/Cable Common Concerns.* Moderators: Sarah Toppins, AEJMC; Lou Prato, Medill News Service.

Luncheon. Noon-2 p.m. Jefferson and Adams. Rob Downey citation presented to Steve Vogel, RTNDA region 7 director. Speaker: Jane Pauley, NBC News.

Four concurrent sessions. 2-3:30 p.m. *What's Working Elsewhere in Radio News Technology.* Memphis A. Moderator: Cliff Albert, KFMB-AM-FM San Diego. Panelists: Vic Bremer, KIRO(AM) Seattle; Bruce Kamen, KGO(AM) San Francisco; Dave Ellsworth, WGN(AM) Chicago.

The Radio News Idea Exchange. Jefferson A. Moderator: Bob Priddy, Missouri Network.

The 50% Solution: Marketing Your TV News Product Effectively and Efficiently. Chattanooga. Moderator: Stu Kellogg, WWL-TV New Orleans. Panelists: Tom Allen, KJRH-TV Tulsa, Okla.; Michael Beecher, KFPV-TV Cape Girardeau, Mo.; Bill Brown, Audience Research and Development.

The Other Side of the Fence—Lessons from the Sales Department for News Management. Knoxville B. Moderator: Roger Rice, TVB.

Business meetings and elections. 3:40-5:30 p.m. Chattanooga.

Grand Ole Opry performance. 9:30-midnight.

Saturday, Sept. 14

Joint session. 9-10 a.m. *Do It My Way Or You're Fired.* Moderator: David Ewing, *Harvard Business Review*.

Three concurrent sessions. 10:10-11:30 a.m. *So You Want to Manage a Radio Station.* Jefferson A. Moderator: David Ellsworth, WGN(AM) Chicago. Panelists: Art Schreiber, KOB(AM) Albuquerque, N.M.; Jack Swanson, KGO(AM) San Francisco; Wayne Vriesman, WGN(AM) Chicago.

Whose News Is It?—Electronic News Releases. Knoxville. Moderator: Ray Depa, KETV-TV Omaha. Panelists: Frank Mankiewicz, Gray & Co.; George Glazer, Hill & Knowlton; Peter Ettinger, Avatar Satellite Inc.; Tom Bier, WISC-TV Madison, Wis.; Bill Goodman, KPRC-TV Houston.

Sports News is News. Memphis A. Moderator: Pat O'Donnell, Kansas City Network. Panelists: James Dinklacker, Michigan State University; Ron Fessenden, KTVX(TV) Salt Lake City; Jack Gregory, NBC News; Lois Matheson, KOMO-TV Seattle; George Michael, WRC-TV Washington.

Session. 12:30-2 p.m. *Women's Resource Center.* Jefferson B. Moderator: Mary McCarthy, WYFF-TV Greenville, S.C. Presenter: Otto Kroeger, Otto Kroeger Assoc.

Session. 2-2:45 p.m. *The New Challenges and Opportunities of the American News Media.* Chattanooga. Jack Anderson, syndicated newspaper columnist.

Three concurrent sessions. 3-4:30 p.m. *Read-*

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ing *Radio Ratings Book*. Sevier. Panelists: Tyler Cox, KFBK(AM) Sacramento, Calif.; Maribeth Doran, Arbitron.

How To Make Radio News a Profit Center. Knoxville B. Moderator: Len Deibert, WMAL(AM) Washington. Panelists: Phil Boyce, KIMN(AM) Denver; Cathy Meloy, WMAL(AM) Washington.

How to Get Your Story Covered in Timbuktu and Remain Within Budget. Chattanooga. Moderator: Tom Sanders, Visnews Ltd. Panelists: Raymond Heard, Global TV Network; Fred Kennedy, NBC News; Ray Nunn, ABC News; Paul Stueber, WNEP-TV Wilkes-Barre, Pa.

Paul White reception and banquet. 6:30-10 p.m. Presentation of Paul White Award to Barbara Walters, ABC News.

The hardware on display in Nashville

The following is a list of RTNDA exhibitors. An asterisk denotes a new product.

1220 Exhibits 200
412 Space Park South, Nashville 37211

Abekas Video Systems 1509
353A Vintage Park Dr., Foster City, Calif. 94404

Accu-Weather 617
619 W. College Ave., State College, Pa. 16801

Weather service graphics, satellite images and data base. **Staff:** Dr. Joel Myers, Jeff Bertram, Lee Gottschall, Elliot Abrams, Jess Goodman, Maria Myers.

Adda Corp. 228
110 Knowles Dr., Los Gatos, Calif. 95030

Advanced Designs Corp. 205

924 W. 17th St., Box 1907, Bloomington, Ind. 47402

Doprad I and II doppler radar systems, RCR-1000 remote color radar display system. **Staff:** Martin Riess, Teri Riess, Brian Frederick, Greg Gember, Vickie Easterday.

Alden Electronics 402
40 Washington St., Westboro, Mass. 01581
Staff: Michael Porreca.

American Heart Association 203
7320 Greenville Ave., Dallas 75231

American Medical Int'l. 1409
414 N. Camden Dr., Beverly Hills, Calif. 90210

Ampex Corp. 321
401 Broadway, Redwood City, Calif. 94063

Angeniux Corp. 301
7700 N. Kendall Dr., Suite 303, Miami 33156

Army & Air Force News Service 1401
Kelly AFB, Bldg. 1500, San Antonio, Tex. 78241

Hometown news television service.

Asaca/Shibasoku 317
12509 Beatrice St., Los Angeles 90066

Associated Press 721
1825 K St., NW, Suite 615, Washington 20006

AP Newpower 1200 high-speed radio wire service, AP TV, AP Network News, AP Radio Wire, Music Country Radio Network, Ed Busch Talk Show, AP NewsPlus. **Staff:** Glenn Serafin, John Reid, Mary Clunis, Jim Hood, Sue Cunneff, Brad Kalbfeld, John Schweitzer, Matthew Hoff, Mark Frawley, Mike Richardson, John Harris, Rob Dalton, Jerry Jackson.

AT&T 1721
1200 Peachtree St., Atlanta 30357

ATI 303
650 N. Bronson St., Suite 300, Hollywood, Calif. 90004

Audience Research & Development 621
8700 Stenmons, Suite 415, Dallas 75247

Audience research, news and programing consultation, talent placement and talent coaching. **Staff:** Bill Taylor, Bill

Brown, Paul Paolicelli, Willis Duff, Ed Bewley, Flo Sikes, Phyllis Slocum, Bob Kaplitz, Carolyn Griffin, Sandra Connell, Scott Tallal, John Sheehan.

BASYS 1111
2685 Marine Way, Mountain View, Calif. 94043

Newsroom computer systems.

BAF 210
228 Essex, Salem, Mass. 01970

Bonneville Satellite 717
165 Social Hall, Salt Lake City 84111

Broadcast Microwave Services 401
7322 Convoy Ct., San Diego 92111

Transportable SNG uplink*, microwave products, ENG systems, portable and fixed video transmitters, receivers and antennas. **Staff:** Everett Shiits, Jeff Harding, Tom Stewart, Bill Brewer, Chris Frair, Bud Semon, Les Lear, Bill Boyd.

Broadcast Systems Inc. 1304
8222 Jamestown Dr., Austin, Tex. 78758

Canon 1603
2035 Royal Ln., Suite 290, Dallas 75229

Capital Broadcast News 1233
555 New Jersey Ave., NW, Washington 20001

TV news reports, satellite news feeds, live broadcasts from Washington. **Staff:** Carol Kadushin, Mary Coffman, Geoffery Serrell, Dan Mechem, Al Kay.

Centro Corp. 327
9516 Chesapeake Dr., San Diego 92123

Staff: Fred Powers, Ken Tondreau, Vince Jakimzak, Darrell Wenhardt.

Champion Media Awards 901
Amos Tuck School, Dartmouth College, Hanover, N.H. 03755

Awards for economic understanding. **Staff:** Vicki Ryan, Mary Green, Adam Friedman, Jeannette Clonan, Jan Bent, Paula Graves.

Christian Science Monitor 1413
1 Norway St., Boston 02115

Christie Electric Corp. 905
20665 Manhattan Pl., Torrance, Calif. 90501

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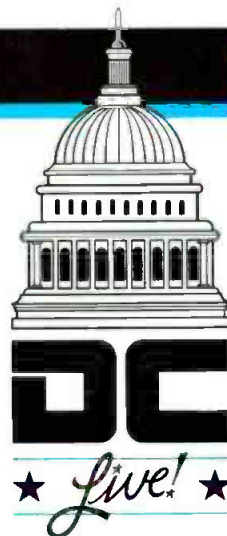
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Staff: L. Sanders Smith, Kenneth Simmons, Terry Kelly, Paul Post, Linda Post, Jim Waterman, Bob Miller, Ron Clowney, Valerie Jones, Eric Weaver, Dixie Mitchell-Clow, Diane Ching, Steve Smedberg, Jeff Pals, Eileen Wolen, Chuck Biechlin, Nicki Thompson.

Columbine Systems 1501
1620 Jackson St., Golden, Colo. 80401

Comptrompter 1004
Box 128, La Crosse, Wis. 54602

Electronic newsrooms, commercial production package, Totaprompter* portable unit. **Staff:** Ralph King, Jay Masters.

Comrex 1008
60 Union Ave., Sudbury, Mass. 01776

Telephone couplers, frequency extenders, ENG cue systems, talk show system,

TCB-2A auto-answer coupler* **Staff:**
John Cheney, Lynn Distler.

Comsat General 222
950 L'Enfant Plaza, SW, Washington 20024

Conus Communications 921
3415 University Ave., Minneapolis 55414

(See Hubcom)

CQI-Sportsticker 412
670 White Plains Rd., Scarsdale, N.Y. 10583

Broadcast sports wire and ticker service.

Staff: Philip Hogan, Mary Hogan, Grace Gaffney, Bill Booth, Rick Alessandri, Susan Erzinger.

Creative Video of Washington 230
1011 Arlington Blvd., Suite 320, Arlington, Va. 22209

Crosspoint Latch Corp. 313
95 Progress St., Union, N.J. 07083

Staff: Don Imbody.

Dalsat 206
1205 Summit, Plano, Tex. 75074

Data Communications 413
3000 Directors Row, Memphis 38131

BIAS newsroom automation system.

Staff: Norfleet Turner, Doug Rother, David Heckel, Steve Weaver, Jamie McMahar, Doug Domergue.

Eastman Kodak 601
343 State St., Rochester, N.Y. 14650

Professional videotape, Instagraphics products for instant slides, CRT terminal and monitor products. **Staff:** Jerry Knaus, Curtis Jones, Larry Corn, Elmo Clark.

ENG Corp. 403
2930 Cloverdale Ave., Concord, Calif. 94520

Environmental Satellite Data 813
5200 Auth Rd., Suitland, Md. 20746

Data service, color connection 2 and 3* weather graphics and production system, FrontEnd weather data processor*, custom weather graphics*, MetPlan alternative weather charts to nafax and difax*, Weather and Information Network*. **Staff:** Terry Hambrick, Larry Hambrick, Dale Bryan, Walter Gilbride.

Financial Syndication Services 307
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G&G Designs/Comm. 713
201 Lomas Sante Fe, Suite 400, Solana Beach, Calif. 92075

Staff: Gil Jiminez, Gill Davis, Tim Saunders, Keith Newby, Rod Swanson.

Gari Productions
34 E. Putnam, Suite 113, Greenwich, Conn. 06830

GEC-McMichael 1511
8260 E. Raintree Dr., Scottsdale, Ariz. 85260

Graphic Express 1017
3518 Third St., San Diego 92103

Design of news environments, news rooms, news graphic slide service, products and services. **Staff:** Byron Andrus, George Andrus, Robin Andrus, Dan Hones, Dennis Murphy.

Grass Valley Group 1601
Box 1114, Grass Valley, Calif. 95945

Gray Communications 1313
Box 3229, Albany, Ga. 31708

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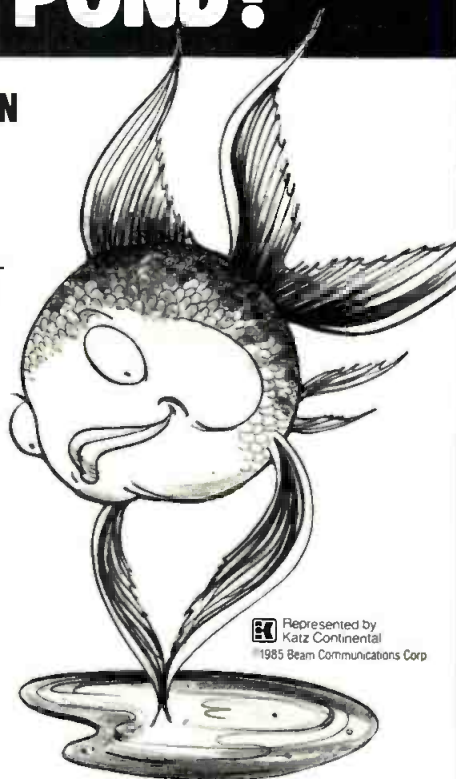
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 1101 16th St., NW, Washington 20036

Staff: Peter Wellish, Bob Beams, Joe Warren.

Integrated Technology 1507
 Box 497, Greenville, N.Y. 12083

Ivanhoe Communications 1407
 Box 865, Orlando, Fla. 32802

News inserts on sports medicine, gourmet cooking, women's health, children's health, antiques and pet care. **Staff:** Joyce Addy, Lou Vitelli, Marjorie Bekaert Thomas, Bette VonFleur, Kathleen Perry.

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Listec TV 1209
 39 Cain Dr., Plainview, N.Y. 11803

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Local Program Network 725
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Story Source, weekly story feed, and One on One Exclusive, newsmaker interview service. **Staff:** Caryn Schall, Ken Rees,

Bob McGann, Russ Stanton, Cody Shearer, Lisa Nee, Jim Hayden.

M/A-Com 1316
 63 Third Ave., Burlington, Mass. 01803

Frank N. Magid Associates
 One Research Center, Marion, Iowa 52302

Major League Baseball Productions 427
 1212 Avenue of the Americas, New York 10036

SPORTS NEWSATELLITE*. **Staff:** Terry Kassel, Maureen Rooney, Peg White, Geoff Balinfante, Bryan Burns, Larry Parker.

Mead Data Central 1400
 Box 933, Dayton, Ohio 45401

Medstar Communications 1606
 1305 S. 12th St., Allentown, Pa. 18103

Media Computing 1500
 4401 E. Kings Ave., Phoenix 85032

IBM PC compatible newsroom software. **Staff:** Michael Rich, Kathy Hulka, Jim O'Brien, Dana Baum, Ray Harris, Jeff Croughan, Richard Gornstein, Ruth Harris, Carol Candler, Janet Goodman.

Microdyne 337
 491 Oak Rd., Ocala, Fla. 32672

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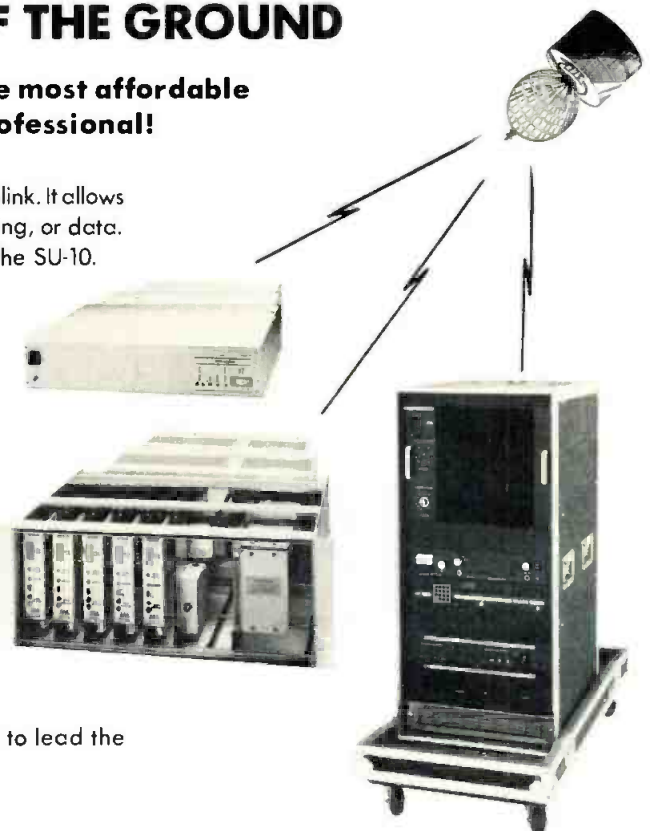
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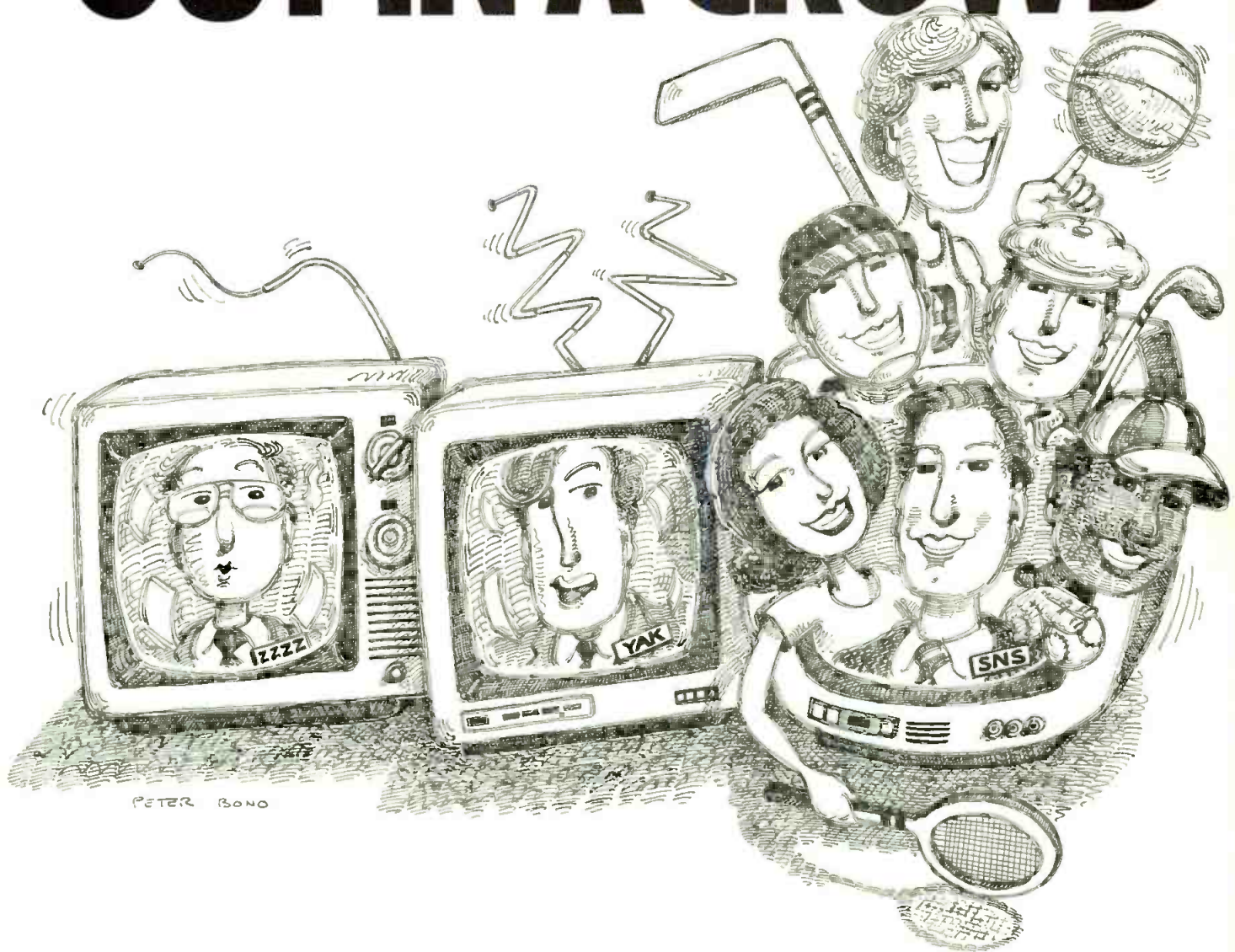
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Money/Pro News 527
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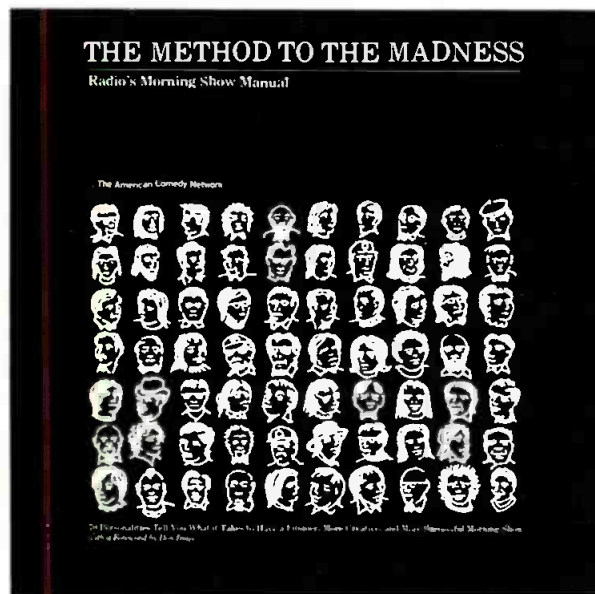
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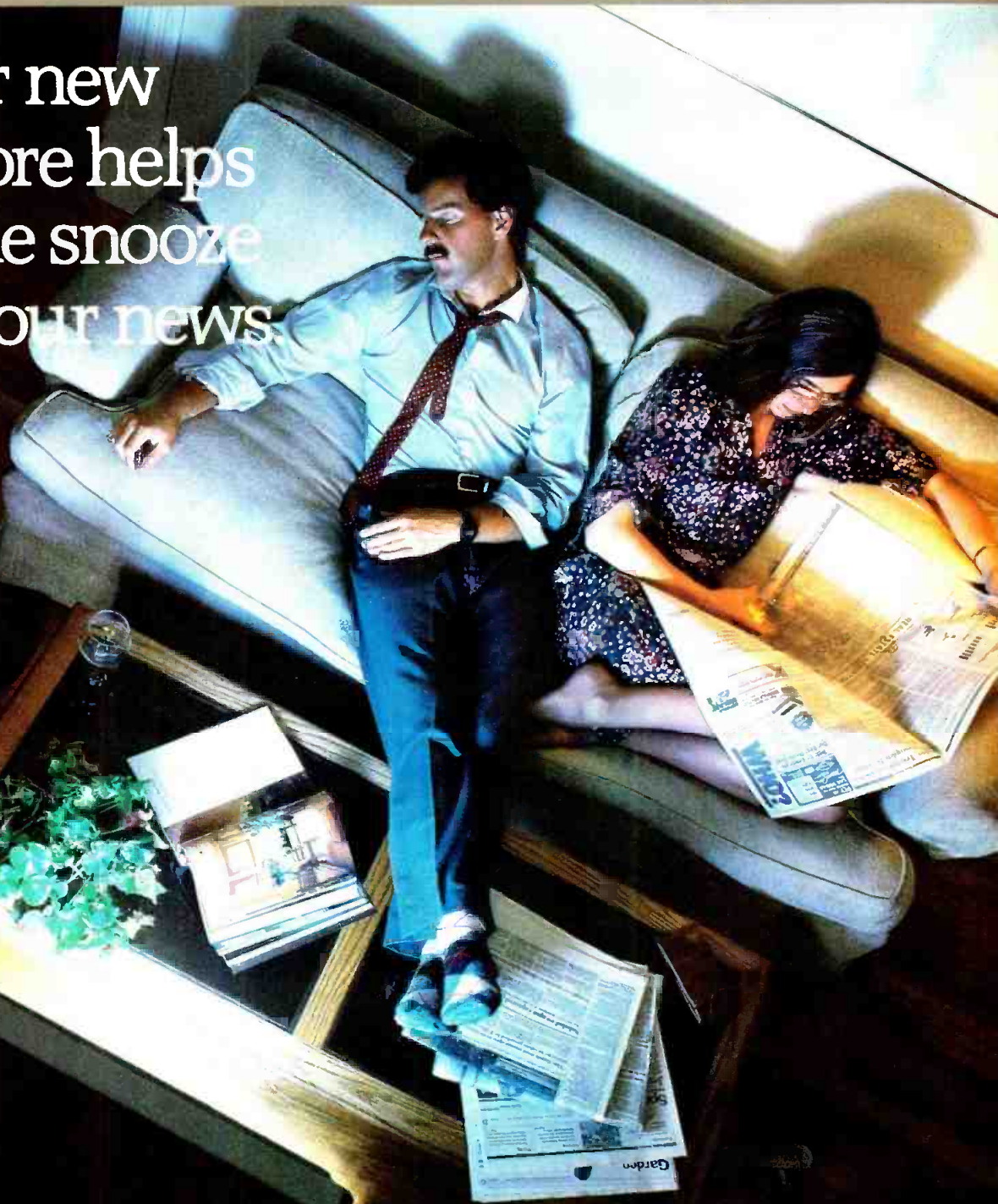
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Acorn/TSC broadcast products*, software for PC's, terminal workstations. **Staff:** Robert Dambach.

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One of a kind: Larry King

This Friday, in Dallas, during the Radio '85 Management and Programming Convention, Mutual Broadcasting System talk show host Larry King will be honored with this year's "Radio Award" by both the National Radio Broadcasters Association and the National Association of Broadcasters. In anticipation of that event, BROADCASTING sat down with King to talk about the art of the live radio interview, a trade he has long since mastered and at which he has few peers. To the extent any article could tell how to do it, this one tells how it's done.

Has your whole career been on your feet?

Off the top, on my feet. I never planned. I liked that better than reading long biographies. I never had a question prepared. I prefer working ad lib; I'm less nervous without a prepared speech than with a prepared speech. I like just working my brain, and that's how I've always worked.

Aren't you afraid you're going to run out?

No. Not if you're glib and you really listen. You almost can't run out. Oh, you can exhaust a subject, but you're doing a show where you can go to other things and take calls.

Many nights, driving in, I'll forget who is on that night. I have to think who's on tonight—the associate editor of *Time* magazine, Tom Snyder. He's written a book on Reagan—the aftermath of the Reagan election—and that's all I want to know. I don't want to know how he got to be associate

editor of *Time*; I certainly don't want to know about the book. Now I'll look at the flap of the book, but from there I want to learn as the audience learns.

What gave you the confidence that I assume you must have to walk in like that? Or are you less confident than you look?

No, I'm very confident. I'm confident in my ability to listen, and I know I'm curious. So if that's a confidence, the confidence is in my own ability to listen and to ask good, succinct questions and leave myself out of an interview. I don't put myself anywhere in the interview. I don't use the word "I" in an interview—it has no place, really. I don't use language that's a waste of time, like "Let me ask you this" or "I was wondering" or "Here's a good question." All that to me is superfluous.

Is your head watching what's going on in an interview, and are you making judgments,

critical judgments, and thinking ahead?

Probably, but not that far ahead—I'm not thinking two questions ahead. In one ear I've got to listen to the answer because if I start tuning out of that, you could say something at the end of that answer that I haven't heard. So I've got to listen with one ear for the answer, and then with the other ear, a million things are going on: "Is the question being answered directly? How is the clock? Is this a gentleman or lady who is going to give me long answers or short answers? What approach do I take?" All that comes through the experience of doing it; it's very hard to dissect.

Is your technique unique to the medium? Are similar interviews conducted for print media?

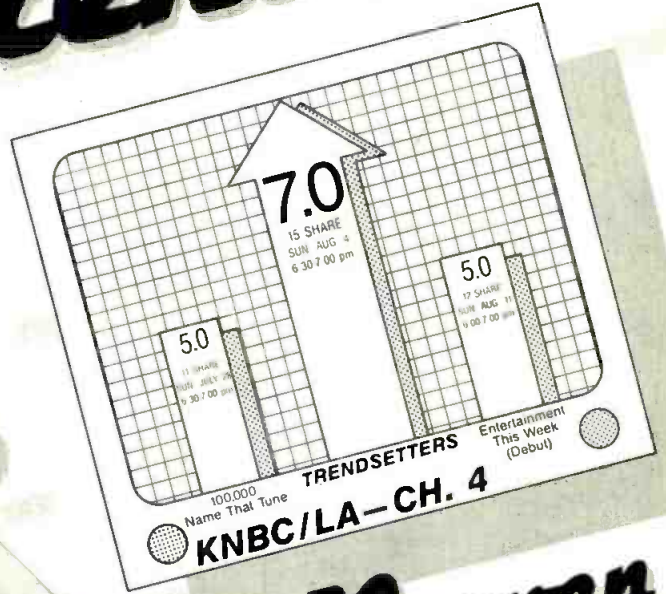
Completely dissimilar. I have never had a print media interview that did it the way I do it. I may be unique to the way I do it anyway,

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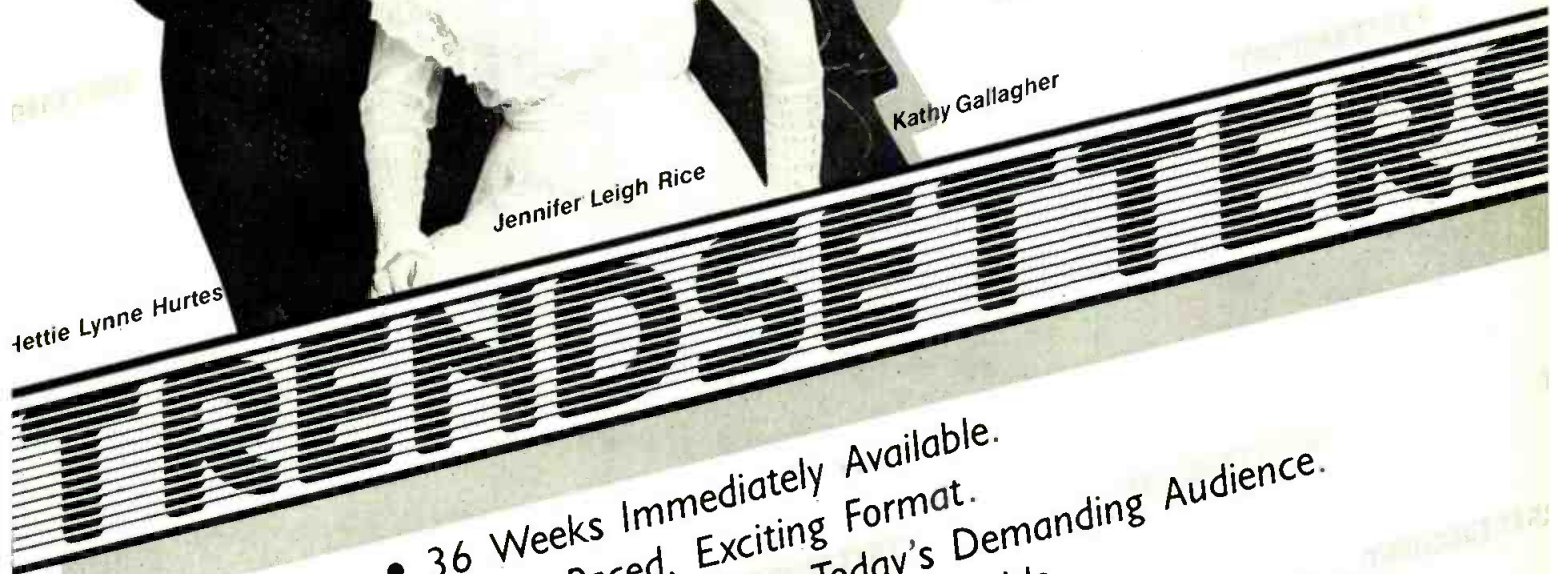


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because most people have some idea where they're going or will read the books or have the telephone calls screened. They'll want to know what the caller is asking, and I don't want to know that, either.

The press interview is different because it's a different kind of art form. We can stop right now and walk in there and go to the bathroom. You can't do that on the air. If you were writing a story on this, you have to construct it in a different way. Take *Time* magazine. I had no idea how they would do that story because the person who wrote it wasn't the person who interviewed me. The person who interviewed me took a whole bunch of notes and then sent it to a writer in New York, and the writer in New York wrote the story, framing it in his viewpoint, working back and forth.

I think it's unique to live media, and I work live all the time. There's nothing I do that's not live. And I like live much better; I don't like taping a show. Of course, on television, we do tape sometimes. But it's never the same, never the same to me as being live.

Is there anyone else doing radio the way you do it? Is there a generation of Larry King followers coming along?

I think they're coming along, yeah. I haven't heard them yet, but I hear from a lot of people who say they want to do it, and have read about me and want to do it that way. But I think they're going to come, I think there's

going to be a lot of them. Because we all have an effect on succeeding generations—Godfrey had a great effect on me. His risk-taking and his ability to just be himself, and Red Barber doing baseball had a great effect on me.

I just got a letter from Ohio State, and they want me to come and do a seminar on interviewing every Monday for eight weeks, because they said broadcasting is not taught in their school of journalism. In other words, all you say to someone is that a good reporter gets who, what, where, when and why. But there's no training in it. I never went to a school of broadcasting or anything, but I know it's not taught. I think you can teach certain rules about it, but you can't teach curiosity. I can't make you curious.

I have a different kind of curiosity than newsmen, however. If I went to a fire, I would want to know why a guy would want to fight a fire. The newsman wants to know how did this fire start, when did it begin. But my real interest is much broader than that. Why would a guy want to fight fires? But that's the way I do it, and I don't think that's teachable. I mean, you've got to be really curious, and I am naturally curious.

It affects life off the air, you know. I interview people as a matter of course. I'll go to an airport and ask a stewardess why she is a stewardess. Last week we took off for Seattle, and we were in the sky maybe 10 minutes and the pilot says, "We've got a nice

crosswind today"—we're not over Pittsburgh yet—and he says, "I'll have you at the gate in Seattle at 10:36." And I thought, how the hell does he know that? That mother was at the gate at 10:36. Well, I had to wait and ask him how he knew, and he said the computer knows the wind structure and knows this plane, and knows the altitude we were flying at. So when you put all of that into the computer, it tells you 10:36 and it's usually correct. That's fascinating to me.

Are all the answers to all of the questions you've asked still in your head?

No, you do forget, but when they pop up it's wonderful—when someone says something that triggers something.

Do you think you're getting to be an infinitely better interviewer as time goes on?

No, I think I'm the same. And "better" may not be the word. I'm still a funnel of information, I'm still insatiably curious. If experience makes you better, then I'm better—but I don't think about it in terms of better. I think I was doing very well 20 years ago. I still have the risk taking. I still never think: "Is this a stupid question?" Never. And I'm not afraid to ask what might be stupid questions, or what might be questions that make me seem less learned. You can't be afraid.

I remember once I had a doctor on, and the subject was diabetes, and I said to him, "What does that word mean?" And no one had ever asked him that. Now, I could have looked up "diabetes" that day, the Latin and how it deals with the blood thing, and I could have said, "Diabetes: a disease of the blood from the Latin dia which means... etc." Instead, I got an expert.

And did he know the answer?

Yeah, he did—but no one had ever asked him before. I asked a cancer researcher once, "You look in that microscope and you see the cell, is it infuriating?" What does an oncologist do when he takes out that little thing from you and it's either malignant or benign and he puts it under that thing and looks down? And if it's malignant, what does that do to him? Or, is it just another day at the office—some are malignant and some are benign. And it fascinates me, because there are different answers that different doctors give to that question.

What are the great questions?

The best questions are the ones that you don't know the answer to—that's always a great question. If you don't know the answer to it, it's a great question for you; and the show always revolves through you. You don't do the show for the audience, you are the conduit to the audience. So you can't think, is it stupid? It's a great question if it's succinct. If it takes you three sentences to ask, it's probably bad, and if you have to explain it, it's certainly bad.

You know, someone said some of the best questions are like, "Why are we in Vietnam?" "Why do we have this policy, why did

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WTAE (ABC) Pittsburgh	KOCO (ABC) Oklahoma City	KVIA (ABC) El Paso
WPLG (ABC) Miami	KUTV (NBC) Salt Lake City	KMST (CBS) Monterey
KSTP (ABC) Minneapolis	WMC (NBC) Memphis	KTVN (CBS) Reno
KSTW (IND) Seattle	WXII (NBC) Greensboro	KVII (ABC) Amarillo
WTVT (CBS) Tampa	KSLA (CBS) Shreveport	KCBD (NBC) Lubbock
KPLR (IND) St. Louis	WTVH (CBS) Syracuse	KTIV (NBC) Sioux City
KUSA (ABC) Denver	WXEX (ABC) Richmond	KBIM (CBS) Roswell
KCRA (NBC) Sacramento	WNEM (NBC) Flint	CKCO (CAN) Kitchener, Ontario
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you do that?" That's a great question. That's one of the all-time great questions. It's got to be a great question, no matter what the circumstance.

You bunted, you dropped an A-bomb, you went to Vietnam, you vetoed a bill. Why did you do that? Now you can't answer it in one word, and from it has got to come a whole absorption of questions, depending on what the answer is.

Another thing is: Never assume the answer. So a great question is one that you don't know the answer to, and a great guest is someone who combines a number of qualities. Sinatra is the classic great guest—he combines all you want in a guest. An ability to talk about what he does, the ability to explain to a layman how he sings. Two, a sense of humor. Three, a little anger, a little bit of a chip on his shoulder, a wonderful thing for a guest to have. And passion. If you have those things—passion, the ability to explain what you do, a little bit of a chip on your shoulder, a sense of humor, a little bit of anger, as well—you're wonderful.

Chuck Yeager is a great guest. He can put you in the cockpit, if you ask the right questions. He was talking about that, and he said when we finished: "I love this interview because I was reliving the flight." And that was great.



Peter Ustinov said, "A great interview forces the guest to think about things he never thought of." You asked me a great question here—what am I doing while they're answering? Now I've never been asked that. When it forces you to think about it, and then express it, it's wonderful.

That's what I think good questions do—force the person. You don't have to be confrontational, but they force him or her to think about things that they do that may be secondhand. I asked Yeager, "When one of your buddies gets shot down, what does that emotionally do to you?" Now he hadn't thought about a buddy being shot down in 40 years, and his answer was extraordinary. He just said, "You can't think about it at all. It could have been me, and that's it. It was Phil, so fine. I'll think about him later—I've got to live."

It was fascinating for me to hear a guy talk like that. And when he talked about breaking the sound barrier, he put you in the plane.

Is this essentially a collaboration between you and the guest?

Absolutely.

Do you establish some sort of bond?

Absolutely, almost immediately. Now how you do that I don't know. I mean, I have always been able to ask people questions and get information. I find the only time in my life that I don't is when I ask questions in anger. When that has occurred the program has suffered because I then become an arguer rather than a questioner.


And I know, if my daughter is late coming home, the worst way to find out where she was is to say, "Where the hell were you?" That's the worst way to get information, to say, "Where the hell were you?" because they will become defensive. What do you want? Information. What you want to know is what you would ask on the air—"Why did you do that?"

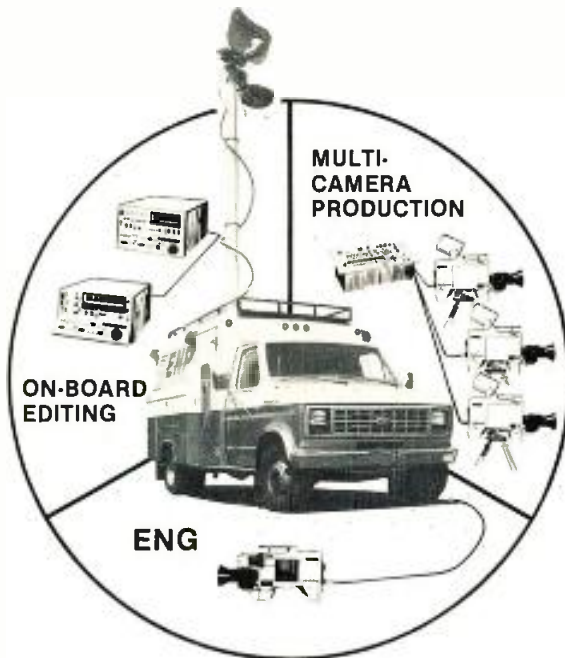
And how would you find out where you daughter had been?

Well, there are different tactics you've got to take with teen-aged daughters to get around to "where were you?" Something like, "Did you see 'Rambo?' I might go see it next week, what time does it break?" You know, stuff like that.

What do you feel has been your greatest contribution to the medium?

I think my contribution is hopefully to the art of interviewing; I certainly hope the skill of handling phone calls, and hopefully when we got the Peabody Award, they said we raised the level of what is called "the talk show." That makes me feel good, I think we contributed there.

I certainly think I added "infotainment." I don't know if I was the inventor, but I certainly have contributed to bringing to the public those two things—information and entertainment—at the same time. 



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Live programming making a comeback on radio

It's part of a renaissance of entertainment, interview and sports shows on stations that want to offer more than just music

Radio, once the premiere entertainment medium, is out to recapture much of its one-time glory with programming that has led some industry observers to dub the mid-1980's as the aural medium's new "golden age."

The trend, which has become increasingly evident in 1985, is seen in the revival of old programming concepts such as live, regularly scheduled, variety/entertainment shows as well as the return of Major League Baseball's *Game of the Week*, after a 25-year absence from network radio, and the airing of live championship boxing matches.

Among the more innovative programmers this year using live entertainment programming is NBC, which last December created a new programming unit called NBC Radio Entertainment ("Riding Gain," Dec. 17, 1984). One of the first projects to come out of the division is a 90-minute, monthly series that premiered in January, *Live From The Hard Rock Cafe*. The show, hosted by *Late Night With David Letterman* band leader, Paul Shaffer, originates from New York's Hard Rock Cafe night club every Sunday night at 8:30 NYT and features a variety of guests including top rock performers and comedians in a music/interview format.

"There's an inherent attraction to live programming. Artists and performers feel and act differently... and the audience knows that anything can happen," said NBC Radio President Randy Bongarten.

It was under Bongarten's guidance that NBC Radio Entertainment was created. Besides the *Hard Rock* series, the unit produces *Album Party*, a music/interview series highlighting an artist's new album. And Bongarten said that, beginning in either late Octo-



"Live From the Hard Rock Cafe" went outdoors for a summer concert with Martha Reeves. Joining her were the show's host Paul Shaffer and bassist Will Lee.

ber or early November, NBC will offer a series of live, one-hour country concerts emanating from Disneyworld in Orlando, Fla. (see "Riding Gain," page 106). Bongarten said that by year's end, NBC will have aired over 20 different live broadcasts.

Last July, New York-based DIR Broadcasting premiered *David Brenner Live*, a monthly, soon-to-become-weekly, broadcast that originates from the RCA Studios in New York and is hosted by comedian David Brenner. The show contains a weekly top 10 music countdown, listener call-in segments and interviews with contemporary music artists and other celebrities. "Live programming is more exciting and unpredictable," said DIR President Bob Meyrowitz.

Also on DIR's live program agenda is a

new, one-hour, monthly music/interview series slated to debut in January, *The Sassy Stars of Rock 'n' Roll* ("Riding Gain," Sept. 2). The program will be hosted by rock journalist Lisa Robinson and, according to Meyrowitz, will originate from New York as well as other cities. It will be sponsored exclusively by Tab.

Additionally, DIR will launch a one-hour, live, weekly series designed for AM talk stations and featuring author George Plimpton interviewing "people who have been successful." The show, *Success In America*, is also slated for a January start date.

Meyrowitz said that television ignored the youth market in the 1960's and 70's, so radio became its basic medium. "Today, they [18-to-34-year-olds] love it [radio] and expect more from it."

Westwood One Radio Networks President Norm Pattiz told BROADCASTING that his company is preparing to introduce a live, one-hour, weekly rock music/interview/call-in show on Monday evening, Oct. 17, at 11 p.m. The show, *Line One*, will originate from both the studios of WNEW-FM New York and the facilities of Westwood One in Los Angeles.

Pattiz said Westwood will be doing more live broadcasts next year, especially with the recent acquisition of Boston-based Starfleet Communications, a company that specializes in live concert broadcasts for radio.

Networks such as NBC's Source and ABC's three youth-oriented services (Contemporary, FM and Rock Radio) also offer their affiliates live concert events. This summer ABC aired what many consider the larg-

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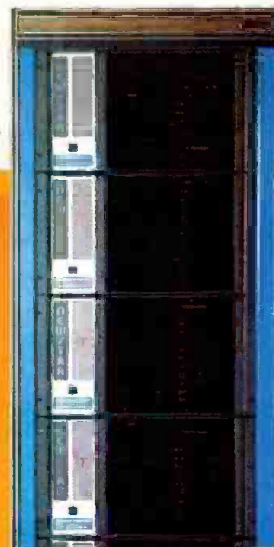
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CBS's Musburger in the catbird seat

est live broadcast event in the history of the medium: the entire Live Aid concerts from both Philadelphia and London on July 13 (BROADCASTING, July 22). And radio is about to embark on another major live concert happening when AP/WSM's Nashville-based Music Country Network airs the Farm Aid concert on Sept. 22 from the University of Illinois at Champaign. The event is designed to raise money for financially stricken farmers.

The radio marketplace has witnessed a record influx this year of both short-form and long-form programming products from networks and national program suppliers alike (BROADCASTING, July 22). "If the 1930's and 40's were radio's 'golden age,' then we are currently in the 'platinum age,'" said Pattiz.

As for sports, the CBS Radio Network resurrected Major League Baseball's *Game of the Week* coverage this season to the delight of its executives. "We were very pleasantly surprised with the reaction from both stations and advertisers," said CBS Radio Network Vice President and General Manager Michael Ewing.

The weekly coverage, which began on Saturday, May 25, is now cleared by 225 stations, including outlets in the top 25 markets. More than 25 advertisers bought the regular season package.

Two games are offered each Saturday, one early and one late, because local teams are blacked out in their respective markets. The network employs a rotating team of nine announcers, including CBS sportscasters Brent Musburger, Lindsey Nelson and Dick Stockton. According to a CBS Radio spokeswoman, the network also plans to air some crucial weekday contests as the season comes to a close.

The *Game of the Week* is part of CBS's new \$32-million, five-year baseball package that includes the annual All-Star game,

league championship contests and the World Series.

Meanwhile, championship boxing matches seem on the verge of making a comeback on national radio, thanks to a proposal by fight promoter Don King for the creation of two ad-hoc radio networks, one in English and the other in Spanish, to air major bouts ("Riding Gain," July 29). King tapped John Chanin, a former ABC and Mutual sports executive who is currently senior vice president of Meadowlands Communications, East Rutherford, N.J., to head the networks.

The first fight aired was the World Boxing Commission's lightweight championship bout between Hector (Macho) Camacho and Jose Luis Ramirez on Aug. 10. The event was transmitted live from Las Vegas on the Don King Spanish Network. Chanin said he had a lineup of 26 Spanish-language stations, which, he said, were cleared on relatively short notice through the help of Radio Arts, a Los Angeles-based program supplier.



Singer David Lee Roth (l) with David Brenner

Station interest has been mounting steadily for the upcoming International Boxing Federation's world heavyweight championship fight between Larry Holmes and Michael Spinks that will be fed live to both English- and Spanish-language stations from Las Vegas on Sept. 21.

Chanin said the fight has cleared about 90 of the top 110 markets, including most of the top 25 markets, and the top 30 Hispanic markets. The fights are satellite-delivered to stations via Satcom I-R. Plans now call for seven more championship fights to air between December 1985 and the end of next year.

On the local side, some AM stations have returned to block programming in a big way.

For example, RKO-owned adult contemporary KFRC(AM) San Francisco last April adopted a "game zone" format, in which different game shows and contests air each weekday between 9 a.m. and 3 p.m. □

Pushing for year-round prime time

That's what the three network affiliate boards want to see

The affiliate boards of all three television networks are working behind the scenes to get the networks to extend the prime time season (which now runs officially from mid-September to mid-April) at least through May, and possibly all year. Representatives of the three affiliate groups have discussed the proposal and agreed to gather and exchange information, including data on original and repeat programming, to prepare for upcoming (but as yet unscheduled) presentations to network officials. The movement has been sparked by the belief that the official "season" has been rendered archaic by network programming trends. Repeats start as early as December, and a good deal of original programming airs outside the September-April period—most notably during the May rating sweeps, a critical time for stations because advertising rates are based on their May performance. The case for a year-round "season" has been bolstered by network efforts to deliver original programming in the summer months, instead of repeats. At the very least, said Joe Carriere, CBS affiliate board chairman and executive vice president, KBIM-TV Roswell, N.M., affiliates are looking for "a common season" with the networks.

The first official affiliate move came in July when the ABC Television affiliate board passed a resolution that "calls upon the ABC Television Network to do its utmost to redefine the so-called network season to run year round, or at the very least from September through May." But Joe Jerkins, chairman of the ABC Television affiliate board and vice president and general manager, KVUE-TV Austin, Tex., said Mark Mandala, president of ABC Television, was "very much in favor" of extending the network season at least through May. The resolution reasoned that "intense" network competition "appears to go on year round and most certainly runs at least from September through May, thus rendering the current definition of the network season totally inadequate."

Elaborating on his group's effort to extend the season, Jerkins said. "We sell all year round," and the season should reflect that competition. He said that perhaps the biggest question is "how they would bring it about," but he said there is enough time to work it out by the coming season. "I would hope they would not cut off the next season in the middle of April," he said. "There is enough time to make that move." The movement is supported by the other two affiliate

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ported by the other two affiliate groups as well, said Ben Tucker, a CBS affiliate board member and vice president and general manager of KMST(TV) Salinas-Monterey, Calif. Tucker heads a CBS affiliate committee formed several months ago to explore the problem, gather information and convince the network to make the move. He said it was likely that the CBS affiliate board, at its next meeting in November, would pass a resolution similar to the one passed by the ABC affiliate board. He also said that CBS

"has been cooperative" in providing information and that "they want a presentation." Tucker said that Tony Malara, president, CBS Television Network, "agrees with the overall idea" of extending the network season beyond its present configuration. At deadline, Malara was out of the country and could not be reached for comment.

Jim Lynagh, president of Multimedia Broadcasting and chairman of the NBC Affiliates Board, said the NBC affiliates discussed the idea, which he described as a

CBS affiliate initiative, and said there was general support for it. At this point, said Lynagh, the NBC affiliates "are prepared to support any action" toward extending the network season at least through May. And Pier Mapes, president of the NBC Television Network, said he favored extending the season to all year. "We sell advertising 52 weeks a year," he said. "It is not to our advantage to have the season end" some time short of that. "I welcome the concept."

ABC executives had no comment. □

Calling in consultants for children's programming

In the absence of network standards to police content, producers have turned to psychologists for advice on the presentation of social values

This fall, television will offer a wealth of new programming in a potentially controversial daypart that might be known as "after school." Without the benefit of a network standards department to offer its seal of approval, the independents on which the after-school cartoon fare predominates must rely on the producer to keep program content from becoming the target of criticism from groups such as Action for Children's Television.

The issue has been magnified by a sudden growth in the cartoon market, arising from a relaxation of pressure from governmental and public interest groups and from the success of *He-Man and the Masters of the Universe* (Filmation/Group W Productions), according to Phil Oldham, vice president and director of programming, Katz American Television.

Of the 12 animated shows introduced in 1985, half had consultants working principally to establish themes that emphasize "pro-social values."

In the past, said Jules Bass of Rankin/Bass, a producer of children's programming since 1961, "somebody had to say: 'This show is approved to air.'" The network standards department "told you what you could and could not do and what values they wanted to see in the show," he said. Producing for syndication, however, involves "policing yourself." The idea of using a psychologist evolved "when producers were left



"Wheeled Warriors"

alone in children's programming; they were somewhat nervous as to how to cope, and we felt somebody besides ourselves should be talking to us. We might as well have a good psychologist."

Bass also said a psychologist makes program writers aware so that when they write, they "have it in their minds that somebody is going to read it and criticize it in terms of its violent nature or nonviolent nature."

Rankin/Bass is the producer of 65 half hours of *Thundercats*, which premieres this month on approximately 120 stations covering 88% of the country. It is targeted to a 7-



"Thundercats"

to-11-year-old audience. The cartoon is about a group of cat-like characters who flee their doomed planet and encounter the resistance of evil mutants. The Thundercats are supposed to represent good and noble values in the good guy-bad guy encounters in the program, not unlike those in "Star Wars" between Luke Skywalker and Darth Vader.

In creating *Thundercats*, Bass and a group of writers submitted ideas and plot lines to a consultant, Dr. Robert Kuisis, New York University director of counseling and student services. Scripts were then written by the writers and edited by head scriptwriter Peter Lawrence. After everyone involved in the process approved the final scripts, they were sent to Rankin/Bass animators in Japan. The writing of the 65 scripts took about nine months.

"I have nothing to say about whether this show is going to be made or not," said Kuisis. "It's not my say to remove a character from the show. The writers are going to write their scripts, and the show is going to be produced."

Kuisis and Lawrence both feel the show will stand out from the rest of the cartoon crowd because of the moral characteristics the Thundercats exhibit throughout the story, as opposed to a 30-second "pro-social message" aired at the conclusion, a method used on some programs. A manual containing plot synopses and "morals" written by Kuisis as a companion piece for the show is being considered for use by two public school systems.

As for violence in the show, Kuisis said, "it's an action/adventure show so I think by definition it has people doing combat with one another." Lawrence said that the inclusion of violence in the script "caused us horrendous problems." He said the good guys and the bad guys "have to fight each other.

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CBS edges ABC as NBC slips to third in ratings

CBS and ABC ran neck and neck in the prime time ratings race for the week ending Sept. 1, as NBC found itself in an unfamiliar third place. According to Nielsen's National Television Index (NTI), CBS had a 12 average rating and a 22 average share. ABC had an 11.9/22 and NBC had a 11.6/21.

The change marked the first time in 16 weeks that NBC had not won or tied for first in the ratings race.

Of the three prime time NFL pre-season football games during the week, the Chicago-Dallas contest on Monday (8-11:09 p.m. NYT) rated the highest (13.5/23). The Houston-Dallas game on CBS on Saturday (9-12:04 p.m.) scored a 10.1/20 while the San Francisco-Seattle game on Friday on NBC (9-11:45 p.m.) scored a 9.4/18.

With two weeks to go before the start of the 1985-86 prime time season, HUT levels for the week were up 5%, from last year's 53.1 to 55.8. Ratings were also up from last year's figure of 35.2 by 1% to 35.5. Shares were down, however, by 3%, from last year's 66.3 to 64.3.

Despite placing third in the ratings, NBC had five of the week's top 10 rated programs, CBS four and ABC one.

In nightly wins, CBS took three, Monday, Wednesday and Sunday; ABC three, Tuesday, Friday and Saturday, and NBC Thursday.

■ CBS won Monday with the third-, fourth- and 10th-ranked shows of

the week. Monday was the highest-rated winning night of the week (15.9). ABC, which ran football, was second for the night. NBC was third with *TV Bloopers and Practical Jokes* (12.4/21) and a repeat of the movie "Of Mice and Men" (11.6/19).

■ With 12th-ranked *Who's the Boss* (8-8:30 p.m.) and the eighth-ranked *Moonlighting* (9-10 p.m.) winning their time periods for the fourth week in a row, ABC took Tuesday night. *Remington Steele* (13.7/25) on NBC captured the 10-11 p.m. time period.

■ While NBC had the sixth- and ninth-ranked programs of the week in *Highway to Heaven* (8-9 p.m.) and a one-hour *Facts of Life* (9-10 p.m.), CBS took Wednesday on the strength of the Agatha Christie movie repeat, "Sparkling Cyanide," which ranked seventh.

■ Thursday night belonged to NBC with the first-, second- and fifth-ranked shows of the week running from 8 to 9:30 p.m. ABC took the 10 p.m. hour with *20/20*.

■ ABC took Friday night despite CBS's repeat showing of "Rocky." NBC placed third with *Motown Review* and *NFL Preseason Football*.

■ A two-hour *Love Boat* (12.7/25) paced ABC to a win on Saturday.

■ CBS won Sunday by winning every hour from 7 to 10 p.m. It lost the 10-11 p.m. period to the end of the *ABC Sunday Night Movie* (10.6/20), "Her Majesty's Secret Service."

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	21.4/38	22.	Simon & Simon	CBS	13.4/22	43.	Final Countdown	ABC	10.7/18
2.	Family Ties	NBC	19.0/32	23.	Webster	ABC	13.0/26	44.	Her Majesty's Secret Service	ABC	10.6/20
3.	Kate & Allie	CBS	18.1/28	24.	Funniest Commercial Goofs	ABC	12.9/24	45.	West 57th	CBS	10.6/19
4.	Newhart	CBS	17.7/28	25.	Love Boat	ABC	12.7/25	46.	T.J. Hooker	ABC	10.4/22
5.	Cheers	NBC	17.2/29	26.	Mr. Belvedere	ABC	12.6/24	47.	Magnum, P.I.	CBS	10.3/18
6.	Facts of Life	NBC	16.4/26	27.	MacGruder & Loud	ABC	12.6/23	48.	Rocky	CBS	10.2/19
7.	Sparkling Cyanide	CBS	16.0/27	28.	TV Bloopers & Practical Jokes	NBC	12.4/21	49.	Football, Houston-Dallas	CBS	10.1/20
8.	Moonlighting	ABC	15.7/26	29.	Benson	ABC	12.3/23	50.	Different Strokes	NBC	9.4/20
9.	Highway to Heaven	NBC	15.5/27	30.	Hometown	CBS	12.3/22	51.	Football, S.F.-Seattle	NBC	9.4/18
10.	Scarecrow & Mrs. King	CBS	15.1/26	31.	I Had Three Wives	CBS	12.2/22	52.	Airwolf	CBS	8.9/19
11.	Three's A Crowd	ABC	15.1/26	32.	Hotel	ABC	12.1/21	53.	oceanQuest	NBC	8.6/17
12.	Who's the Boss?	ABC	14.9/28	33.	Hunter	NBC	11.7/23	54.	Carpool	CBS	8.3/14
13.	Cagney & Lacey	CBS	14.8/28	34.	Trapper John, M.D.	CBS	11.7/22	55.	Our Time	NBC	8.1/17
14.	20/20	ABC	14.3/25	35.	Hill Street Blues	NBC	11.7/21	56.	Rock 'n' Roll Summer Action	ABC	7.9/14
15.	A Team	NBC	14.2/25	36.	Of Mice and Men	NBC	11.6/19	57.	Silver Spoons	NBC	7.7/16
16.	60 Minutes	CBS	14.0/30	37.	Crazy Like a Fox	CBS	11.5/21	58.	On the Road Again	NBC	7.7/14
17.	Riptide	NBC	14.0/23	38.	Gimme a Break	NBC	11.4/23	59.	Puff-Incredible Mr. M.	CBS	6.9/14
18.	Night Court	NBC	13.8/23	39.	St. Elsewhere	NBC	11.1/19	60.	Ripley's Believe It or Not	ABC	6.8/15
19.	Remington Steele	NBC	13.7/25	40.	Dynasty	ABC	10.8/17	61.	Motown Revue	NBC	6.7/13
20.	Murder, She Wrote	CBS	13.5/27	41.	Heart's Island	NBC	10.7/21	62.	Punky Brewster	NBC	6.3/14
21.	Football, Chicago-Dallas	ABC	13.5/23	42.	Off the Rack	ABC	10.7/20				

Some of our action scenes are difficult." But to get around graphic displays of violence, "more imaginative methods" of characters confronting one another were used. But he added, "if somebody said that 10 seconds was really a little over the top, I would probably sit down and say: 'Yes, you're right' in retrospect. Overall, I think upstanding qualities prevail."

Lawrence said although he was not think-

ing of the children's television controversy while working on scripts, "after I had been involved in 10 or 15 scripts, a lot of the writers were unleashing quite bizarre imaginations and I realized it was quite hard to keep track of that and keep control of that." He said: "There's absolutely no way you can write a program that will cope with the entire spectrum of criticism. I don't think you can legislate against that and if you did, you'd

have a nothing show."

Said Lawrence, "When you go to [a movie], it's a deliberate, conscious effort. You're going from there to there and it's fantasy time whether it is a realistic picture or not. When you're watching something at home, I think you don't seem to make that crossover so easily. It's more a part of your reality. It's more part of your life, and I don't think there's any way you can get away from that. There are certainly passages in this that I would be unhappy with if a 3-year-old was watching. If a parent can't have some control, I can't write a show that takes care of every single human condition, and every single age unregulated. I don't think anybody could do that. You have to be honest about that."

Kuisis said a problem in children's television is that "it doesn't have any internal regulation. The child provides himself with that, and that's where I see a need for something like my role, which has been to provide the material to develop" the cartoon. In particular, Kuisis feels the cartoon has the potential to supply children with a heroic myth on which to model behavior.

Gordan Berry, professor of psychology, UCLA, has consulted on cartoon projects, including *Fat Albert and the Cosby Kids*.

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■ **D.L. Taffner** says that it has added 24 stations to its lineup for the *Ropers*, bringing its clearance total to 49. Among the new stations are WTAJ-TV Philadelphia; WLVI-TV Boston; WXLTV-TV Sarasota, Fla.; WTTV(TV) Bloomington, Ind.; KPHO-TV Phoenix, and KPTV(TV) Portland, Ore. The show's 26 episodes are sold for cash as part of a package with *Three's Company*. The show is also sold on its own. In either case, the number of runs and years is negotiable. ■ The *54th Annual Hollywood Christmas Parade* has been cleared on 68 stations covering 64% of the country, according to **Tribune Entertainment**. The two-hour event is hosted by Bob Eubanks and Lee Meriwether, with William Shatner presiding as grand marshal. Clearances are on a barter basis, with stations getting 14 minutes, and Tribune 10 minutes. The parade's window is Dec. 2 through Dec. 29, and, according to William Kunkel, vice president, it is available for one run. Among clearances are WPIX(TV) New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WTAJ-TV Philadelphia and KTVU(TV) Oakland. ■ **Muller Media** says that its package of three animated holiday specials for Halloween, Thanksgiving and Christmas, has been cleared on over 90 stations, accounting for over 80% of the country. Sales are on a barter basis with stations getting

three-and-a-half minutes of advertising time, and Muller keeping two-and-a-half. The three specials, "Which Witch is Which," "The Turkey Caper" and "The Christmas Tree Train," have been cleared on WNBC-TV New York, KCBS-TV Los Angeles, WFLD-TV Chicago and KGO-TV San Francisco. ■ **Prijatel Productions** has begun selling a series of 45 25-second inserts, *Memories of Martin*, which honor Martin Luther King Jr. The inserts feature public figures, including Harry Belafonte, Senator Edward Kennedy (D-Mass.) and Rev. Jesse Jackson. The series is available for cash and will be available from Jan. 15, Dr. King's birthday, until Feb. 28, the conclusion of Black history month. The series is a production of Black Entertainment Television, NEP Programs/TVI and WNEV-TV Boston. The series is being produced with the assistance of Coretta King and the Martin Luther King Jr. Center for Social Change, in Atlanta. ■ **Red Coat Programs** has cleared its package of 13 theatricals, *TV Premiere Features* in 15 markets. The group of films, all made after 1966, are in color and available for cash—although cash plus barter exceptions are being made—for seven runs over five years. Titles include *Eagle in a Cage*, *Baxter* and *Aleksander Solzhenitsyn's One Day in the Life of Ivan Denisovitch*.

Berry recently consulted on *Jayce and the Wheeled Warriors*, produced by WWP Productions and distributed by SFM Entertainment, and is consulting for Group W/Filmation's *Ghostbusters* for 1986. Berry says he tries to make sure the shows offer young viewers a "springboard for getting some of the social messages we want them to have."

Berry said: "There are very few scripts that I do not alter or change. . . . There's always a certain amount of creative and goodwill tension" between himself and writers. Problems he routinely encounters in children's shows concern character portrayals and action levels.

Berry defends the value of cartoons. "The point is that children, like adults, need to have some kind of diversity. They need some live action, they need some animation and they need some challenging programs that will cause them to stretch. And other times, children have the right to be entertained. Adults miss the boat if they think that children don't have problems or if they think children don't need to relax—maybe not the mortgage problems that we have, but problems such as: 'Will I be invited to the next party?'" He added: "If they let university professors write programs for children, they'd be dead dull."

Joyce Carol Mills and Richard Crowley, psychotherapists, are consultants on Marvel Productions and King Features Entertainment's *Defenders of the Earth*. Mills views cartoons positively, and says they can act as

a "positive anchor" for children. "Cartoons are animated metaphors" that present opportunity for a "second level of learning."

She and Crowley are completing two books, "Therapeutic Metaphors for Children and the Child Within" and "Cartoon Therapy: How to Help Your Child Discover Their Inner Rainbow."

The use of consultants is not a "bad thing," said ACT's Peggy Charren, "but I hate it when it's used to lobby." In general, she said, consultants find themselves "making the best of a bad thing. We want animation that wins awards," not the conversion of a "super-hero stereotype so that it is not anti-social." □

BET to air four new shows in fall

Entertainment, football, helpful hints among programing offerings

Black Entertainment Television is introducing four new programs on Oct. 1.

Dr. Loma K. Flowers, a San Francisco psychiatrist, will dispense free advice on how to cope with psychological problems. Her new hour-long talk show, *Dr. Flowers on Call*—half on tape, half live—will be telecast each weekday at 11 p.m. NYT and repeated the following afternoon at 3 p.m.

BET President Bob Johnson is high on

Flowers, although she has no prior television experience. "She has the potential of becoming a franchise personality for BET," he said.

The Private Lives Of, an hour-long program to be telecast four times a week (Tuesdays and Fridays at noon and 8 p.m. NYT), is similar to syndicated television's *Lifestyles of the Rich and Famous*. It will feature black men and women only, however. Terri Carter is the host; Altovise Davis, wife of Sammy Davis, is one of the reporters.

Black College Football U.S.A., providing highlights and information, dovetails with BET's coverage of black college football. The half-hour show will appear prior to the games each Saturday at 11:30 a.m. NYT.

The fourth new show is *Columbia Pictures Television Presents*, a showcase of three old off-network television series from Columbia: *The Outcasts*, *One in a Million* and *One of the Boys*. Each features a black in a leading or major supporting role. The shows will appear each Wednesday at 11:30 a.m. and 7:30 p.m. NYT. The Columbia deal is not firm, however, with a licensing agreement with CPT still being worked out, Johnson said.

The Outcasts is an hour-long, 1969 drama about two bounty hunters—one white (Don Murray), one black (Otis Young)—who team up after the Civil War. *One in a Million* is a 1980 sitcom starring Shirley Hemphill as a cabbie who, as a result of an inheritance, attains a controlling financial interest and the chairmanship of a large conglomerate. *One of the Boys*, which enjoyed a brief run on ABC in 1982, features Mickey Rooney as Oliver Nugent, an adventuresome retiree. Scatman Crothers plays a character who teams up with Nugent in a song-and-dance act.

BET is restructuring its programing day with the addition of the new shows. It currently schedules eight hours of programing each day and repeats the block twice to fill the 24-hour-a-day hole. On Oct. 1, it will program a 12-hour block and repeat it once.

BET is dropping *Nipsey Russell's Juvenile Jury* for lack of advertiser support and the original *Bill Cosby Show* that featured Cosby as gym teacher Chet Kincaid. □

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Live from Dallas

As the Radio '85 Management and Programming Convention convenes this week in Dallas (Sept. 11-14), networks and program suppliers are gearing up for the introduction of several new series, many of which will be live: (Live radio programming has been increasing at a steady pace in 1985 [see page 96]). The following is a list of some of the new programming expected to debut later this year or in early 1986:

■ The Mutual Radio Network will unveil a new *National Music Survey* program the weekend of Nov. 1-3, to be hosted by New York radio personality Bill St. James and featuring Beach Boys lead vocalist Mike Love each week.

The network also plans to expand its programming base for the 18-34-year-old audience ("Closed Circuit," Aug. 12) by offering 26 different adult contemporary "theme" specials throughout 1986, packaged under the umbrella name of *The Commemorators*. According to Dick Carr, Mutual vice presi-

dent of programming, the specials will be composed of 30 different programming elements, such as song and artist interviews, which can be assembled and "customized" by the station. Scripts, tracks and other features will allow stations to produce the special using their own local talent, said Carr.

The new series of specials, which will be produced by Canoga Park, Calif.-based Drake-Chenault Enterprises, will be offered to stations on an average of two per month. Each special will contain 24 network commercial spots.

■ Westwood One Radio Networks, Culver City, Calif., is readying a live, one-hour, rock music/interview/call-in show, entitled *Line One*, that will emanate from the studios of WNEW-FM New York and Westwood's facilities in California. Host in New York will be WNEW-FM personality Carol Miller while KMET-FM Los Angeles personality Sky Daniels will host from California. The show will be satellite-fed to stations every Monday night beginning Oct. 7. The first guest will be singer Steve Perry.

■ NBC Radio Entertainment will soon launch *Live From Walt Disneyworld*, which will be a series of one-hour, live, country music concerts. The show, which is being produced by New York-based Gary Geller Productions, will originate from Disney World in Orlando, Fla. A host has not yet been named.

Additionally, the nearly one-year-old programming unit of NBC Radio is planning to unveil *The Jazz Show with David Sanborn* by year's end. The show will be a two-hour, weekly music/interview broadcast hosted by noted jazz saxophonist David Sanborn.

New Rounds

ABC/Watermark President Tom Rounds last week resigned his post to launch a new firm, Radio Express, which specializes in the distribution of radio programming to the international market. Rounds said his first major client will be ABC/Watermark. (Rounds in 1969 was one of the founders of Watermark, which was subsequently purchased by ABC in late 1981 for \$4.5 million.)

Rounds got exposure to the international market over the past year, when he syndicated several radio programs overseas, including ABC/Watermark's *American Top 40* with Casey Kasem and *American Country Countdown* with Bob Kingsley. Rounds reports that *American Top 40* is currently heard on commercial radio outlets in 35 foreign countries as well as Armed Forces Radio while *American Country Countdown* is aired in about 10 countries. "Radio is slowly reaching people in parts of the world that were previously considered to be inaccessible to American style radio," he said. Rounds said he'll be working out of the same office space at Watermark, which is based in Los Angeles.

Rounds said that besides the two ABC/Watermark-produced shows, Radio Express will handle the international distribution for other programs that have been sold on an international basis through ABC/Watermark. They include: *The King Biscuit Flower Hour*, *Silver Eagle Cross-Country Show* and *Supergroups*, all of which are currently being

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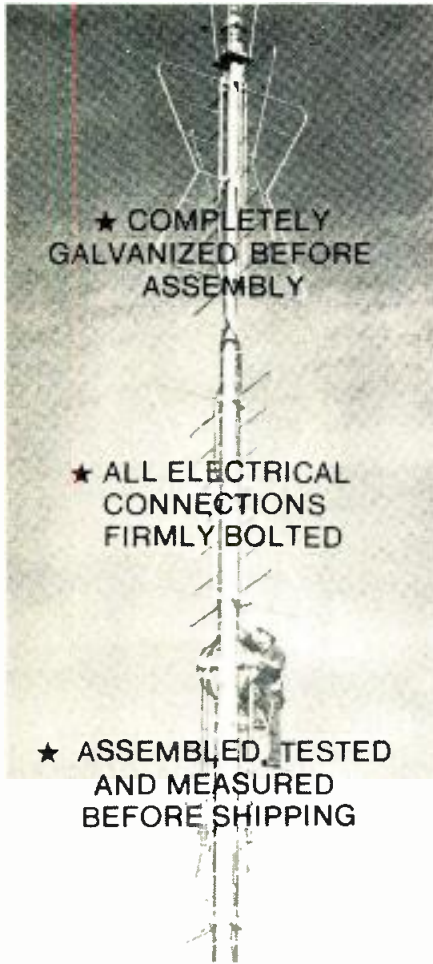
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produced for ABC by DIR Broadcasting. (ABC and DIR, however, will go their separate ways once the contract between both parties expires at end of year ["Riding Gain," Sept. 2]). The list also includes ABC's *Spotlight Specials*, TM Communications' "Goldpics" music library and Ron Cutler Productions' *Musical!*

"Also playing an important part in Radio Express's game plan will be the importation of top quality foreign music programs," said Rounds.

Joining Rounds' new management team as vice president is Suzanne Barron, formerly international sales director for Watermark. Also coming on board as distribution and business manager is Alexis Bernard, who was formerly with the Chicago-based Program Services Group.

Rounds said he will remain in the capacity of executive vice president for *American Top 40* and *American Country Countdown*. Assuming the day-to-day operations of the ABC/Watermark is current company vice president and general manager Ralph

Smith, who will report directly to ABC Radio Networks President Ed McLaughlin.

Computer talk

A weekly, call-in, talk show centering on personal computers, said to be one of the first of its kind in the country, has been launched by WFAS(AM) White Plains, N.Y. The show, titled *PC Talk Radio*, is hosted each Sunday evening by computer expert Bob Korngold.

In addition to a featured guest, each program includes reports from correspondents including John Dvorak, a writer for *Infoworld* magazine; a feature produced by *Omni* magazine; the latest news of the computer world from the NewsNet service, and book and software reviews. Although the program is on the air for an hour each week, personal computer users with proper software and modem, can contact a *PC Talk Radio* electronic bulletin board at any time, the station said.



Phyllis George leaves 'CBS Morning News'

Network chooses Forrest Sawyer and Maria Shriver to anchor show

After eight months as co-anchor of the *CBS Morning News*, former Miss America, Phyllis George, resigned abruptly on Friday, Aug. 30. After completing a two-week vacation, George said she had "come to the conclusion to rearrange my priorities." In a prepared response, CBS News President Edward M. Joyce wished George and her family "the best." On the day she resigned, the news division announced that Forrest Sawyer, who joined the *CBS Early Morning News* two months ago, and West Coast correspondent Maria Shriver would be the new *Morning News* co-anchor team, beginning last Monday, Sept. 2.

George's appointment to the co-anchor slot last December (although she did not assume her post until mid-January) was the subject of much criticism both from within CBS News and from television writers. Critics, including George's former co-anchor, Bill Kurtis, who left the broadcast in June to rejoin WBBM-TV Chicago as news anchor, pointed to what they saw as her lack of journalistic credentials. Before joining *Morning News*, George had been a sportscaster with CBS Sports' *NFL Today* program.

In one sense, it's back to square one for *Morning News*. Two months ago, when Kurtis left, the program's executive producer, Jon Katz, said the show's biggest problem was the "instability" of the co-anchor positions. Katz said he thought the program was "half way there" and would start building a competitive audience once a suitable male co-anchor was found for George. "We don't think the program needs to be taken apart and reassembled," said Katz, of the third-



Sawyer



Shriver

ranked morning news show. "It will continue in the direction it is going," he added at the time.

A CBS News spokeswoman said Katz was refusing all requests for interviews for the foreseeable future, but she stressed there would be "no other changes in the broadcast," except perhaps the addition of an entertainment reporter to replace Pat Collins, who left the program on Aug. 23.

Sawyer will continue as co-anchor of the *Early Morning News* with Faith Daniels, the spokeswoman said. She said that Sawyer and Daniels would share the anchoring of hard-news inserts for *Morning News*. Sawyer joined *Early Morning News* in July from WAGA-TV, the CBS affiliate in Atlanta. Shriver, the daughter of Sargent Shriver and Eunice Kennedy Shriver (and fiancée of muscleman-turned-actor Arnold Schwarzenegger), has been a frequent substitute on the *Morning News* ever since the departure of Dianne Sawyer last fall and was in the running to succeed Dianne Sawyer, who moved to CBS News's *60 Minutes*, before George got the nod last December. □

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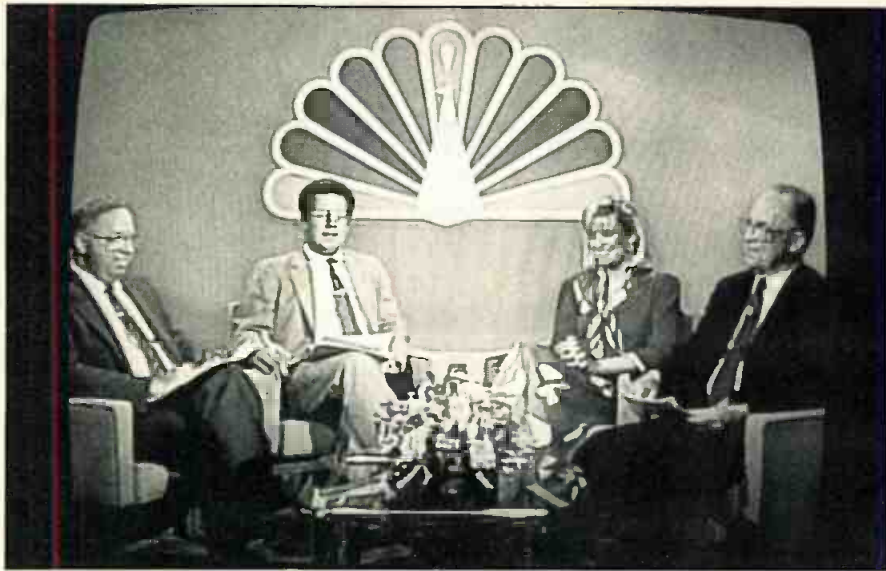


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There she was. Reporters in 14 cities participated last week in the first use of NBC's new ku-band satellite interconnection for a press conference. The event, featuring the retiring Miss America of 1985, Shariene Wells, in advance of NBC's coverage of *The Miss America Pageant* Sept. 14, was moderated by Curt Block, vice president/press, East Coast, NBC. Michael Sherlock, executive vice president/operations and technical standards for NBC, explained that through a system of earth stations, 175 NBC affiliates had the ability to participate in the conference while also airing their regular NBC programming. For the Miss America interview, reporters in Philadelphia, Boston, Detroit, Houston, Minneapolis, Miami, Atlanta, Baltimore, Denver, Salt Lake City, Seattle, Fort Worth, Sacramento, Calif., and Tampa, Fla., asked questions by telephone in a predetermined order while watching the interview on monitors. Above (l-r): Sherlock, Block, Wells, and Albert A. Marks Jr., chairman and chief executive officer of the Miss America pageants.

NBC will sponsor another satellite press conference on Tuesday (Sept. 10) with producer Steven Spielberg, whose *Amazing Stories* will premiere on NBC this fall.

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Legislator to media: 'Consider and embrace' legitimate criticism

Feighan, writing in 'New York Times' on news coverage of hostage crises, says some criticism has been on target, but he disagrees with Thatcher views; media cannot be blamed for bad policy

The congressman who presided at hearings on the effect on American diplomacy of the media's terrorism coverage disputes Prime Minister Margaret Thatcher's view that terrorists should be denied the "oxygen of publicity" on which they depend (BROADCASTING, July 22). But Representative Edward F. Feighan (D-Ohio) says television journalists should—in anticipation of the next crisis, "for surely there will be one"—learn from the criticism of their coverage of the Beirut and Iran hostage crises.

Feighan, writing in the op-ed page of the *New York Times*, said the Thatcher approach to coverage of terrorism could lead to disastrous consequences. He said it "ignores the probability that desperate men who are prepared to kill and be killed will be driven to even more violent ways of expressing their opinions." Furthermore, he said, critics of the media should recognize that Americans are "not unsophisticated about making judgments between what is propaganda and what is real news."

Feighan said the media's coverage of the hostage crises in Iran, in 1979-80, and Beirut, last July, did not interfere with America's national interest. He cited the remark of former President Carter's press secretary, Jody Powell, that "Presidents are big boys and deserve to be held accountable for their actions" and that "blaming the press for bad policy cannot be an acceptable out." But Feighan also noted that some of the tough criticism of the media has come from journalists themselves: Fred Friendly, former president of CBS News, in his testimony before Feighan, had insisted that television curb its competitive urge for the exclusive during hostage situations.

And Feighan said that "for television, the most important thing to do is to consider and embrace some of the legitimate criticism it is now receiving." He said that while some criticism has been unfair—"the coverage was, for example, not unpatriotic," some of it "was right on the mark; hounding the hostages' families, for example, was inappropriate. Such criticism is a yellow flag of caution to prevent the excesses of yellow journalism."

The solution to whatever problem exists lies with the media, in Feighan's view. "The solution... is certainly not government-imposed restraint," he said. "Any government intervention that flirts with violations of the First Amendment will not prevent media excesses in the future. The media themselves must be their own first line of defense by accepting fair criticism and exercising good judgment." □

Stock Index

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	115 1/2	115 1/4	1/4	0.22	18	3,357
N Capital Cities	216 1/4	217 1/4	- 1	- 0.46	21	2,787
N CBS	116 5/8	113 3/4	2 7/8	2.53	20	3,472
O Clear Channel	17 3/4	18 1/4	- 1/2	- 2.74	25	52
N Cox	74 3/4	74 3/4			23	2,109
O Gulf Broadcasting	3 1/2	3 1/2			32	156
O Jacor Commun.	3 3/4	3 3/4				21
O LIN	32 1/8	32 1/8			24	846
O Malrite	12 3/4	13	- 1/4	- 1.92	16	107
O Malrite 'A'	12	12			15	51
O Orion Broadcast	1/32	1/32				2
O Price Commun.	10 7/8	10 7/8				64
O Scripps Howard	49	49 1/2	- 1/2	- 1.01	29	506
N Storer	87 1/2	87 1/2				1,439
O SunGroup Inc.	3 3/4	3 1/2	1/4	7.14		5
N Taft	82	80 5/8	1 3/8	1.71	16	740
O United Television	23 3/8	23 1/2	- 1/8	- 0.53		256

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
A Adams Russell	23 3/8	27	- 3 5/8	-13.43	16	143
A Affiliated Pubs	47	47 1/4	- 1/4	- 0.53	20	575
N American Family	23 1/2	25 1/2	- 2	- 7.84	13	702
O Assoc. Commun.	26 1/2	25	1 1/2	6.00	16	126
N A.H. Belo	47 3/8	48	- 5/8	- 1.30	16	548
N John Blair	20 3/4	20 1/2	1/4	1.22	104	166
N Chris-Craft	52 1/4	52 1/2	- 1/4	- 0.48		333
N Gannett Co.	56 3/4	58 1/4	- 1 1/2	- 2.58	20	4,549
N GenCorp	46 5/8	46 1/4	3/8	0.81	52	1,021
O Gray Commun.	103	104	- 1	- 0.96	18	51
N Jefferson-Pilot	46 1/4	44 7/8	1 3/8	3.06	7	1,419
O Josephson Intl.	7 3/4	8	- 1/4	- 3.13		37
N Knight-Ridder	38 3/4	36 3/4	2	5.44	18	2,162
N Lee Enterprises	41 1/2	41 5/8	- 1/8	- 0.30	20	537
N Liberty	30 1/2	30 3/8	1/8	0.41	14	308
N McGraw-Hill	43 7/8	44 1/2	- 5/8	- 1.40	15	2,210
A Media General	78 1/8	78	1/8	0.16	15	546
N Meredith	62 1/4	63 1/2	- 1 1/4	- 1.97	14	588
O Multimedia	61 1/2	59 5/8	1 7/8	3.14	30	1,026
A New York Times	43 1/2	43 1/2			16	1,740
O Park Commun.	24 1/2	36 1/2	- 12	- 32.88	16	225
N Rollins	25 3/4	24 5/8	1 1/8	4.57	36	376
T Selkirk	22	21 1/2	1/2	2.33	48	179
O Stauffer Commun.	90	80	10	12.50	15	90
A Tech Operations	67 1/8	65 1/4	1 7/8	2.87	15	54
N Times Mirror	48 3/4	49 5/8	- 7/8	- 1.76	14	3,500
N Tribune	46 3/4	46 1/8	5/8	1.36	17	1,892
A Turner Bcstg.	17	17 1/4	- 1/4	- 1.45	35	370
A Washington Post	118 1/2	117 3/4	3/4	0.64	16	1,519

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
PROGRAMING						
O American Nat. Ent.	1 7/8	1 5/8	1/4	15.38	9	5
O Barris Indus.	15 5/8	16 1/8	- 1/2	- 3.10	26	101
N Coca-Cola	72	72			15	9,419
N Disney	87 3/4	88 7/8	- 1 1/8	- 1.27	59	2,898
N Dow Jones & Co.	43 1/4	44	- 3/4	- 1.70	21	2,781
O Four Star	5	5 1/4	- 1/4	- 4.76	5	4
A Fries Entertain.	9 7/8	10 1/4	- 3/8	- 3.66	141	34
N Gulf + Western	42 1/8	40 7/8	1 1/4	3.06	13	2,955
O King World	21 1/4	21	1/4	1.19	18	108
O Robert Halmi	2 1/2	2 7/16	1/16	2.56		43
A Lorimar	32 7/8	32 1/2	3/8	1.15	8	251
N MCA	65	66 1/4	- 1 1/4	- 1.89	34	3,215
N MGM/UA	26	25 3/8	5/8	2.46		1,292
N Orion	11 3/8	11 5/8	- 1/4	- 2.15	39	107
O Reeves Commun.	11 1/8	11 7/8	- 3/4	- 6.32		138
O Sat. Music Net.	14 1/2	14 3/4	- 1/4	- 1.69		99
O Telepictures	26	25 1/2	1/2	1.96	19	202
N Warner	30 3/8	30 7/8	- 1/2	- 1.62		1,850
A Wrather	19 3/4	19 3/4				139

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	48 1/4	48 1/2	- 1/4	- 0.52	14	305
O Compact Video	6 3/8	6 5/8	- 1/4	- 3.77		27
N Comsat	33 7/8	35 1/8	- 1 1/4	- 3.56	11	613
O Doyle Dane B.	22 1/2	23 1/4	- 3/4	- 3.23	15	119
N Foote Cone & B.	52 5/8	53 1/4	- 5/8	- 1.17	12	186
O Grey Advertising	189	185	4	2.16	11	114
N Interpublic Group	39 5/8	40 5/8	- 1	- 2.46	14	430
N JWT Group	32 1/4	31 5/8	5/8	1.98	17	291
A MovieLab	7 1/4	7 1/4				12
O Ogilvy & Mather	45	45 1/4	- 1/4	- 0.55	16	412
O Sat. Syn. Syst.	6 1/4	6 1/4			10	36
O Telemation	5 1/2	5 1/2			5	6
O TPC Commun.	3/8	3/8				4
A Unitel Video	7 7/8	7 3/4	1/8	1.61	26	17
N Western Union	14	14 1/8	- 1/8	- 0.88		342

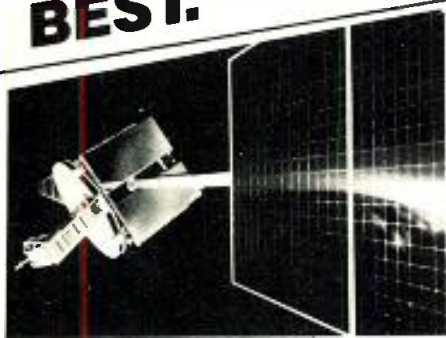
	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	1 5/8	2	- 3/8	- 18.75		10
O AM Cable TV	2 1/2	2 5/8	- 1/8	- 4.76		9
N American Express	41 1/8	42 1/4	- 1 1/8	- 2.66	14	8,964
N Anixter Brothers	16	16 1/4	- 1/4	- 1.54	17	291
O Burnup & Sims	7 1/8	7 1/4	- 1/8	- 1.72	6	64
O Cardiff Commun.	1 1/8	1 3/8	- 1/4	- 18.18	113	5
O Comcast	20 3/8	19 1/4	1 1/8	5.84	30	397
N Gen. Instrument	16 3/8	16 1/2	- 1/8	- 0.76		531
N Heritage Commun.	18 1/4	18 1/4				38
O Jones Intercable	6 5/8	6 3/4	- 1/8	- 1.85	13	61
T Mcclean Hunter X	13 1/4	13 1/4				18
A Pico Products	2 5/8	3	- 3/8	- 12.50		9
O Rogers Cable	10	10 3/8	- 3/8	- 3.61		228
O TCA Cable TV	22 7/8	23 1/4	- 3/8	- 1.61	32	153
O Tele-Commun.	33 1/4	33 3/4	- 1/2	- 1.48	302	1,551
N Time Inc.	56 7/8	57 1/4	- 3/8	- 0.66	17	3,456
N United Cable TV	31 3/4	32	- 1/4	- 0.78	50	320
N Viacom	48 5/8	49 7/8	- 1 1/4	- 2.51	21	759

	Closing Wed Sep 4	Closing Wed Aug 28	Net Change	Percent change	P/E Ratio	Market Capitali- zation (000,000)
ELECTRONICS/MANUFACTURING						
N Arvin Industries	23 3/4	23 3/8	3/8	1.60	9	276
O C-Cor Electronics	7 1/2	7 1/2				22
O Cable TV Indus.	3	3				19
A Cetec	7 1/4	7	1/4	3.57	9	16
O Chyron	8	5 7/8	2 1/8	36.17	15	74
A Cohu	9 3/4	10	- 1/4	- 2.50	9	17
N Conrac	13 1/2	13 7/8	- 3/8	- 2.70	6	81
A CMX Corp.	2	1 7/8	1/8	6.67		8
N Eastman Kodak	43 7/8	43 7/8			12	10,012
O Elec Mis & Comm.	10 1/2	11 1/2	- 1	- 8.70		31
N General Electric	60 1/4	61 1/2	- 1 1/4	- 2.03	12	27,406
O Geotell-Telemet	1 5/8	1 5/8				20
N Harris Corp.	25 3/8	25 5/8	- 1/4	- 0.98	12	1,021
N M/A Com. Inc.	18 3/4	19 3/4	- 1	- 5.06	19	816
O Microdyne	6 1/4	6 1/2	- 1/4	- 3.85	78	28
N 3M	76 3/4	76 1/8	5/8	0.82	12	8,811
N Motorola	35 1/8	36 5/8	- 1 1/2	- 4.10	12	4,178
N N.A. Philips	33 3/4	34 1/2	- 3/4	- 2.17	7	973
N Oak Industries	1 1/4	1 3/8	- 1/8	- 9.09		25
N RCA	47	44 5/8	2 3/8	5.32	14	3,858
N Rockwell Intl.	40 7/8	41 1/8	- 1/4	- 0.61	11	6,088
N Sci-Atlanta	13 3/4	13 7/8	- 1/8	- 0.90	21	319
N Signal Co.s	40 7/8	41 1/4	- 3/8	- 0.91	16	4,522
N Sony Corp.	14 5/8	15 1/4	- 5/8	- 4.10	12	3,377
N Tektronix	54 3/8	55	- 5/8	- 1.14	8	1,059
A Texscan	1 3/4	2 1/4	- 1/2	- 22.22	29	12
N Varian Assoc.	31	31 1/2	- 1/2	- 1.59	15	685
N Westinghouse	38 1/4	38 1/4			12	6,696
N Zenith	19 1/8	18 7/8	1/4	1.32	7	441
Standard & Poor's 400	208.18	208.89	-	0.71	-	0.34

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: * 3 for 2 split Sep 3, 1985.

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The Media

Algeria's Bouhired: wants birds in hand at Space WARC

Post and Telecommunications minister is unofficial leader of Third World countries and their push to reserve satellite slots in four frequencies

During breaks in sessions of the Space WARC under way at the international conference center in Geneva, a slight, ascetic-looking man in his 50's, almost always in a blue seersucker jacket and invariably puffing on a cigarette, can be seen in animated conversation with delegates from Third World countries. Often, the talk will be interrupted by bursts of laughter. But always the deference shown Nouredine M. Bouhired is almost palpable.

Bouhired, a senior official in Algeria's ministry of post and telecommunications and head of that country's delegation, is regarded as one of the Third World's most effective spokesman at the conference. He is an engineer who speaks English, French, Russian, and "a little Spanish," as well as his native Arabic, and his International Telecommunication Union experience includes some 10 world and regional radio conferences and two plenipotentiary conferences. Over the years, he has gained what Westerners acknowledge as political savvy and has accumulated impressive skill in using ITU procedures. One American delegate last week described him as a "master" at developing and leading forces of the Third World. Others were less kind in their assessment. One described him as "intransigent" and "hard nosed."

Clearly, Bouhired has been a source of frustration for the Americans at the first session of the conference that is laying the groundwork for planning the fixed satellite service. Algeria and more than a score of other African and Arab countries have proposed a plan that would affect four bands and provide an a priori allotment under which sections of the orbital arc would be set aside for each country (BROADCASTING, Sept. 2). The Americans, in the fourth week of a five-and-a-half-week conference, still have not persuaded Bouhired and his colleagues that their proposal would be wasteful and inefficient and that the American proposal—which includes a provision that would reserve the expansion bands associated with 6/4 ghz for long-range planning by developing countries will afford them the access to the orbit they demand, guaranteeing access to the orbital arc. "We want an a priori plan," he said last week.

To Bouhired, the Americans are asking Algeria and other developing countries to take things on faith. "In an allotment plan, you can see, in writing, the guarantee. In the U.S. plan, there is no such guarantee," he

said.

Furthermore, he said, "the American plan involves coordination. We want to avoid coordination for our first system." Why? "Because of the difficulty of going through the actual procedures. . . . Because of the necessary protection for existing systems."

Bouhired is regarded as an effective, articulate spokesman for their point of view. But with statements like that, he sets American delegates' teeth on edge. "There is no plan—not even an a priori plan—that will not include coordination procedures," said one member of the U.S. delegation. "And Bouhired is a good engineer; he knows that." Americans lose patience, too, when Bouhired talks of reserving slots for "10. . . 20. . . 30, even 40, 50 years. We don't know approximately when we would need such a system." Again, to members of the U.S. delegation, reserving a slot for so long a time "makes no sense." (Some observers suspect Third World countries are interested in gaining access to slots for financial gain: They could lease those they could not use to countries that needed them. Bouhired denies such motivation. "The spectrum," he said "cannot be sold or leased.")

One hope the U.S. had held in preparing for the conference was that the transponder capacity that Intelsat makes available for domestic use would reduce demands on the orbit. Indeed, that hope was probably enhanced when word was leaked that Intelsat executives were prepared to recommend to the board of governors—at a meeting now under way—that Intelsat sell and lease transponders for such use on a nonpreemptable basis. But Bouhired is doing what he can to deflate that hope. Yes, he said, Algeria will use Intelsat transponders; it has for years. It will also use regional services like Arabsat and Eutelsat. But, he said: "traffic will grow exponentially. At some point, maybe years in the future, we will need our own satellite."

Success for the proposal advanced by the African countries is doubtful at best. Even Bouhired last week did not expect the conference to agree to plan the four frequency bands proposed—6/4 ghz, 8/7 ghz, 14/11-12 ghz and 30/20 ghz. "It's clear after four weeks [of the conference] that we should look for compromise, and ask for less than that." Probably a lot less. But as he noted, a growing number of countries were proposing some form of allotment plans—and some were doing so with a bow in the direction of the Africans. Bouhired and his colleagues have made their mark.

The 1985 Space WARC may be Bouhired's last hurrah as a delegate to an ITU

conference. If so, he will leave behind a question. He is expected to take a post with the ITU as a counsellor of the Center for Telecommunications Development, an organization set up in July to help developing countries improve their telecommunications systems. He would not be the principal offi-

cial—he would head a group of engineers—a fact that led one Western delegate last week to ask why Bouhired would leave a senior post with his government for a middle-level job with the ITU. Bouhired, whose appointment has yet to be announced, declined to talk about “personal” matters. □

Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Acton Corp.	Second	\$2,340	-37	(\$6,047)	NM	(\$1.03)
Barris Industries	Year	\$6,402	124	\$3,227	1109	\$0.39
Comcast	Second	\$29,060	13	\$3,408	27	\$0.17
Cox Communications	Second	\$210,241	9	\$32,033	35	\$1.14
Grey Advertising	Second	\$57,971	4	\$4,069	-2	\$6.09
Harris	Year	\$2,281,220	14	\$80,287	—	\$2.00
	Fourth	\$610,439	4	\$16,083	-33	\$0.40
JWT Group	Second	\$139,406	11	\$5,762	-7	\$0.62
MCA	Second	\$416,382	19	\$12,298	-39	\$0.25
Scientific Atlanta	Fourth	\$117,118	5	\$4,852	37	\$0.21
	Year	\$436,892	10	\$16,385	39	\$0.71
Scripps Howard	Second	\$34,124	18	\$5,123	-6	\$0.49
Signal Companies	Second	\$1,425,000	-7	\$79,000	10	\$0.69
Tele-Communications	Second	\$144,681	31	\$24	-95	\$0.00
Times Mirror	Second	\$746,752	6	\$58,906	20	\$0.99
United Cable Television	Year	\$168,996	20	\$10,542	168	\$0.50

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

■ **Acton** reported \$2.5 million net loss in second quarter of previous year. Loss in most recent quarter includes \$1.5 million reserve against receivable note and interest from Beltran Corp., previously spun off from company. Loss from continuing operations was \$2.3 million and operating cash flow—before depreciation, amortization and interest—was negative \$454,000. ■ **Barris** recorded year-end gain of \$3.7 million from sale of stock in Ply*Gem Inc. and \$323,000 equity in latter's earnings over year. On operating basis, Barris spokesman said company “about broke-even.” Selling costs increased 69% because of Bel-Air Program Sales, in-house syndication division, whose startup costs are expensed now, although much of revenue being produced won't be recorded until following quarters. Barris also showed “other income” of \$1.2 million, largely from interest on cash and short-term securities. ■ **Comcast** said that “cash generated from operations (net earnings plus deferred income taxes, depreciation and amortization)” rose 12% to \$8.7 million. As of June 31, company said it served 485,000 subscribers, including 141,000 in which it serves as managing general partner. ■ Net income for **Cox Communications** includes gain of \$10.8 million from sale of cable systems offset by \$2.7-million writedown on certain cable properties. ■ Sales in **Harris's** communications sector “increased modestly and profits were up, primarily as a result of the reversal of DISC tax accruals,” according to company. Harris Chairman Dr. Joseph A. Boyd said earnings for first half of next year should be “significantly lower” because of weakness in data processing and semiconductor industries. ■ Revenue for **MCA's** filmed entertainment division was \$229 million, up 26%, but operating income declined 27%, which company attributed because of several disappointing theatrical releases. Income from television production and syndication increased. Total operating income increased 4% to \$17.4 million but company said net income declined “primarily due to a substantially higher estimated effective annual income tax rate.” ■ For year ending June 30, pre-tax profit for **Scientific-Atlanta** increased 90%. At yearend, new orders received were up 18% to \$483 million, and order backlog stood at \$186.9 million, up 33%. ■ **Scripps Howard** results include KNXV-TV Phoenix operation, which was purchased after second quarter of previous year. Broadcasting operations showed 18% revenue increase to \$34.1 million in second quarter and operating profit gain of 7% to \$13.7 million. Cable revenue was \$2.8 million and operating loss tripled to \$576,000. Company said decrease in second quarter net income was due primarily to certain amortization charges associated with January purchase of KNXV-TV. Company also said that Sacramento cable system should have first customers on-line by “late summer.” ■ **Tele-Communications Inc.** said revenue increase was attributable to both newly acquired systems as well as higher subscriber totals in existing systems. Operating cash flow for Denver-based MSO increased 21% to \$57.9 million. ■ Greater earnings-per-share increase for **United Cable** (257%) is because of company's May 30 repurchase of three million shares. Denver-based MSO said cash flow (net income plus depreciation and deferred income taxes) increased 25% to \$45.1 million. As of June 30, United's systems (including managed limited partnerships) passed approximately 1.5 million homes, serving 851,000 basic and 733,000 premium subscribers.

Showtime brings suit against signal pirates

Showtime/The Movie Inc. is serious about cracking down on commercial operations that steal its two pay cable services. Since the National Cable Television Association last June, at which it announced its new get-tough policy, the pay programmer has brought suit in federal court against the East Gate hotel in Lima, Ohio, and the Boardwalk Inn, a Quality Inn-franchised motel in Ocean City, Md., charging them with unauthorized reception of its services' satellite feeds and seeking injunctions and damages.

In an interview last week, Kenneth M. Kaufman, senior vice president and general counsel, Showtime/TMC, said a third suit he would be filed by the end of this week, but would not identify the defendant. He said several other “commercial properties” are currently being investigated and they, too, could find themselves on the receiving end of a Showtime/The Movie Channel suit. (Commercial properties, by Showtime/TMC's definition, include not only hotels and motels, but also condominiums, apartment buildings, bars and restaurants.)

Showtime/TMC has set up procedures for following up on reports of commercial signal piracy, Kaufman said. If it appears a particular establishment is picking up Showtime or The Movie Channel without authorization (without paying), he said,



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BottomLine

Closing convertible. Heritage Communications said remainder of Euro-Dollar convertible subordinated bonds due 1999 were redeemed on Aug. 9 at 105% of principal amount. Des Moines, Iowa-based MSO and group owner said that of \$15 million originally issued, \$14.4 million had been converted into shares of Heritage common at \$12 per share. Remainder was redeemed for cash.

Rate fate wait. MCA said previously announced plans to raise \$200 million through offering of convertible subordinated debentures had been canceled on advice of company's investment banker, Lazard Freres & Co. Proceeds of offering were to have been used for general corporate purposes and perhaps to retire other debt. Spokesman for Universal City, Calif.-based production company would not expand on one-sentence release announcing decision. One observer familiar with company suggested original plans were for "opportunistic financing" at time when rates for convertible debentures were near 7%, but that upward direction of rates since decision, only several weeks previous, made plan less opportune.

Facts of life. L.P. Media, company formed by A. Jerrold Perenchio and Norman Lear to make tender offer for shares of Evening News Association, issued two-sentence statement last Tuesday (Sept. 3) saying it would not purchase "any shares which have been tendered and will promptly return all such tendered shares to their holders." Announcement did not say L.P. would abandon its effort in light of announced ENA purchase by Gannett Co. ("Top of the Week," Sept. 2), but L.P. spokesman said that was case.

Closing. RCA announced it has completed sale of subsidiary, Hertz Corp., to UAL Inc. for \$587.5 million cash. For quarter ending June 30, RCA already had cash and equivalents of \$166.4 million. Meanwhile, boards of Cox Enterprises and Cox Communications approved merger of Cox Communications into subsidiary of Cox Enterprises effective Sept. 1. Cox Enterprises said it expects Cox Communications to be delisted from New York Stock Exchange.

Showtime/TMC sends a "cease-and-desist" notice. If the notice is ignored or if the response is not satisfactory, he said, the establishment is investigated for possible legal action. So far, Showtime/TMC has sent out some 300 cease-and-desist notices.

The Boardwalk Inn was singled out for legal action because it ignored the cease-and-desist notice, and an investigator found "strong evidence" that the motel had pirated Showtime before it received the notice and TMC after getting the notice, Kaufman said. That the motel was franchised by Quality Inns International, one of the nation's largest lodging chains, was not a factor, he said.

In both cases, local cable operators joined Showtime/TMC in bringing the suits—Cen-tel in Lima and United Cable in Ocean City. Because lawsuits are costly and time consuming, Kaufman said, the participation of local cable operators or local authorized SMATV or private cable operators is welcomed. "The local cable system and other authorized affiliates have an interest in curbing cable piracy," he said.

The suits are based primarily on the anti-piracy provision of the eight-month-old cable act, which makes it illegal to intercept satellite signals "for purposes of direct or indirect commercial advantage or private financial gain." In other counts, the suits claim copyright and trademark infringement and unfair competition. The statutory damages would amount to some \$200,000 in each case, Kaufman said. Showtime/TMC is not limited to that amount, he added, if a court finds that actual damages exceed it.

The cable act also provides for criminal penalties, but Showtime/TMC was unwilling to wait for federal law enforcement officials to bring criminal charges against the commercial pirates. "Law enforcement officials have limited resources," Kaufman said. "Going after cable pirates is not going

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BPI adds Communications Press

In a major expansion of its activity in publishing specialized communications periodicals and reference books, Broadcasting Publications Inc. (publisher of BROADCASTING magazine, the annual BROADCASTING-CABLECASTING YEARBOOK and other publications covering electronic communications) has purchased Communications Press, a Washington book publishing firm specializing in mass media and telecommunications titles, with an emphasis on professional and text books.

Communications Press, which was established in 1975 by Mary Louise Hollowell, will be a wholly owned subsidiary of BPI and will continue with its same management, employees and backlist. Publication plans for 1985-86 include the three-volume "Decision to Divest: Crucial Documents in U.S. v AT&T, 1974-1984." Under its new ownership, Communications Press will expand its line of books and increase the marketing of its current and backlist titles.

to be at the top of their list of priorities."

The Showtime/The Movie Channel is committed to scramble its satellite feeds to prevent piracy as soon as practical. So why is it going to the trouble and expense of using the courts to put a crimp in piracy? According to Kaufman, unauthorized commercial

reception of pay services will not end after scrambling is implemented. Pay programmers plan to make decoders available to owners of home earth stations who wish to subscribe to their services, he said, and it will be difficult to prevent some of those decoders from being used in commercial operations. □

Changing Hands

PROPOSED

WDSC-AM-FM Dillon, S.C. □ Sold by Coastal Plains Broadcasting Co. to Media Marketing Associates Inc. for \$3.5 million cash. **Seller** is owned by Phillip B. Brown and 10 others. It has no other broadcast interests. **Buyer** is Richmond, Va.-based station group of six AM's and six FM's owned by Ellek Seymour. WDSC is daytimer on 800 khz with 1 kw. WDSC-FM is on 92.9 mhz with 100 kw and antenna 604 feet above average terrain. *Broker: R.A. Marshall & Co.*

KMBY(FM) Seaside, Calif. □ Sold by Johnston Broadcasting Corp. to C&C Communications Inc. for \$1.1 million. **Seller** is owned by Stoddard P. Johnston, who has no other broadcast interests. **Buyer** is owned by Christopher L. Murray and Chester R. Tart. Murray is program director at WSOK(AM) Savannah, Ga. Tart is programing executive with Blair Television. KMBY(FM) is on 107.1 mhz with 910 w and antenna 570 feet above average terrain.

WSEY(FM) Sauk City, Wis. □ Sold by Dri-Five Inc. to Central Florida Broadcasting Corp. for \$800,000, comprising \$150,000 cash and \$650,000 note. **Seller** is owned by Dale A. Ganske, who has no other broadcast interests. **Buyer** is equally owned by Daniel G. Dobrowolski, vice president, and Kimberly Gerber. Gerber's father, Barry Gerber, is president but has no ownership interest. Dobrowolski and Kimberly Gerber have interest in WROD(AM) Daytona Beach, WBGB(AM) Mount Dora and WWZZ(AM) Sarasota, all Florida. Dobrowolski owns CP for new TV in Newberry, Fla. WSEY(FM) is on 96.7 mhz with 3 kw and antenna 300 feet above average terrain.

WJAX(AM) Jacksonville, Fla. □ Sold by Statewide Broadcasting of Duval County Inc. to The Kravis Company of Jacksonville Inc. for \$750,000 cash. **Seller** is Pompano Beach, Fla.-based station group of five AM's and two FM's principally owned by Scott K. Ginsburg. **Buyer** is owned by John D. Hunt, vice president (6%), and George R. Kravis II (94%). Kravis owns KRAV(AM).

Collector's items. Television programs ranging from an *I Love Lucy* episode to original television dramas to highlights of the 1985 Olympic games are now available in a series of 20 videocassettes offered by the Museum of Broadcasting in New York. The "Museum of Broadcasting Master Collection Series" is available on both Beta and VHS, and each cassette is accompanied by program notes. The first edition of the series has been made possible by a grant from Scripps Howard Broadcasting.

KGTO(FM) Tulsa, Okla., of which Hunt has been manager, and **WKTZ-AM-FM Jacksonville, Fla.,** and will spin off **WKTZ(AM)** to comply with FCC duopoly rules. Kravis is brother of Henry R. Kravis, partner in Kohlberg, Kravis, Roberts & Co., New York-based investment firm. **WJAX** is on 930 khz full time with 5 kw.

WKHM(AM) Jackson, Mich. □ Sold by Patten Broadcasting Jackson Inc. to Cascades Broadcasting Inc. for \$567,000 cash. **Seller** is owned by Myron P. Patten (89%) and Wayne R. Stakey (11%). It also owns co-located **WJXQ(FM)**. Patten owns **KAAR(AM)** Vancouver, Wash. Stakey has applied for new FM at Greenfield, Calif. **Buyer** is owned by John M. Salov, president (33⅓%); Richard L. Ambs (33⅓%); John V. Martin (16⅔%), and Robert M. Minto (16⅔%). It owns Swartley Radio Paging, Jackson, Mich., radio common carrier firm renting pagers and beepers. **WKHM** is on 970 khz full time with 1 kw.

For other proposed and approved sales see "For the Record," page 122.

CBS extends early retirement option to 2,000 employes

CBS is offering early retirement to employes 55 years or older, a group comprising about 2,000 (or 7%) of the company's 30,000 employes. A CBS spokeswoman said the plan had been under consideration for 18 months but that the decision to implement it now had been influenced by the recent debt the company had undertaken as part of its \$1-billion stock repurchase plan. Employes have until Nov. 1 to decide on the "one-time" offer, which takes effect by Nov. 29.

Current pension benefits are calculated with a formula that considers age, years of service, average salary and the corresponding social security benefit. The offer by CBS would effectively add five years of service to an employe's tenure. Because pension benefits are currently reduced by 4% for every year an employe retires before the age of 62, the offer would effectively add five years to their age, thus increasing benefits.

Anne R. Luzzatto, vice president of corporate information for CBS, provided a hypothetical example of how the offer would work: For a person aged 55 with 20 years of service and an average salary of \$40,000 (over the last five years) the pension benefit under the current plan would be \$7,718 per year. Under the offer proposed Aug. 30, that person would receive about \$12,328 per year, 60% higher, because of the five added

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Fall birthday bash. Celebration of WPHL-TV Philadelphia's 20th anniversary began with the unveiling of a fall media campaign and its promotional slogan, "There's a Party Goin' On." The independent station held a party complete with tropical decor and exotic birds, clips from the fall lineup (including two programs new to the station, *Love Boat* and *Carson's Comedy Classics*), and guests ranging from sportscasters to advertising agency heads to advertising media buyers. Jack Clifford (l), vice president of broadcasting and CATV for the station's owner, the Providence Journal Co., and Eugene McCurdy, the station's president and general manager, cut the cake.

years of service and because of a reduced penalty for retiring before age 62.

As part of the 6.4-million share repurchase completed at the beginning of August, CBS has said it would reduce the subsequent debt by selling off assets worth \$300 million, after tax, and reduce its projected 1987 corporate overhead by \$20 million. The company said it would attempt to sell two of its publishing operations ("In Brief," Sept. 2) and has also announced the sale of its cable system in Texas ("Cablecastings," Sept. 2).

In addition to those reductions, the company's operating divisions have been given cost increase guidelines for the 1986 budget planning currently under way. For the Broadcast Group the proposed increase is 4% over 1985 costs. □

Costa Rican license requirements for journalist challenged

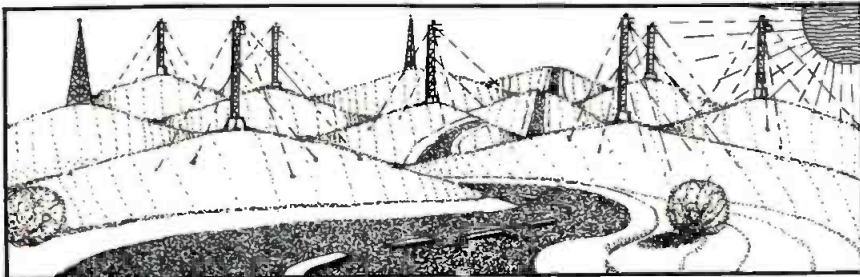
The World Press Freedom Committee, the International Press Institute, the American Newspaper Guild and the International Association of Broadcasting have asked the Inter-American Court of Human Rights to declare that laws requiring journalists to be licensed are in violation of the American Convention on Human Rights.

Before the court is the plight of Stephen Schmidt, a U.S. citizen who had been working for the *Tico Times*, an English-language publication in Costa Rica. He was found guilty of practicing journalism in that country without a license (for which he was unqualified for lack of attendance at the proper school) and sentenced to three months in prison. The Inter-American Commission on Human Rights held that the Costa Rican licensing requirement and the judgment against Schmidt were not violations of the American Convention on Human Rights. The Inter-American Court of Human Rights, the appellate body of the commission, is now taking a look.

In a friend-of-the-court brief, the WPFC and other appellants said systems of compulsory licensing of journalists violate the American Convention on Human Rights, an inter-American agreement. Among other things, the appellants said compulsory licensing systems were prior restraints since they precluded persons from exercising their right to express themselves. "We feel that a free press cannot exist under a licensing system, and any legislative proscription is a fundamental violation of the American Convention on Human Rights," the groups said.

Oral argument was scheduled to be presented to the court in San Jose, Costa Rica, on Sept. 5. Richard M. Schmidt Jr. (no relation to Stephen Schmidt), an attorney with the Washington law firm of Cohn & Marks, which is representing the WPFC, said there was no way to predict when the court would issue its opinion. That court's opinions, like those of the Inter-American Commission on Human Rights, are advisory and can't be enforced. □

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Momentum builds for TV stereo

BROADCASTING survey of stations finds 167 plan to convert to new audio service by end of 1987, with 27 set to switch by end of this year; those changing include affiliates, independents and public stations with market pressure and desire to be state of the art given as main reasons

Seven of every 10 television stations responding to a BROADCASTING survey are either airing stereo sound or plan to provide the service. And of those in the planning stages, most expect to convert to stereo by the end of 1987.

The survey, sent to 1,152 TV stations seven weeks ago, drew responses from 316, or 27%. Of those, 167, or 53%, plan to convert—137 within two-and-a-half years—while 62, or 20%, are already in stereo. (BROADCASTING, by other surveys, has counted 110 TV stations on the air with stereo. ["In Sync," Sept. 2].) Another 87 stations (28%), indicated they had no stereo plans.

While 27 of the stations are planning to make their conversion by the end of 1985, the biggest switch will be in the second half of 1986, when 42 stations, or 25% of those converting, will begin the service. In addition, the first half of next year will see 32 stations of the group go stereo and 1987 will account for 36. Thirty have scheduled the move for after 1987.

Which Stations Are Switching, And When

Although commercial station conversions will outnumber those of noncommercials by more than three to one, the most positive response on implementing the new audio service came from Public Broadcasting Service member stations, which brought in 55 (about one quarter) of the affirmative replies. NBC affiliates followed closely with 54, CBS affiliates planning stereo totaled 41, independents 38 and ABC affiliates 35.

Independents represent the greatest number of respondents planning conversions between now and the middle of next year, with CBS affiliates the largest group during the second half of 1986 and PBS stations the most numerous in 1987.

In terms of market size, the greatest growth indicated by respondents will come in markets 25 through 50, with 65 (28%) of the total stereo stations. The first 25 markets and markets 50 through 75 will each have 22% of the total.

The conversions will be spread well throughout the top 100 markets, where the total represents 77% (176) of all conversions. The greatest concentration of stereo implementation will be in the top five markets, accounting for 13 stations. There are another 16 in the top 15 and a total of 40

conversions in the top 20 markets.

Representing approximately 20-23 stations each (10%), are markets 20-30, 30-40, 40-50 and 50-60, while the numbers taper off to about 13-15 stations each (6%) in markets 60-70, 70-80, 80-90 and 90-100. Markets 100-150 contain 32 stations (14%) and markets 150-200 contain 15 stations (7%).

Among the most active of the top 25 markets will be number four Philadelphia, already with two stereo stations, and three more on the way by the end of 1986—WHYY-TV (by the end of 1985), WTAF-TV and WPHL-TV. Two new stereo stations each can be expected in market number six, Boston, by mid-year 1986 (WNEV-TV and WCVB-TV), and in number 10, Houston, by the second half of 1986 (KHOU-TV and KTRK-TV). In Miami, market 14, four new stereo stations (WLTW-TV, WSVN-TV, WBFS-TV and WHWC-TV) will join the two already on the air.

Among those stations slated for stereo implementation in top 40 markets by the end of this year are: WJXT-TV Jacksonville, WTMV-TV Lakeland and WESH-TV Daytona Beach, all Florida; WISN-TV Milwaukee; KRMA-TV Denver; KMBC-TV Kansas City,

Mo.; WBNS-TV Columbus, Ohio; WRAL-TV Raleigh, N.C., and WHAS-TV Louisville, Ky.

Look for two or more new stereo stations by 1987 in these markets: Columbus, Ohio; Raleigh, N.C.; Louisville, Ky.; Harrisburg, Pa.; Tulsa, Okla.; Harrisonburg, Va.; Des Moines, Iowa; Lincoln-Omaha, Neb.; Austin and Waco, both Texas; Greenville, N.C., and Salisbury, Md.

How Much Does The Switch Cost?

In other results from the survey, total cost of conversion for most stations fell in the \$50,000-\$100,000 range for both transmitter and studio facilities. One-third of the respondents indicated transmission costs in the \$25,000-\$50,000 range, followed by one-quarter estimating \$50,000-\$100,000 and one-fifth predicting \$15,000-\$25,000. On the production cost side, more than half the respondents chose evenly between the \$25,000-\$50,000 and the \$50,000-\$100,000 ranges.

Costs differed widely, however, between network affiliates, independents and public stations. Independents came off the best, averaging well under \$100,000 for both

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transmitter and studio conversion, while CBS affiliates chalked up the highest bills, averaging over \$150,000 for conversion. PBS members stations and ABC affiliates tied at an average of just over \$100,000 for conversion, with NBC affiliates averaging closer to \$115,000.

What Will They Program?

On the type of stereo programming to be aired, 85% of those responding indicated music video and musical variety material as their main offerings, while 15% expect to include both stereo movies and news/information programs in their schedule, 9% planned stereo drama, and 7%, stereo sporting events.

The clearcut sources for the programming among the 196 respondents were commercial and noncommercial networks, which accounted for 83%, although almost half of

that number also mentioned syndicators or local production as sources. Syndicators alone were the major source for 12% of the respondents, and local production alone accounted for 5%.

For a secondary stereo program source, 75% indicated they would supplement the main service with a stereo synthesizer to provide pseudo-stereo sound with monaural programming.

Two-thirds, or 150 stations, also said they could produce their own stereo material in-house, with music programming leading the list for more than half, followed by commercial/promotional spots (37%), news/information (21%) and other types of programs (23%).

By a margin of more than four-to-one of 156 of the stations, 73% indicated they had no current plans to use the second audio pro-

gram channel of their multichannel signal. Approximately 14% said they would use theirs to provide bilingual language programming, or a variety of secondary public services such as program schedules, enhanced audio tracks and reading services.

Why Make The Switch?

Finally, when asked why the station was planning to convert or already had, the majority indicated about equally (40% each) that marketplace concerns like local competition and increasing audience and TV receiver retailer interest or the desire to remain technically "state-of-the-art" were the main reasons for the move. One in 10 stations believed the new service had promotional value, and only a handful expected increased revenues from it. □



'Colby signing'

Another star has joined the ranks of *Dynasty II: The Colbys*. Ricardo Montalban has been signed for a starring role in the Richard and Esther Shapiro production in association with Aaron Spelling Productions. The show will appear on ABC-TV's fall schedule. Montalban will play Zachary Powers, a shipping tycoon who is at odds with Jason Colby. Montalban has worked on other Spelling series, including *Fantasy Island* and *How The West Was Won*.

A little help from MDA friends

The *Jerry Lewis Supershow Labor Day Weekend*, the 20th annual Jerry Lewis telethon for muscular dystrophy, raised a record sum in 2 1/2 hours—\$33,181,652 compared to last year's \$32,074,566. The telethon, originating from Caesars Palace in Las Vegas, was aired by more than 200 television stations in the U.S. and Canada, and featured over 100

entertainers in three locations: Las Vegas, Atlantic City and New York. The Muscular Dystrophy Association was formed in 1950 to find causes, treatments and cures for more than 40 neuromuscular diseases. It heads a worldwide research program and a nationwide patient services program.

Capital coverage

Local television news departments have been expanding their coverage of Washington stories that have a local angle, and most plan to expand it more, but the most aggressive expansion, both in the immediate past and for the immediate future, is in the so-called "second tier" of markets: those ranked 21st through 50th in size.

Those are among the findings, being released today (Sept. 9), of a survey of station news departments conducted by Newslink Inc., an independent news-gathering and satellite services firm with facilities in Washington and New York. Newslink said it surveyed news directors at 699 TV stations

and received usable responses from 102, or 14.6%. Most respondents (94.1%) were network affiliates.

More than 90% of the respondents said they regularly aired Washington stories prepared expressly for them. The volume, Newslink said, ranged from an average of one a day in many of the largest markets to two or three a month in many of the smallest.

In most market-size groups, from a half to two-thirds of the participating stations said they were using about the same amount of Washington coverage now as before the 1984 election campaigns, although substantial minorities in all size groups were using "more" Washington coverage now. But only in markets 21 through 50 did a substantial number say they were using "a lot more" now (10.5% versus 3.1% in markets 51-100 and zero percentage in the other size groups). And only in markets 21-50 did a substantial percentage say they expected to need "lots more" live reports from Washington over the next year—11.7% as compared with zero percentages in all other size groups except smaller than 151st, where 14.3% expected to need "lots more" (but 28.6% expected to need "lots less").

Substantial majorities in all size groups expected to need at least "a little" more Washington coverage over the next year, but the greatest percentage (82.4%) was among stations in the 21-50 group.

Newslink said the findings also suggest that the bulk of the stations' Washington coverage is provided by the 18 independently owned TV news bureaus in the area, relying on satellite delivery for same-day use by the stations. All participants in the survey said they had satellite-receive capability, whether they carried localized Washington coverage or not.

More than 60% of responding stations in each market-size group said their current

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monthly budget for Washington story coverage was under \$1,000, and in all groups most of these said it was less than \$500. In markets ranked 51 to 100, 64.3% put their monthly Washington news budgets under \$500; in markets 101 to 150, the number was

87.5% and in markets 151 or smaller 91.7%.

Even so, said Newslink President Brad Niemcek, "news directors in even the smallest markets feel the pressure to demonstrate a 'presence' in Washington. The study showed stations will regularly accomplish

that by using material submitted by members of Congress that is transmitted to stations at no cost."

Newslink said copies of the survey report are available from it at no cost at 122 C Street, N.W., Washington 20001.

Law & Regulation

Fifth Estate issues on agenda as Congress returns

House and Senate return from vacation to address questions of radio and TV coverage of Senate, negative political ads and pornographic rock music lyrics

Congress is back and with its return legislators will be examining a host of issues affecting the Fifth Estate. Most of the activity will occur in the Senate which reconvenes today (Sept. 9). Among the topics the senators will explore: a bill aimed at deterring negative political advertising; legislation calling for live radio and television coverage of the upper chamber, and rock music with "pornographic" lyrics.

In the House, where members convened last week, the House Copyright Subcommittee will continue its oversight investigation of the Copyright Royalty Tribunal and the compulsory cable TV license the CRT administers. The subcommittee has held two hearings on proposals to reform or eliminate the CRT. This time more attention will likely be directed at the compulsory license.

The broadcasting industry has launched a campaign to repeal the license as part of an overall strategy to regain some form of must-carry protection. And the cable and motion picture industries are examining the royalty rate structure and have discussed basing the rates on a flat fee rather than on percentages of gross revenues. Interest in copyright issues continues to escalate and the subcommittee has called two hearings to accommodate requests by industry representatives to testify.

Among those slated to appear on Sept. 18 are: Motion Picture Association of America President Jack Valenti, National Cable Television Association President James Mooney and National Association of Broadcasters President Eddie Fritts. Another hearing will follow in October with Ted Turner, president of Turner Broadcasting System; Preston Padden, president of the Association of Independent Television Stations, and Steve Effros, president of the Community Antenna Television Association.

Legislation that would regulate "negative" radio, television and cable advertising in political campaigns will be discussed by the Senate Commerce Committee at a hearing tomorrow, Sept. 10. The bill, "The Clean Campaign Act of 1985" offered by Senate Commerce Committee Chairman Jack Danforth (R-Mo.) and others would require candidates who attack their opponents in television advertising to appear in person in the ad. According to the bill, "if a broad-

caster airs an ad that violates this provision, then the broadcaster must provide free response time to the opponent to whom the reference was made." Additionally, the measure would require broadcasters to provide equal time to any candidate "if a political action committee or other outside party at-

tacked him or endorsed his opponent."

Witnesses include: former Senate Majority Leader Howard Baker Jr.; Curtis Gans, director, Committee for the Study of the American Electorate; Dorothy Ridings, president, League of Women Voters; Fred Werthheimer, president, Common Cause;

Not convinced. The Telecommunications Research and Action Center, Black Citizens for Fair Media, the Health and Medicine Policy Research Group, New York Public Interest Research Group and several individuals have alleged that Rupert Murdoch's News America Television Inc. has failed to meet the "stiff burden" of justifying a change in FCC policy to permit a temporary waiver of crossownership rules so Murdoch may retain his daily newspapers in New York and Chicago after acquiring Metromedia's WNEW-TV New York and WFLD-TV Chicago. In a filing at the FCC, the groups characterized as laughable Murdoch's suggestion that, absent a waiver, the Chicago *Sun-Times* and *New York Post* might be shut down (BROADCASTING, Aug. 26). "No one—certainly not the FCC—has forced Murdoch to buy the TV stations and if he, as the seller, wishes to 'avoid transaction costs' and 'cease operation of the papers' it is because he chooses to do so," the groups said. "Like the bank robber who holds the gun to his own head and says, 'Give me the money or I'll shoot,' this is a threat meant to be laughed off." Also in the filing, the groups said the commission should keep in mind that Murdoch's proposed acquisition of Metromedia's TV stations is voluntary; that there is no "death" of potential purchasers willing to pay a fair price for the Metromedia stations; that Murdoch wants a waiver to realize a higher sales price for the newspapers than he would be able to otherwise; that there are "reliable published reports" of a "large number" of potential purchasers for both newspapers and that Murdoch doesn't intend to make any effort to sell the newspapers until after he receives FCC approval to buy the Metromedia stations. "A waiver request must be based on a showing of need, not mere desire," the groups, which have petitioned to deny the proposed acquisition, said. "Murdoch appears to contend that a 'forced' sale without a waiver for a 'reasonable' time as he has defined it, without documentation, will be punitive. This is not so. While he may not be able to sell the newspapers at the price he wishes, this is not a punishment, but rather, the cost of compliance with legitimate commission rules. The critical fact is that no one asked, much less forced, Murdoch to file this application; he has done so at his own volition, and is not entitled to the assistance of the commission in 'maximiz[ing] the financial result.' Were the commission to allow a waiver, thereby permitting him to realize a higher price, it will be a benefit obtained at the expense of the public and Murdoch's unsubsidized competitors."

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Charles Guggenheim, president, Guggenheim Productions; Matt Reese, Matt Reese Associates, and Newton Minow and Ben Heineman, Sidley & Austin, Chicago.

The debate over whether to allow broadcast coverage of the Senate will be aired before members of the Senate Rules Committee on Sept. 17 and 18. Among those expected to testify are Senate Minority Leader Robert Byrd (D-W. Va.) and Senator William Armstrong (R-Colo.), sponsors of resolutions that would authorize such coverage although each takes a different approach. Byrd's bill (S. Res. 2) calls for a test period before coverage would become available to the public and also provides for a number of rules changes to streamline Senate procedures.

Armstrong's legislation (S. Res. 81) is identical to the measure offered in the 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. Senator Al Gore (D-Tenn.) has also asked to testify at the hearing. In addition to those Senate witnesses, representatives from the media are expected to present their views.

An item on the Senate Commerce Committee agenda is a hearing scheduled Sept. 19 on so-called pornographic rock music. Members will discuss proposals by the Parents Music Resource Center and the Recording Industry Association of America to devise a rating system for records to indicate the nature of the lyrics.

The groups are at odds over the issue. The Washington-based Parents Music Resource Center, a coalition of prominent Washington wives that has spent the last six months promoting the issue, is advocating the establishment of uniform guidelines to define "blatant explicit lyric content" in records. While the RIAA announced last month that record companies will "individually apply inscriptions on packaging of future recording releases to identify blatant, explicit lyric content."

Expected to testify on the issue are: representatives from the PRMC; Millie Waterman, National PTA vice president for legislative activity; NAB President Eddie Fritts; William Steding, executive vice president, Bonneville International Corp.; Cerph Caldwell, disk jockey for WWDC-FM Washington; Robert S. Sabatini, King's College noncommercial station WRKC(FM) Wilkes-Barre, Pa.; Stanley Gortikov, RIAA president; and musicians Frank Zappa and John Denver. □

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AT&T tariffs challenged. ABC, CBS, NBC, Hughes Television Network, the Association of Independent Television Stations, the National Association of Broadcasters and the Public Broadcasting Service have asked the FCC to reject or suspend and investigate proposed AT&T tariff revisions for local facilities used to complete interexchange TV transmission services. In a separate filing, NAB asked the FCC for the same sort of relief from those aspects of the proposed tariff revisions pertaining to audio transmission services.

In a petition at FCC, the networks and the other broadcasters said the TV tariff revisions in question purport to "flow through" the July 2 increases proposed by local carriers, which broadcasters also have challenged (BROADCASTING, Aug. 19). "In fact, the increases proposed by AT&T are greatly disproportionate to the television service increases proposed by the local exchange carriers—increases which in and of themselves already have been demonstrated to be unreasonable," the broadcasters said.

The broadcasters said, for example, that while Southwestern Bell proposed to nearly triple its rates for TV service access in Missouri, AT&T has proposed to increase the charge for an intra rate center channel by more than 1,000%. "The huge rate increases proposed by AT&T are not accompanied by the supporting explanatory material required by... the commission's rules," the broadcasters added. "Even though AT&T states in its one-and-one-half-page 'support materials' that the proposed rates were developed using the same methodology as was previously employed to 'flow through' its access expense, the greatly disproportionate increases AT&T proposes make it obvious that this is not so.... Unless and until AT&T complies with the requirements of [FCC rules], the commission must not allow AT&T to push through disproportionately large local channel rate increases by changing its previously employed methodology."

Philly techs strike

Technicians are on strike at WPHL-TV Philadelphia, and more than a week into the dispute, neither station management of the *Providence Journal*-owned independent UHF nor the union representing the 30 employees appeared ready to back off conflicting wage and working condition proposals.

The strike by 26 full-time and four part-time technicians began Aug. 29, after more than two months of contract negotiations and the intervention of a federal mediator. The original three-year contract expired July 29, but was extended a month to allow talks to continue, with little result. No new negotiations are currently scheduled.

According to WPHL-TV, the striking employees turned down a new-four-year agreement that offered "certain work condition improvements" and a "substantial wage offer" amounting to a \$100 weekly increase by 1989. The money offer represented a 2.75% increase over the first and second 18 months of the contract and a 5.75% raise during the last year.

The wage package, argues the International Brotherhood of Electrical Workers local which is negotiating for the technicians, was not comparable with pay levels of employees at other stations in Philadelphia and similar stations elsewhere. The union also cited dissatisfaction with management offers on overtime scales, paid meal periods and number of hours in the work week.

"These are unequivocally the worst working conditions in the industry for a large station in a major market," said Ray Freedman, business manager at IBEW Local 1241 in Philadelphia. "They're not even in the ballpark on the wage offer. In comparison with the station's competitor, WTAF-TV [a Taft-owned independent UHF], our technicians will be getting \$25 less per week in the first year of the contract, and \$55 less per week by the second year."

Eugene McCurdy, president and general manager of WPHL-TV, disagreed with the union's argument on parity with other local stations. "If we were billing on the same level as WPVI-TV [the Capital Cities Communications-owned ABC affiliate], I would be a little more sympathetic. We're not crying hardship, but we're not in the league with the higher-paying stations.

"You can't look purely at wage comparisons with other stations," added McCurdy, who also serves as chairman of the Association of Independent Television Stations. "You have to look at other factors, such as earnings potential and also, for instance, the opportunities we provide technicians for considerable overtime in the station's full-fledged production operation."

In order to keep the station on the air, McCurdy said it's been supplied with six technicians from the parent corporation's Colony Communications cable operations. WPHL-TV's commercial production facilities were not in operation, he said.

"We can only go like this so long," com-

mented McCurdy. "It's a matter of two or three more weeks. I would like to think it can be resolved in that time."

IBEW's Freedman believes the strike will last a minimum of eight or more weeks, with the striking technicians receiving support from the union and other broadcast technicians in the local.

To pressure the company while the strike continues, Freedman said a "switch off 17" campaign has been started, aimed to bring the union's case to area companies that advertise on the station. As ammunition for its arguments, Freedman said, the local will point out that transmission line failures at the station in August left its broadcasts (and the advertiser's commercials) off full-power for much of the month.

McCurdy acknowledged the station had gone off the air for three days in July because of the line failure, and "may have been" down to 30% to 40% of full power for a "brief period," but is now back on at full strength.

Satellite spacing submission

A 200-page industry report on two-degree satellite spacing is scheduled for submission to the FCC soon, according to former

FCC Common Carrier Bureau Chief Gary Epstein, who heads a commission-sponsored industry advisory committee on the topic.

The document outlines preliminary recommendations for implementing the FCC's 1983 reduced orbital spacing rules, which call for immediate two-degree spacing for Ku-band (14/12 ghz) satellites and a more gradual reduction to two degrees for C-band (6/4 ghz).

The proposals were developed over the past year by three committee working groups, which submitted their findings during meetings last May. An earth station group chaired by Scientific-Atlanta's James Cook suggested several product qualification requirements for manufacturers and users, a user coordination group headed by Walter Braun of RCA Americom developed procedures for limiting interference, and a third group led by James Folk of Martin Marietta outlined polarization and channelization plans for space station operators (BROADCASTING, May 27).

After the report is submitted, the group will turn its attention to longer range implementation concerns, such as standard uplink identification and coordination procedures, particularly for transportable earth stations. The next meeting is tentatively



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scheduled for later this month or early October.

MultiComm to go

Mutual Broadcasting System's Multicomm service will be officially launched on Oct. 1, becoming the first national FM subcarrier network in operation, the Arlington, Va., company has announced.

The service will cover over 60% of the country using a combination of Mutual's satellite capacity and the FM subcarrier services of radio stations in most of the top 50 markets to provide point-to-multipoint data services to Mutual-designed MultiComm receivers and Panasonic or Okidata printers.

Two customers have already signed to use MultiComm: United Press International/American Sports Advisers, for a joint sports news subscription service, and Max-News Financial Network, for the daily New York Money Market Report. A third, Dow Jones, is currently testing MultiComm in New York for delivery of its news service.

Mutual also announced the acquisition of proprietary rights for a highly directional antenna to be used with the receiver in the small percentage of environments where multipath makes it difficult or impossible to serve with the MultiComm signal. The antenna was developed in cooperation with independent engineering consultant Gary Schober of Edison, N.J., and performs like a

Yagi antenna, according to Mutual. But unlike that unit, it is extremely compact and can be imbedded in the ceiling of a room housing the MultiComm receiver.

HI-NET takes B-MAC

Scientific-Atlanta's B-MAC satellite encryption system will be used by HI-NET Communications for its hotel video delivery network, the Holiday Inn-Comsat General joint venture has announced.

The \$2.9-million contract calls for the purchase of B-MAC uplink encryption equipment for HI-NET's main broadcast studios in Memphis, as well as decoders for the over 1,500 Holiday Inn lodgings to be part of the service. Four program channels will be offered: Showtime, CNN Headline News, ESPN and the pay-per-view service Satellite Cinema.

HI-NET previously awarded S-A a \$40-million-plus contract to supply approximately 1,600 4.5-meter receiving earth stations to the network, and has signed a seven-year, \$40-million agreement with GTE Spacenet for Ku-band satellite capacity on GSTAR I.

The Memphis firm also announced a joint marketing agreement to provide videoconferencing services to American Express Group & Incentive Services, a Southfield, Mich., travel service business.

Engineering get-togethers

Local chapters of the Society of Broadcast Engineering are preparing for a series of regional conventions and exhibits in a half-dozen sites across the country this fall. The first of the annual conventions, which typically feature informal workshops and talks on radio and TV engineering topics along with a gathering of regional equipment manufacturers and suppliers, will be in Cincinnati, Sept. 17-18.

One week later, Sept. 25-26, the St. Louis chapter will hold what is traditionally one of the larger conventions. 25-26. Over 100 manufacturers will be represented by 80 exhibits.

SBE conventions follow in Syracuse, N.Y., Sept. 27; Pittsburgh, Oct. 17-18; Phoenix, Nov. 7-8, and Seattle, Nov. 13-14.

Netcom at Teleport

The Staten Island, N.Y., teleport, run jointly by Merrill Lynch and Western Union, will be the domestic routing point for Netcom's new international TV service (BROADCASTING, Aug. 12). The Burbank, Calif.-based Netcom will have the capacity for 600 hours of monthly occasional video services at the facility. As part of the revenue-sharing agreement, Netcom will become the facility manager for all occasional video traffic at the satellite site, which became operational last June.

For the Record

As compiled by BROADCASTING, Aug. 28 through Sept. 4, 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

■ WTNH(TV) New Haven, Conn. (ch. 7; ABC; ERP vis. 115 kw; aur. 22.9 mhz; HAAT: 1,210 ft.; ant. height above ground: 909 ft. [CP; ERP vis. 166 kw; aur. 33.1 kw])—Seeks assignment of license from Capital Cities Communications Inc. to Cook Inlet Communications L.P. for \$170 million cash. Seller is publicly owned New York-based station group that is merging with American Broadcasting Companies. Buyer is partnership of Cook Inlet Communications Inc., general partner (30%), and Whitcom Partners & Associates L.P., limited partner (70%). Cook Inlet is one of 13 regional corporations of Eskimos formed to manage land

and cash payments made by U.S. government. It is headed by Roy M. Huhndorf, president and chairman, and owned by Cook Inlet Region Inc. Whitcom is New York-based publisher of the *International Herald Tribune* and other newspapers and operator of cable systems in Maine and New Hampshire. Filed Aug. 28.

■ WITF(FM) Tuscola, Ill. (93.5 mhz; 3 kw; HAAT: 115 ft. [CP: 300 ft.])—Seeks assignment of license from Frederick A. Rodgers to Illini Broadcasting Inc. for \$20,000 cash. Seller has no other broadcast interests. Buyer is owned equally by Edwin T. Baldrige and Tedd W. Dumas, who have interest in cable systems serving areas of Louisiana, Texas, New Mexico, Colorado and Illinois. Filed Aug. 26.

■ WSEY(FM) Sauk City, Wis. (96.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Dri-Five Inc. to Central Florida Broadcasting Corp. for \$800,000, comprising \$150,000 cash and \$650,000 note. Seller is owned by Dale A. Ganske, who has no other broadcast interests. Buyer is equally owned by Daniel G. Dobrowolski, vice president, and Kimberly Gerber. Gerber's father, Barry Gerber, is president but has no ownership interest. Dobrowolski and Kimberly Gerber have interest in WROD(AM) Daytona Beach, WBGB(AM) Mt. Dora and WWZZ(AM) Sarasota, all Florida, owned by Central Florida Broadcasting Corp., of which Gerber is president. Dobrowolski also owns CP for new TV in Newberry, Fla. Filed Aug. 27.

■ WJYE(FM) Buffalo, N.Y. (96.7 mhz; 50 kw; HAAT: 480 ft.)—Seeks transfer of control from Tech/Ops Inc. (100% before; none after) to Speed-O Print Business Machines Corp. (none before; 100% after) for \$3,850,000 cash. Seller is publicly owned, Boston-based equipment manufacturer which has sold its other property: WLPM(AM)-WFOG(FM) Norfolk, Va., and now has no other broadcast interests. Buyer is owned by Peter M. Nisselson (34.2%); Lawrence J. Goldstein (15.4%); Roz-Dave Corp. (10.2%); Seymour Mogal (less than 0.1%) and five others of less than 10%. It has interest in cable systems serving 10 New York counties, and applicant for cable franchise serving Gorham, N.Y. Filed Aug. 27.

■ WKHM(AM) Jackson, Mich. (970 khz; 1 kw-U)—Seeks assignment of license from Patten Broadcasting Jack-

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son Inc. to Cascade Broadcasting Inc. for \$567,000 cash. Seller is owned by Myron P. Patten (89%) and Wayne R. Stacey (11%). It also owns collocated WJXQ(FM). Patten owns KAAR(AM) Vancouver, Wash. Stacey has applied for new FM at Greenfield, Calif. Buyer is owned by John M. Salov, president (33 1/3%); Richard L. Ambs (33 1/3%); John V. Martin (16 2/3%), and Robert M. Minto (16 2/3%). They have no other broadcast interests. Ambs and his wife, Joan, own 51% and 49% respectively of Swartley Radio Paging, Jackson, Mich., radio common carrier firm renting pagers and beepers. Filed Aug. 27.

■ WENC(AM)-WQTR(FM) Whiteville, N.C. (AM: 1220 khz; 5 kw-D; FM: 99.1 mhz; 45 kw; HAAT: 200 ft.)—Seeks transfer of control from James C. High, J. Herman Leder and W.D. Black (each 33 1/3% before; none after) to Action Radio Inc. for \$1,200,000, comprising \$800,000 cash (\$400,000 to Black, \$200,000 each to Leder and High) and two \$200,000 notes at 10% over 10 years, one for Leder and one for High. Sellers have no other broadcast interests. Buyer is owned by A. Thomas Joyner (60%) and David Weil (40%), who also have interest in WLDS(AM)-WYMG(FM) Jacksonville, Ill. Filed Aug. 27.

■ WJAX(AM) Jacksonville, Fla. (930 khz; 5 kw-U)—Seeks assignment of license from Statewide Broadcasting of Duval County Inc. to The Kravis Company of Jacksonville Inc. for \$750,000 cash. Seller is Pompano Beach, Fla.-based station group of five AM's and two FM's principally owned by Scott K. Ginsburg. Buyer is owned by John D. Hunt, vice president (6%) and George R. Kravis II (94%). Kravis owns KRAV(AM)-KGTO(FM) Tulsa, Okla. and WKTZ-AM-FM Jacksonville, Fla., and will spin off WKTZ(AM) to comply with FCC duopoly rules. Kravis is brother of Henry R. Kravis, partner in Kohlberg, Kravis, Roberts & Co., New York-based investment firm, station group and cable MSO. Hunt is Kravis Company vice president. Filed Aug. 23.

New Stations

Applications

FM's

■ Pinetop, Ariz.—New Life Christian Services Association seeks 106.7 mhz, 97.6 kw, HAAT: 994 ft. Address: 1200 East Deuce of Clubs, Show Low, Ariz. 85901. Applicant is nonprofit corporation headed by Steve Spurgeon, chairman. It has no other broadcast interests. Filed July 12.

■ Pinetop, Ariz.—Northern Arizona Radio Limited Partnership seeks 106.7 mhz, 100 kw, HAAT: 984 ft. Address: P.O. Box 867 S. Chief Ave., White River, Ariz. 85941. Applicant is owned by Tonita Kateri Larzelere, general partner (20%), and Black Acre Properties, limited partner (80%). Black Acre is equally owned by J. Michael Moeller and David C. Bury. They have no other broadcast interests. Filed July 12.

■ Texarkana, Ark.—Will/Ron Communications seeks 106.3 mhz, 1.30 kw, HAAT: 503 ft. Address: 1007 Clinton St., Carrollton, Tex. 75007. Applicant is owned equally by Willie Dixon Jr. and Ronald Clark, who have no other broadcast interests. Filed July 12.

■ Ellwood, Calif.—Ellwood Beach Broadcasting Ltd. seeks 94.5 mhz, 1.1 kw, HAAT: 2,880 ft. Address: 18505 Mayall St., Northridge, Calif. 91324. Applicant is owned by Dana M. Hall, general partner (9%); Cherie Welty, general partner (11%); Ray M. Stanfield, limited partner (40%), and E.L. Cartwright, limited partner (40%). They have no other broadcast interests. Filed July 11.

■ Eureka, Calif.—Susan Lundborg seeks 105.5 mhz, 3 kw, HAAT: 328 ft. Address: Suespath, Quogue, N.Y. 11959. Applicant is individual with no other broadcast interests. Filed July 12.

■ Eureka, Calif.—Stephanie Rodriguez Vallejos seeks 105.5 mhz, 3 kw, HAAT: 328 ft. Address: 1580 East 900 South, Clearfield, Utah 84015. Applicant is individual with no other broadcast interests. Filed July 15.

■ Greenfield, Calif.—Greenfield Community Broadcasting Inc. seeks 107.9 mhz; 14.1 kw; HAAT: 392 ft. Address: P.O. Box 2211, 93927. Principal is owned by Eric R. Hilding and Claudia Barstowicz, who have no other broadcast interests. Filed July 12.

■ Greenfield, Calif.—Trans-California Broadcasting Co. seeks 107.9 mhz; 3.55 kw; HAAT: 502.6 ft. Address: 550 Hamilton Ave., Suite 30, Palo Alto, Calif. 94302. Principal is owned by Judith M. Ott (40%), F. Robert Fenton (10%), Harry S. McMurray (10%) and Mark A. Kanai (40%). It has no other broadcast interests. Filed July 12.

■ Greenfield, Calif.—Star Signal Corp. seeks 107.9 mhz; 1 kw; HAAT: 2,788 ft. Address: 175 North Franklin, Chicago 60606. Principal is equally owned by Melvin J. Good-

man, Phillip D. Goodman, Robert Neiman, Michael P. Richer and Neal P. Robinson. It has no other broadcast interests. Filed July 12.

■ Greenfield, Calif.—Buena Vista Broadcasting Ltd. seeks 107.9 mhz; 50 kw; HAAT: minus 274.8 ft. Address: P.O. Box 2211, 93927. Principal is headed by Rosentene B. Purnell and five other limited partners, who have no other broadcast interests. Filed July 12.

■ Greenfield, Calif.—Doubledee Broadcast Group seeks 107.9 mhz; 1.26 kw; HAAT: 2,550 ft. Address: 2799 Summerfield Dr., West Sacramento, Calif. 95691. Principal is owned by Bernadita Paulino San Nicolas Obenauf (25%), David M. Everingham (25%) and Alexander Krisik and his wife, Rebecca. It has no other broadcast interests. Filed July 12.

■ Greenfield, Calif.—San Vicente Communications Corp. seeks 107.9 mhz; 3 kw; HAAT: 545 m. Address: 1434 Junewood Pl., Manteca, Calif. 95336. Principal is headed by David Garcia. It has no other broadcast interests. Filed July 12.

■ Kerman, Calif.—Small Market Minority Radio seeks 94.3 mhz, 3 kw, HAAT: 175 ft. Address: 6161 Oakley, Las Vegas 89102. Applicant has no other broadcast interests. Filed July 12.

■ Kerman, Calif.—Mid-American Gospel Radio Network seeks 94.3 mhz; 3 kw; HAAT: 328 ft. Address: One Parkside Plaza, 1430 Olive St., St. Louis, Mo. 63103. Principal is controlled by Harold S. Schwartz, but is owned by Gary Morse and Burt W. Kaufman. It owns seven FM's. Filed July 12.

■ San Joaquin, Calif.—Susan Lundborg seeks 105.5 mhz; 3 kw; HAAT: 328 ft. Address: Suespath, Quogue, N.Y. 11959. Principal has no other broadcast interests. Filed July 12.

■ San Joaquin, Calif.—Stephanie Rodriguez Vallejos seeks 105.5 mhz, 3 kw, HAAT: 328 ft. Address: 1580 East 900 South, Clearfield, Utah 84015. Applicant is individual who has filed for nine other FM applications. Filed July 15.

■ Woodlake, Calif.—Andrea Lendaris Vourakis seeks 104.1 mhz; 15.14 kw; HAAT: 913.1 ft. Address: 3200 Hillsdale Dr., Visalia, Calif. 93291. Principal has no other broadcast interests. Filed July 12.

■ Woodlake, Calif.—Trans-California Broadcasting Co. seeks 104.1 mhz, 17 kw, HAAT: 255.4 ft. Address: 550 Hamilton Ave., Suite 301, Palo Alto, Calif. 94302. Applicant is owned by Edith M. Ott, president (40%); Robert Fenton (10%); Harry S. McMurray (10%); and Mark A. Kanai (40%). McMurray has interest in KATO(AM)-KXKQ-FM Safford, Ariz.; KVRD(AM) Cottonwood, Ariz.; and KCEY(AM)-KMIX(FM) Turlock, Calif. Fenton has interest in KHSN(AM) Coos Bay, Ore.; KOOS-FM North Bend, Ore.; KMYC(AM)-KRFD(FM) Marysville, Calif.; and KCEY(AM)-KMIX(FM) Turlock, Calif. Filed July 12.

■ Woodlake, Calif.—Baron Broadcasting seeks 104.1 mhz; 29 kw; HAAT: 628 ft. Address: 1573 Palisades Dr., Pacific Palisades, Calif. 90272. Principal is owned by George Aguilar Baron, who is principal owner of KSRF(FM) Santa Monica, Calif. It is also app. for new FM in Ellwood, Calif. Filed July 12.

■ Woodlake, Calif.—Torres Broadcasting seeks 104.1 mhz; 10.99 kw; HAAT: 872.1 ft. Address: 3321 West Campus Dr., Visalia, Calif. 93277. Principal is owned by Eva Torres (20%), Peter Trosclair (40%) and Marc O. Hand (40%). Hand is on board of noncommercial KSTX(FM) San Antonio, Tex., and noncommercial KUVU(FM) Denver. He also has interest in app. for new FM in Ellwood, Calif. Trosclair has interest in app. for new FM in Bay Shore, N.Y. Filed July 12.

■ Woodlake, Calif.—Robert A. Benis seeks 104.1 mhz; 2.09 kw; HAAT: 1,683 ft. Address: 303 55th St., Virginia Beach, Va. 23451. Principal has interest in WFLI-TV Cleveland, Tenn.; WJTT(FM) Red Bank, Tenn.; WHYW-FM Braddock, Pa.; WMYK(FM) Elizabeth City, N.C., and WZAM(AM) Norfolk, Va. Filed July 12.

■ Woodlake, Calif.—Skyride Unlimited seeks 104.1 mhz; 15 kw; HAAT: 277 ft. Address: 2334 N. Edison, Visalia, Calif. 93291. Principal is equally owned by Harry D. Johnson, Lee Melton, Don Bevilacqua and Fred A. Brakeman. Bevilacqua is owner. Brakeman is general manager. Johnson is salesman and Melton is announcer at KERI(AM) Wasco, Calif. Bevilacqua also has interest in KARI(AM) Blaine, Wash. Filed July 11.

■ Woodlake, Calif.—Golden Bear Communications seeks 104.1 mhz; 50 kw; HAAT: 2,228 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KPPL(AM) Denver; KBEY(AM)-KSHR(FM) Coquille, Ore.; and WBTV-FM Homerville, Ga. He is app. for nine new FM's. Filed July 12.

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- Woodlake, Calif.—FM Woodlake Ltd. Partnership seeks 104.1 mhz; 18 kw; HAAT: 774 ft. Address: 755 North Palm, 93286. Principal is owned by Ruth Gonzales (20%) and Marc B. Nathanson (80%), principal in cable MSO Falcon Communications. It has no other broadcast interests. Filed July 12.
- Chipley, Fla.—Robert G. Kerrigan seeks 97.7 mhz, 3 kw, HAAT: 328 ft. Address: P.O. Box 12009, Pensacola, Fla. 32589. Applicant is equal partnership of Robert G. Kerrigan and George W. Estess. Kerrigan has also applied for five other new FM's. Filed July 12.
- Marco, Fla.—Webb Communications seeks 92.7 mhz, 3 kw, HAAT: 100 m. Address: 1560 Monte Carlo Ct., Merritt Island, Fla. 32952. Applicant is owned by Robert G. Webb (51%) and his wife, Karen M. Webb (49%). Robert Webb is general sales manager for WEZY-AM-FM Cocoa, Fla. They are also applicants for new FM at Grand Junction, Colo. Filed July 11.
- Boston, Ga.—Boston Radio Co. seeks 106.3 mhz, 3 kw, HAAT: 984 ft. Address: Cooper Rd., Rt. 2, Box 27 D, Meigs, Ga. 31765. Applicant is owned by Cindy Mitchell White, general partner (60%), and her husband, Jerry Eugene White, limited partner (40%). Jerry White and his father, Donald E. White, and brother, Donald F. White, own WCLB(AM) Camilla, Ga. Filed July 15.
- Boston, Ga.—Rosemary C. Williams seeks 106.3 mhz, 3 kw, HAAT: 328 ft. Address: 2715 Valdosta Rd., Waycross, Ga. 31501. Applicant is individual with no other broadcast interests. Filed July 11.
- Quitman, Ga.—Saluki Communications Co. seeks 105.3 mhz, 3 kw, HAAT: 328 ft. Address: 7 Westminster Ct., Savannah, Ga. 31419. Applicant is owned by general partners Howard J. Karlin (51%), James Louis Hoffman (29%) and his wife, Kimberly Lucille Fleming (20%). Hoffman is employed in sales with WSGA(AM)-WZAT-FM Savannah, Ga. Filed July 10.
- Downs, Kan.—Small Market Minority Radio seeks 94.1 mhz; 3 kw; HAAT: 225 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.
- Eureka, Kan.—Small Market Minority Radio seeks 93.5 mhz; 3 kw; HAAT: 274 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.
- Goodland, Kan.—Bott Communications Inc. seeks 102.5 mhz, 100 kw, HAAT: 307.8 ft. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott, and his wife, Sherley. It owns KCCV(AM) Independence and KSIV(AM) Clayton, both Missouri,

KQCV(AM) Oklahoma City, Okla. and WFCV(AM) Ft. Wayne, Ind. It is also app. for one new AM and five new FM's. Filed July 5.

■ Kingman, Kan.—Franklin Broadcasters seeks 99.3 mhz; 3 kw; HAAT: 255.6 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who owns WJIK(AM) Camp Lejune, N.C., and WETC(AM) Wendell-Zebulon, N.C., and is app. for nine new FM's. Filed July 12.

■ Kingman, Kan.—Small Market Minority Radio seeks 99.3 mhz; 3 kw; HAAT: 244 ft. Address: 6161 Oakey, Las Vegas, 89102. Principal is owned by Shara Whitney, who has no other broadcast interests. Filed July 12.

■ Kingman, Kan.—Bliss Communications seeks 99.3 mhz; 3 kw; HAAT: 328 ft. Address: 701 James, Maize, Kan. 67101. Principal is owned by Ronald G. Bliss, who has no other broadcast interests. Filed July 12.

■ Kingman, Kan.—Vera L. Dunn seeks 99.3 mhz, 3 kw, HAAT: 328 ft. Address: 502 N. Santa Fe. Anthony, Kan. 67003. Applicant is individual who is applying for new station at Watonga, Okla. Filed July 8.

■ Kingman, Kan.—Stephen G. Kafka seeks 99.3 mhz, 1 kw, HAAT: 12 ft. Address: 6713 Y St., Lincoln, Neb. 68505. Applicant has also submitted app.'s for new FM's at Kearney, Neb.; Laramie, Wyo.; Red Lodge, Mont., and Aspen, Colo. Filed July 5.

■ Salina, Kan.—Franklin Broadcasters seeks 104.9 mhz; 3 kw; HAAT: 387.4 ft. Address: 237 Western Blvd., Jacksonville, N.C. 28540. Principal is owned by Charles E. Franklin, who owns WJIK(AM) Camp Lejune, N.C., and WETC(AM) Wendell-Zebulon, N.C., and is app. for nine new FM's. Filed July 12.

■ Crystal Falls, Mich.—Non-Profit Concepts seeks 100.7 mhz, 100 kw, HAAT: 484 ft. Address: 663 5th Ave., New York 10023. Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Sault Ste. Marie, Mich.—Non-Profit Concepts seeks 98.3 mhz; 3 kw; HAAT: 220 ft. Address: 663 5th Ave., New York 10023. Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Duluth, Minn.—Asian American Broadcasting Group seeks 101.7 mhz, 1.26 kw, HAAT: 433.5 ft. Address: 213 Hugo Ave. North, 55811. Principal is owned by E. Roxana Sifuentes, who has no other broadcast interests. Filed July 12.

■ Bruce, Miss.—Non-Profit Concepts seeks 94.5 mhz; 3 kw; HAAT: 285 ft. Address: 663 5th Ave., New York 10023. Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Potosi, Miss.—California Media seeks 97.7 mhz; 3 kw; HAAT: 308 ft. Address: 1279 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by Lynn Lohnston, who has no other broadcast interests. Filed July 12.

■ Clinton, Mo.—Keymarket Communications of Missouri Ltd. seeks 96.1 mhz; 100 kw; HAAT: 1,119 ft. Address: 1 Tall Pine Ct., Augusta, Ga. 30909. Principal is station group of eight AM's and eight FM's, principally owned by Paul Rothfuss, Kirby Confer and Donald Ault. Filed July 12.

■ DeSoto, Mo.—Golden Bear Communications seeks 100.1 mhz; 3 kw; HAAT: 328 ft. Address: 8151 Anchor Dr., Longmont, Colo. 80501. Principal is owned by Dennis D. Workman. It also owns KPPL(AM) Denver; KBEY(AM)-KSHR(FM) Coquille, Ore., and WBTY-FM Homerville, Ga. He is app. for nine new FM's. Filed July 12.

■ Macon, Mo.—California Media seeks 99.9 mhz; 3 kw; HAAT: 256 ft. Address: 1279 Vista Del Lago, San Luis Obispo, Calif. 93401. Principal is owned by Lynn Lohnston, who has no other broadcast interests. Filed July 12.

■ Billings, Mont.—Stephanie Rodriguez Vallejos seeks 94.1 mhz; 100 kw; HAAT: 994 ft. Address: 1580 E. 900 South, Clearfield, Utah 84015. Principal has no other broadcast interests. Filed July 12.

■ Chadron, Neb.—Chadron Communications seeks 94.7 mhz, 100 kw, HAAT: 1,004 ft. Address: West Sixth & Hwy. 385, Chadron, Neb. 69337. Applicant is owned by Patrick L. Benton, chairman and president (14.29%); five others at 14.29%, and two others at 7.145%. Chadron is also app. for new AM at Chadron, Neb. Filed July 15.

■ Fargo, N.D.—Q Prime Inc. seeks 107.9 mhz, 100 kw, HAAT: 1,962 ft. Address: 212 11th St., Hoboken, N.J. 07030. Applicant is owned equally by Clifford N. Burnstein and Peter D. Mensch. They have also applied for five other new FM's. Filed July 12.

■ Reno—Stephanie Rodriguez Vallejos seeks 92.9 mhz; 39 kw; HAAT: 2,882 ft. Address: 1580 E. 900 South, Clearfield, Utah 84015. Principal has no other broadcast interests. Filed July 12.

■ Bend, Ore.—Non-Profit Concepts seeks 98.3 mhz; 3 kw; HAAT: 155 ft. Address: 663 5th Ave., New York 10023.

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	296	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.

Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Bend, Ore.—Deschutes Broadcasting Ltd. seeks 98.3 mhz; 1.1 kw; HAAT: 542 ft. Address: 2349 West Antler, Edmond, Ore. 97756. Principal is owned by Elizabeth Furber and Carol Ives. Limited partners include Ives' husband, Victor, who has interest in KMJK-FM Lake Oswego, Ore.; KUTI(AM)-KXIDD(FM) Yakima and KOTY(AM)-KHVK(FM) Richland, both Washington. Filed July 12.

■ Lakeview, Ore.—KQIK Ltd seeks 93.5 mhz; 284 w; HAAT: 1,000 ft. Address: HC 64, Box 46, 97630. Principal is headed by R. Craig Monson. It also owns KQIK(AM) Lakeview, Ore. Filed July 12.

■ La Grande, Ore.—Stephanie Rodriguez Vallejos seeks 100.1 mhz, 0.48 kw, HAAT: 818 ft. Address: 1580 East 900 South, Clearfield, Utah 84015. Applicant is also applying for nine other new FM's. Filed July 15.

■ Sweet Home, Ore.—Galaxy Broadcasting Corp. seeks 107.1 mhz, 3 kw, HAAT: minus 143.1 ft. Address: 38429 Santiam Highway, Lebanon, Ore. 33692. Applicant is owned by James B. McDaniel, president. Galaxy is buying, subject to FCC approval, KFIR(AM) Sweet Home and CP for KBYQ(FM) Sweet Home. Filed July 12.

■ Hardeeville, S.C.—William Howard Burckhalter seeks 101.1 mhz, 3 kw, HAAT: 328 ft. Address: 106 McLauren St., Summerville, S.C. 29483. Principal is individual with no other broadcast interests. Filed July 12.

■ Rapid City, S.D.—Stephanie Rodriguez Vallejos seeks 104.3 mhz, 100 kw, HAAT: 991 ft. Address: 1580 E. 900 South, Clearfield, Utah 84015. Principal has no other broadcast interests. Filed July 12.

■ Abilene, Tex.—Abilene Broadcasting Foundation seeks 106.3 mhz, 3 kw, HAAT: 205 ft. Address: 1310 Cherry St., Abilene, Tex. 79602. Applicant is owned by five equal general partners: Amelia Aguirre, Lupe Ramos, Lucille Santana, Eva Kirk and Maggie Henderson. They have no other broadcast interests. Filed July 12.

■ Abilene, Tex.—Mid-American Gospel Radio Network seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: One Parkside Plaza, 1430 Olive St., St. Louis 63103. Principal is controlled by Harold S. Schwartz, but is owned by Gary Morse and Burt W. Kaufman. It owns seven FM's. Filed July 12.

■ Abilene, Tex.—Susan Lundborg seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: Suespath, Quogue, N.Y. 11959. Principal is also app. for new FM's in Reno. Filed July 12.

■ Christiansted, V.I.—Tropic-Aire Ltd. 94.3 mhz; 3 kw; HAAT: 963 ft. Address: 1018 Cedar Grove Rd., Lynnewood, Pa. 19096. Principal is owned by Karen J. Gross, who is also app. for new FM in Reno. Filed July 12.

■ Goldendale, Wash.—Ken Braddick seeks 102.3 mhz; 3 kw; HAAT: 47 ft. Address: P.O. Box, Asheville, N.C. 28802. Principal is also app. for three new FM's. Filed July 12.

■ Crandon, Wis.—Non-Profit Concepts seeks 96.7 mhz; 3 kw; HAAT: 316 ft. Address: 663 5th Ave., New York 10023. Principal is owned by Moses Lee, who has no other broadcast interests. Filed July 12.

■ Stevens Point, Wis.—Non-Profit Concepts seeks 104.9 mhz, 3 kw, HAAT: 167 ft. Address: 663 5th Ave., New York 10022. Applicant is individual with no other broadcast interests. Filed July 12.

■ Sturgeon Bay, Wis.—Non-Profit Concepts seeks 97.7 mhz, 3 kw, HAAT: 212 ft. Applicant has also applied for new FM at Stevens Point, Wis. (see above). Filed July 12.

■ Sturgeon Bay, Wis.—Margaret E. Maney seeks 97.7 mhz; 3 kw; HAAT: 323 ft. Address: 1312 Sir Gallahad Lane, Mount Prospect, Ill. 60056. Principal has no other broadcast interests. Filed July 12.

TV's

■ Inverness, Fla.—Meredith Corp. seeks ch. 64; ERP: 3,236 kw vis., 646 kw aur.; HAAT: 1,000 ft.; ant. height above ground: 981 ft. Address: 1716 Locust St., Des Moines, Iowa 50336. Principal is station group and publishing subsidiary of publicly owned firm headed by W.C. McReynolds, pres. Filed Aug. 27.

■ Inverness, Fla.—West Florida Television Ltd. seeks ch. 64; ERP vis. 2,500 kw; aur. 250 kw; HAAT: 859 ft.; ant. height above ground: 852 ft. Address: P.O. Box 64, 32651. Principal is equally owned by Peggy R. Pendergrass, James E. Johnson and his wife, Roberta. It has no other broadcast interests. Filed Aug. 28.

■ Inverness, Fla.—Lonny R. Walters Partnership seeks ch. 64; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 1,000 ft.; ant. height above ground: 1,000 ft. Address: Southern Hills, Cassville, Mo. 65625. Applicant is equally owned by Lonny R. Walters and Susan M. Swalwell, who have no other broadcast interests. Filed Aug. 28.

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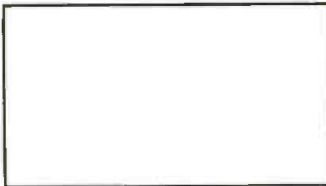
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■ Newton, N.J.—East Coast Television seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 978.2 ft.; ant. height above ground: 229 ft. Address: 2809 Coleherne Rd., Baltimore, Md. 21204. Principal is owned by Barbara Simpson. It has no other broadcast interests. Filed Aug. 28.

■ Newton, N.J.—Newton Broadcasting Co. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 889 ft.; ant. height above ground: 141 ft. Address: 1019 Fanny St., Elizabeth, N.J. 07201. Principal is owned by Jose Morales, who has no other broadcast interests. Filed Aug. 28.

■ Newton, N.J.—John R. Powley seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,193 ft.; ant. height above ground: 1,521.5 ft. Address: 1536 Logan Ave., Altoona, Pa. 16602. Principal owns one FM and two TV's. Filed Aug. 28.

■ Newton, N.J.—Mountain Broadcasting Corp. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,125 ft.; ant. height above ground: 644 ft. Address: 957 Preckness Ave., Wayne, N.J. 07470. Principal is owned by Sun Young Joo and three others. It has no other broadcast interests. Filed Aug. 28.

■ Newton, N.J.—Reyes Broadcasting Co. seeks ch. 63; 4,169 kw vis., 416.9 kw aur.; HAAT: 2,218 ft.; ant. height above ground: 1,524.5 ft. Address: 2562 E. 22d St., Brooklyn, N.Y. 11235. Applicant has no other broadcast interests. Filed Aug. 28.

■ Newton, N.J.—Herlinda Valdez seeks ch. 63.; 5,000 kw vis., 500 kw aur.; HAAT: 947 ft.; ant. height above ground: 422 ft. Address: 2823 Anise Dr., El Paso, Tex. 79936. Applicant is individual with interest in app. for new FM at Panama City Beach, Fla. Filed Aug. 28.

■ Newton, N.J.—Classic Broadcasting Co. seeks ch. 63; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,968 ft.; ant. height above ground: 1,311 ft. Address: 4791 Ledgewood Dr., Milford, Mich. 48042. Applicant is owned equally by Donald K. St. John and Jonathan D. Anibal. They have no other broadcast interests. Filed Aug. 28.

■ Newton, N.J.—Vanguard Broadcasting seeks ch. 63; ERP: 5,000 kw vis., 1,000 kw aur.; HAAT: 893.8 ft.; ant. height above ground: 214 ft. Address: P.O. Box 15, Greendell, N.J. 07839. Applicant is owned equally by Katharine M. Fletcher and her daughter, Karen D. Fletcher. They have no other broadcast interests. Filed Aug. 28.

■ Newton, N.J.—Press Broadcasting Co. seeks ch. 63; ERP: 3,076 kw vis., 307 kw aur.; HAAT: 1,102.6 ft.; ant. height above ground: 595.6 ft. Address: Press Plaza 605 Mattison, Asbury Park, N.J. 07712. Applicant is owned by Asbury Park Press, which is voted equally by Jules L. Plangere Jr., chairman, and Donald Lass, president. It owns two AM's and two FM's and publishes *Asbury Park Press*. Filed Aug. 28.

■ Myrtle Beach, S.C.—Coastal Carolina Broadcasting Co. seeks ch. 32; ERP: 2,495 kw vis., 250 kw aur.; HAAT: 506.5 ft.; ant. height above ground: 503.1 ft. Address: 2503 Bayside Ave., Conway, S.C. 29526. Applicant is owned by O'Neal Smals, president (40%); Dianna Robinson (30%); and Lessie Leggette (30%). They have no other broadcast interests. Filed Aug. 27.

■ Myrtle Beach, S.C.—Sheila Lynn McManus seeks ch. 32; ERP: 5,000 kw vis., 500 kw aur.; HAAT: 1,034 ft.; ant. height above ground: 1,023 ft. Address: Route 6, Lot 82, Riverbanks Park, Myrtle Beach, S.C. 29577. Applicant is individual with no other broadcast interests. Filed Aug. 28.

■ Myrtle Beach, S.C.—Coastal Carolina Communications Corp. seeks ch. 32; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 512 ft.; ant. height above ground: 498.8 ft. Address: 1600 S. Highway 17, 29582. Principal is owned by Judy Himmelsbach (85%) and Al Ervin (15%). It has no other broadcast interests. Filed Aug. 28.

■ Myrtle Beach, S.C.—Myrtle Communications Inc. seeks ch. 63; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 473 ft.; ant. height above ground: 468 ft. Address: P.O. Box 75, Murrelle Inlet, S.C. 27410. Principal is owned by Hazel Lee Pratt and James B. Wiglesworth. It has no other broadcast interests. Filed Aug. 28.

Facilities Changes

Applications

AM's

Tendered

■ WPRP (910 khz) Ponce, P.R.—Seeks CP to increase night

power to 5 kw. App. Aug. 28.

■ WCRR (660 khz) Rural Retreat, Va.—Seeks CP to increase power to 550 w. App. Aug. 29.

FM's

Tendered

■ *WARY (88.5 mhz) Mount Kisco, N.Y.—Seeks CP to change freq. to 88.1 mhz; change ERP to .042 kw; change HAAT to 403 ft., and install DA. App. Aug. 28.

Accepted

■ WJBR-FM (99.5 mhz) Wilmington, Del.—Seeks CP to make changes in ant. sys. App. Aug. 30.

■ WKQS-FM (99.9 mhz) Boca Raton, Fla.—Seeks CP to change HAAT to 984 ft. App. Aug. 29.

■ New (96.3 mhz) Miramar, Fla.—Seeks mod. of CP to change DA pattern. App. Aug. 28.

■ New (104.9 mhz) Muncie, Ind.—Seeks mod. of CP to change HAAT to 328 ft. and change TL. App. Aug. 29.

■ KQNS-FM (95.9 mhz) Lindsborg, Kan.—Seeks mod. of CP to change TL; change ERP to 1.3 kw; change HAAT to 455 ft., and move SL outside Lindsborg city limits. App. Aug. 29.

■ WAYV (95.1 mhz) Atlantic City—Seeks CP to change HAAT to 255 ft. App. Aug. 29.

■ WUWU (107.7 mhz) Wetherfield Township, N.Y.—Seeks mod. of CP to move SL to 375 West Main Street, Arcade, N.Y. App. Aug. 29.

■ WJZR (99.7 mhz) Kannapolis, N.C.—Seeks mod. of CP to make changes in ant. sys. App. Aug. 30.

■ WJSM-FM (92.7 mhz) Martinsburg, Pa.—Seeks CP to change TL; change ERP to .331 kw, and change HAAT to 983 ft. App. Aug. 29.

■ WHTX (96.1 mhz) Pittsburgh—Seeks CP to install aux. sys. App. Aug. 29.

■ WERR (104.1 mhz) Utuado, P.R.—Seeks CP to change TL; change ERP to 25.5 kw, and change HAAT to 1,968 ft. App. Aug. 30.

■ WNKX (95.3 mhz) Clinton, Tex.—Seeks mod. of lic. to install new transmission line. App. Aug. 29.

■ KSJT-FM (107.5 mhz) San Angelo, Tex.—Seeks mod. of CP to change HAAT to 606.14 ft. App. Aug. 28.

■ WSWV-FM (105.5 mhz) Pennington Gap, Va.—Seeks CP to change TL and change HAAT to 276 ft. App. Aug. 29.

TV's

Accepted

■ KHJ-TV (ch. 9) Los Angeles—Seeks CP to install aux. ant. App. Aug. 28.

■ KREZ-TV (ch. 6) Durango, Colo.—Seeks CP to change ERP to vis. 6.2 kw, aur. 1.36 kw. App. Aug. 29.

■ WQAC (ch. 35) Fort Walton Beach, Fla.—Seeks MP to change ERP to vis. 636 kw, aur. 63.6 kw; change HAAT to 197 ft., and install new ant. App. Aug. 30.

■ WZGA (ch. 14) Rome, Ga.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 918 ft.; install new ant., and change TL. App. Aug. 29.

■ KCHF (ch. 11) Santa Fe, N.M.—Seeks mod. of lic. to move SL outside community of lic. App. Aug. 29.

■ WEJC (ch. 20) Lexington, N.C.—Seeks MP to move SL outside community of lic. App. Aug. 28.

■ WLUZ-TV (ch. 7) Ponce, P.R.—Seeks CP to install new ant.; change HAAT to 2,710 ft., and change ERP to vis. 186 kw, aur. 25.1 kw. App. Aug. 30.

Actions

FM's

■ WLTB (99.5 mhz) Birmingham, Ala.—Granted app. to move SL to Twin Towers East, 236 Goodwin Crest Drive, Suite 518, Homewood, Ala. Action Aug. 21.

■ WKSJ-FM (105.5 mhz) Mobile, Ala.—Dismissed app. to change TL; change HAAT to 1,600 ft., and make changes in ant. sys. Action July 26.

■ KIHX-FM (106.3 mhz) Prescott, Valley, Ariz.—Granted app. to change TL and change HAAT to minus 219 ft. Action Aug. 15.

■ KAMS (95.1 mhz) Mammoth Springs, Ark.—Granted app. to change ERP to 75 kw; change HAAT to 97 ft., and make changes in ant. sys. Action Aug. 22.

■ KWST (101.7 mhz) Carmel, Calif.—Granted app. to

move SL to 400 Pacific St., Monterey, Calif. Action Aug. 20.

■ WKKK (104.1 mhz) Jerseyville, Ill.—Granted app. to change ERP to 43 kw and change HAAT to 534.64 ft. Action Aug. 21.

■ KITR (101.7 mhz) Creston, Iowa—Dismissed app. to change TL; change ERP to 1.85 kw, and change HAAT to 399.9 ft. Action Aug. 20.

■ KFUO-FM (99.1 mhz) Clayton, Mo.—Denied app. to change TL and change HAAT to 1,009 ft. Action Aug. 2.

■ *KGPS (90.3 mhz) Parkville, Mo.—Granted app. to change freq. to 92.3 mhz. Action Aug. 23.

■ KIXQ (94.3 mhz) Webb City, Mo.—Granted app. to change ERP to 1.25 kw and change HAAT to 521.52 ft. Action Aug. 22.

■ KKEI (103.1 mhz) Imperial, Neb.—Dismissed app. to change TL; change HAAT to 208 ft., and to move transmitting ant. Action Aug. 20.

■ KBXS (92.7 mhz) Ely, Nev.—Granted app. to change TL and change HAAT to 941 ft. Action Aug. 19.

■ WLKW-FM (101.5 mhz) Providence, R.I.—Granted app. to make changes in ant. sys. Action Aug. 19.

■ WEZL (103.5 mhz) Charleston, S.C.—Granted app. to change TL and change HAAT to 989 ft. Action Aug. 16.

■ WLRQ-FM (100.1 mhz) Franklin, Tenn.—Granted app. to move SL outside community of lic. to 215 Centerview Drive, Suite 351, Brentwood, Tenn. Action Aug. 20.

■ WOKI-FM (100.3 mhz) Oak Ridge, Tenn.—Granted app. to install aux. sys. Action Aug. 21.

■ KBLQ-FM (92.9 mhz) Logan, Utah—Granted app. to operate former main facilities for aux. purposes only. Action Aug. 22.

■ WTIJ (103.1 mhz) Waterbury, Vt.—Granted app. to change HAAT to minus 367 ft. Action Aug. 20.

■ WQPO (100.7 mhz) Harrisonburg, Va.—Granted app. to replace ant.; change ERP to 50 kw, and change HAAT to 491 ft. Action Aug. 19.

■ *WGNV (88.5 mhz) Milladore, Wis.—Granted app. to change TL; change ERP to 25 kw, and change HAAT to 330 ft. Action Aug. 16.

TV's

■ *KBDI-TV (ch. 12) Broomfield, Colo.—Granted app. to change ERP to vis. 229 kw, aur. 25 kw. Action Aug. 23.

■ KCEC (ch. 26) Pueblo, Colo.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,250 ft.; replace ant., and change TL. Action Aug. 19.

■ WDEM (ch. 69) Hollywood, Fla.—Granted app. to change TL. Action Aug. 23.

■ WXIX-TV (ch. 19) Newport, Ky.—Granted app. to change ERP to vis. 3,797 kw, aur. 380 kw and change HAAT to 1,506 ft. Action Aug. 21.

In Contest

ALJ John H. Conklin made following decisions:

■ Mary Esther, Fla. (McGowan Broadcasting, et al) FM proceeding. Granted joint request for approval of settlement agreement; dismissed app. of McGowan Broadcasting, Julia N. Frew, Breeze Broadcasting Co., CMW Communications Rahe Broadcasting Co. and Lulu Two Communications Inc; granted app. of Clay E. Holladay for new FM station at Mary Esther; canceled hearing for Sept. 10, and terminated proceeding. By order, Aug. 20.

■ Santa Fe, N.M. (Richard L. Vail, et al) MDS proceeding. By separate actions: dismissed American Communication Systems Corp.'s app. for new MDS station with prejudice for failure to prosecute; granted joint request for settlement agreement; dismissed apps. of Richard E. Vail, Tekkom Inc. and New Mexico Media Co.; approved amendment of Becker Broadcasting substituting Santa Fe MDS Co. as successor applicant; granted Santa Fe MDS's app. for new MDS station at Santa Fe; canceled Sept. 12 hearing, and terminated proceeding. By orders, Aug. 20 & 21.

ALJ Edward Luton made following decisions:

■ Erie, Pa. (Professional Communications Inc.) PLMRS proceeding. Granted motion by Professional and dismissed its app. for CP for additional one-way facilities to operate on frequency within 900 mhz band with prejudice. By order, Aug. 19.

■ Charlotte Amalie, V.I. (David A. Rawley Jr., et al) FM

proceeding. Granted Trans Caribbean's petition and added issues against H&M Limited Partnership to determine whether it failed to disclose that (a) Virgin Islands Broadcasting Corp., of which one of H&M's principals is general manager, Robert E. Miller, is licensee of WSTX(FM) Christiansted, St. Croix, V.I., and (b) Miller is officer of Virgin Islands Broadcasting; to determine Miller's interest in WSTX(FM); to determine whether his interest in H&M is inconsistent with FCC's cross-interest policy, and, if so, effects on H&M's basic and/or comparative qualifications. By MO&O, Aug. 19.

ALJ Joseph Stirmer made following decision:

■ Buena Vista, Colo. (Buena Vista Broadcasters and Buena Vista Radio) AM proceeding. Granted motion for summary decision by Buena Vista Broadcasters and resolved air hazard issue in its favor. By MO&O, Aug. 21.

Call Letters

Applications

Call	Sought by
New FM's	
KRPQ	Sunrise Broadcasting, Rohnert Park, Calif.
KBOG	Carolyn L. Bougue, Cordell, Okla.
KGLF-FM	Freeport Broadcasting Co., Freeport, Tex.
New TV	
WDJT-TV	TV58 Limited Partnership, Milwaukee
Existing AM's	
KJIM	KMBD Sudbrink Broadcasting Co. of Denver, Thornton, Colo.
KAJR	KBNG Andrew Valleho, Yakima, Wash.
Existing FM's	
KZKY	KAPM Big Sky Communications Inc., East Helena, Mont.
WFQX	WFFV Stabler Radio Organization Inc., Front Royal, Va.
KAJR-FM	KAJR Andrew Valleho, Yakima, Wash.

Grants

Call	Assigned to
New AM	
KNWA	Harrison Radio Station Inc., Bellefonte, Ark.
New FM's	
*WXYB	Echo Broadcasting Inc., Cadillac, Mich.
WKMM	Buckwheat Broadcasting Co., Kingwood, W. Va.
New TV	
*KUAS-TV	Arizona Board of Regents for the Benefit of the University of Arizona, Tucson, Ariz.
Existing AM's	
KLCZ	KDON Grace Broadcasting Inc., Salinas, Calif.
WHEZ	WBUK Tri State Broadcasting Co., Portage, Mich.
WGUD	WJKK WGUD/Stereo/Inc., Pascagoula, Miss.
WRJQ	WVMS Fox Valley Communications Inc., Appleton, Wis.
Existing FM's	
WGUD-FM	WGUD WGUD/Stereo/Inc., Moss Point, Miss.
KSKS	KIVA AMO Broadcasting Co., Santa Fe, N.M.
WMXQ	WLWV Atlantic Broadcasting Co., Moncks Corner, S.C.

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

Sales manager wanted for East Texas AM-FM. Send resume and sales history to: Richard Martin, P.O. Box 192, Kilgore, TX 75662, or phone 214-984-2001. EOE.

Small market specialist needed. If you have small market sales management/GM experience, can motivate and relate to people, lets talk. We are an expanding company on the lookout for additional stations and the management people to staff them. Box T-2.

Sales Manager. Immediate opening. For selling sales manager, who can motivate and train. Radio sales experience a must. Call Fred Jacob. 615-521-6220. WKGN-Knoxville, TN. EOE

Sales Manager for expanding Ozarks AM/FM. Must be able to hire, train, motivate sales staff, and sell. Interest in community involvement. Send resume, references and salary history to P. O. Box 426, Carthage, MO 64836. EOE, M/F.

HELP WANTED SALES

Growing Group needs account executive in Toledo, Ohio. Salary, Bonus. Class B FM, AC format. Send resume to Box T-8.

Sales Manager: WRCN/WRHD, Long Island needs experienced sales pro to hire, train and lead local sales force. Send letter with qualifications to President, Box 666 Riverhead, NY 11901. EOE.

Northern Illinois. Aggressive high-energy radio salesperson needed immediately. Solid, established, position open due to move up by current executive. AM/FM ABC affiliate. Join five other pros; learn the business or bring your experience to us. Resume to Jay Emrick, Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. Equal Opportunity Employer, M/F.

If you enjoy helping individuals grow, and can focus on developing and meeting departmental objectives, we have an opportunity for you as sales manager for WDIF-FM. We are an aggressive, growth-oriented company, and offer unlimited potential. Send letter and resume to: Jim Hopes, Vice President Sales, Scantland Communications, Box 10,000, Marion OH 43302. EOE.

HELP WANTED ANNOUNCERS

Sports Talk Show. Major market talk station with opening for sports talk host with personality. If your talent lies somewhere between Howard Cosell and Brent Musberger send resume. EOE Box S-155.

Morning DJ needed for medium market Country FM, 40 miles southwest of Chicago. Good personality, production, technical skills. Send tape, resume and salary history to: Bob Channick, WCCQ, 1520 N. Rock Run Drive, Joliet, IL 60435. EOE.

Above average pay, plus benefits, for experienced announcer. North central Pennsylvania market. Duties include drive time air shift, production, some news and sports. Excellent area for raising a family and enjoying a relaxing life style. Send tape and complete resume to Box T-14. Equal opportunity employer.

KOJY Fresno's only EZ station seeks afternoon announcer with excellent announcing, news, and production skills. Send tape & resume to Scott Moseley, 597 N. Alta, Dinuba, CA 93618. EOE.

Automotion blues. Looking for live radio. 7 yrs. exp. Ex-Country, A/C, MOR. Fred. 216-755-1847.

Announcers have become extremely successful selling by telephone from our North Suburban Chicago office for our National Radio sales organization. Salary, comm, excellent benefits. Top full time earnings for 20 hours per week. Call Terry collect. 312-564-3904.

HELP WANTED TECHNICAL

Chief engineer for major Hawaii AM/FM Combo. Group owned station. Experience a must. Immediate opening. \$22,000. Call 808-531-4602.

Northern California AM-FM and FM seeking to share Chief Engineer. Requirements: professional attitude and experience with automation, RF, FCC rules. Excellent year round recreation area. Resume/salary requirements: Owner, P.O. Box 1010, Red Bluff, CA 96080.

HELP WANTED NEWS

Northeast Ohio newsperson. Major market FM with aggressive news department. Excellent salary and benefits. Send resume. EOE Box S-112.

Radio/Cable TV newsperson. Expanding staff. Field reporting, news writing, news announcing. Suburban NYC market. Top rated NJ FM. 5 1/2 day workweek. \$250 weekly start. Salary review after 3 months. Personal interview required. Resume/audio tape: Bob Aaronson, News Director, WSUS Communications, Franklin, NJ 07416. EOE.

Bright, cheerful voice with strong personal delivery for morning drive/reporter position. Tape, resume and salary requirements. Dale Dermott, News Director, WKTZ/WRXJ, 8655 Baypine Road #108, Jacksonville, FL 32216.

News Director wanted. Ideal living, top staff & excellent equipment available. Rush tape & resume to S. Hill, WIIN-WFPG, 2707 Atlantic Avenue, Atlantic City, NJ 08401.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Broadcast Producer--WOSU-AM. Plan and produce call-in public affairs programs, host the program, and maintain records on the program. Candidates must have a bachelor's degree in journalism, communications or related field, or an equivalent combination of education and experience. Previous professional experience in broadcast production and journalism required. Starting salary: \$16,560-\$18,720. Candidates must send a resume and audition tape by September 26, 1985 to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Avenue, Columbus, OH 43210. An equal opportunity, affirmative action employer.

SITUATIONS WANTED MANAGEMENT

25 years, small-medium markets. 5 years radio broadcast college professor. Sales, bottom line my forte. Box S-163.

Ten year radio veteran wants to be general manager. Experience: street sales, award-winning copywriting, staging of promotions on and off the air, music director, program director, and sales manager in medium size markets. Inquire Box S-85.

Black Radio Management Pro. Over 20 years experience, 10 years major market management, programming, and sales. Successful track record and reputation. Looking for station owner who wants dedicated professional. 817-599-0804.

Shirt sleeve manager who gives 110%. Twenty years experience, the last seventeen as GM. Strong on administration, budgeting & programming. Call 412-528-3153.

Controllor: seeks financial position with aggressive broadcast group. Experienced in financial reporting and analysis, bank relations, start ups, budgets, cash flows, business plans, acquisition studies, radio station operations, sales, assist president. Box T-31.

Extensive management experience, "on the street," small market radio and television. Solid references, presently employed. Young, family, looking for a home. Midwest/Mid-Atlantic States. Box T-33.

GSM or GM. Major market aggressive leader! Turn-around successes! GSM with ten year verifiable track record for co-op sales to computer expertise! Motivator with high morale building attitude! Looking for equity or good opportunity in major growth market. Please send business card to Box T-36.

SITUATIONS WANTED SALES

Experienced account executive desires sales, station or sales manager position, prefer PA, NJ, MD area. Box T-30.

SITUATIONS WANTED ANNOUNCERS

Broadcaster with some experience. Looking to settle down and do sportscasting for your small market station. Box T-16.

Radio announcer five years pro experience, one year major market, seeks job western New York area. DJ, some news, talk, PBP. Tim, 716-834-2092.

Young and talented hard working broadcaster, well rounded, looking for a move. Two years experience. Sportstalk show host in a suburban market outside of New York City. Northeast preferred. Call Tom 914-273-8954.

ATTN: Small Mkts. Announcer with experience seeks full time position. Will relocate, call Ron Naldi 718-948-1444.

SITUATIONS WANTED TECHNICAL

Radio-engineer, engineer-announcer (C&W-M.O.R.), TV engineer, engineer-switcher, C.A.T.V. technician. Experienced, will relocate. Box T-37.

Chief engineer. 19 years experience in high power directional AM-FM. Construction from mike to antenna. Want the loudest, cleanest, legal signal on the dial? Write Box T-28.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Experienced operations manager, program director, on air personality, talk show host, and chief engineer. Nearly 2 decades of experience in Big Band, MOR, Oldies, Top 40, and local community involvement. If you are into making money doing good radio, write Box T-29.

News talk pro. Operations director, talk host, news anchor, 20 years experience. TX, NM, CO, AZ. Box T-45.

TELEVISION

HELP WANTED MANAGEMENT

Local/regional sales manager for independent in beautiful Tulsa, OK. Will be responsible for recruiting and building strong aggressive new sales staff--will move up to GSM after proving yourself. Send resume and salary requirements or call--David Cavileer, Channel 41 Associates, 4250 South 76th East Ave., Tulsa, OK 74145, 918-622-5311.

Chief engineer: Challenging opportunity for strong technical engineer to join successful full power UHF TV independent in Charleston, West Virginia. This is an ideal position for a person who has good managerial and technical skills necessary to be the chief engineer. We are a young group offering a competitive salary and benefit package. EOE/MF Send resume and salary requirements to: Gary Dreispul, Station Manager, WVAH-TV, 23 Broadcast Plaza, Hurricane, WV 25526.

News director: Strong NBC affiliate in top N.E. market looking for creative individual to lead talented staff. Strong leadership qualities important. Send resume and salary requirements to Terry S. Baltimore, WBRE-TV, P. O. Box 28, Wilkes-Barre, PA 18701. EOE.

Local sales manager. Duties include hiring, developing and directing five person staff for a new affiliated UHF station. Prefer five year successful sales management experience, demonstrated ability to create and implement marketing plans. College degree preferred. Outstanding compensation and benefit package with ample opportunity to advance with growing Sunbelt company. Send resume to: Human Resources Director, Communications Center, 320 North Glenwood, Tyler, TX 75702.

Promotion manager. Current opening for a creative person with strong advertising and marketing skills. This department head position supervises four others and is responsible for all phases of promotion, advertising, publicity and P.R. If you are looking for a challenge, have experience as a manager and a track record of unique successful ideas, rush your resume, cover letter, and examples of your work to: Box T-47.

Director of Advertising and public relations. Aggressive, fast-growing 4-channel public television network in top 10 market has opening for an experienced, self-confident marketing executive. Responsibilities include supervising the advertising, public relations, publicity and special events functions and marketing new national television programs. Excellent communications and management skills, thorough knowledge of media and experience in press relations and special events promotion is important but not absolutely necessary. Of greatest importance is an instinctive and proven marketing sense and the ability to handle many projects and duties simultaneously. Long hours, average pay (this is public television). If you would enjoy the challenge of helping to build one of the finest public television organizations in the country, send resume and salary requirements to: General Manager, New Jersey Network, CN 777, Trenton, NJ 08625 (EOE).

HELP WANTED SALES

Local TV salesperson. Major market affiliate seeking bright, aggressive person with TV sales experience. Must have strong direct and agency background. We are one of the leading broadcast groups in the industry. Call Steve Cummings, WPXI-TV, 412-237-1275.

Account executives: Tulsa independent seeking aggressive sales people, Radio or TV experience preferred. Send resume to--David Cavileer, 4250 South 76th East Ave. Tulsa, Ok 74145.

Super-salesperson. Complete responsibility for all syndicated sales of proven programming to top domestic television markets. Substantial draw and expenses plus high commission, terrific growth potential for experienced motivated self-starter. Location your choice. Considerable travel. Please send resume to Alan Enterprises, Inc., 32234 Pacific Coast Hwy., Malibu, CA 90265.

Attention! KESQ-TV, Palm Springs, California, ABC Affiliate has immediate opening for experienced salesperson. Will be responsible for development of new business accounts; must be self-motivated, disciplined, and a strong desire to service clients. Send resume to KESQ-TV, Box 4200, Palm Springs, CA 92263, ATTN: John Sloan, GSM. Confidentiality assured. EOE.

HELP WANTED TECHNICAL

Leading Chicago film and tape production company seeks experienced, self-starting engineer. This key person will be responsible for maintenance and operation of our 1" edit system, cameras, etc. 5 years' experience and college degree preferred. Excellent salary and benefits. Box S-154.

Chief engineer: full power UHF in the fast growing Orlando market needs chief engineer now. Must have supervisory and maintenance experience in the studio, transmitter, microwave and engineering operations. Send resume to: David Laskey, WMOD-TV, 4450-L Enterprise Court, Melbourne, FL 32935.

Assistant chief engineer: Tulsa independent seeking qualified assistant chief. Send resume and salary history to David Cavileer, Channel 41 Associates, 4250 South 76th East Ave., Tulsa, OK 74145.

RF TV engineer for eastern New Mexico public high powered television and FM station. Extensive low band TV transmitter maintenance experience essential. Applicants must be skilled in maintenance of 2 & 7 GHz STL-IC microwave and translator systems. Five years practical experience necessary, lots of local travel involved. Must be able to work unsupervised. Send resume to Larry Ahlstrom, Director of Broadcast Engineering, KENW-TV/FM, Eastern New Mexico University, Portales, NM 88130. Call 505-562-2112. EOE.

TV maintenance engineer. The #1 independent in the nation (WTTG-DC) is looking for a qualified person to fit into our top notch maintenance department. Applicants must be qualified in all aspects of a digital television station. We offer top benefits and top pay (up to \$786 for a 35 hour week), for the right person. Send resumes to: Richard Pfister, Chief Engineer, WTTG, 5151 Wisconsin Ave., NW, Washington, DC 20016.

Video maintenance technical: If you're looking for an opportunity as a video maintenance technician look to cablevision. We are seeking an individual with component level repair skills on teleproduction equipment, ENG and studio camera video, special effect generators, 3/4" VCRs and editing equipment. Miscellaneous audio equipment also requires digital and logic control experience. Formal technical training and 5 years experience (with at least 3 years teleproduction equipment experience) is essential. We are offering pay commensurate with experience as well as medical and life insurance and a payroll investment plan. If interested, please submit resume to: ATTN: Human Resources Cablevision, 5428 Florida Blvd., Baton Rouge, LA 70806. Equal Opportunity Employer.

Corporate chief engineer for national group broadcaster. Requires theoretical and hands on experience in all phases of AM and FM engineering plus administrative experience in supervising multiple market operations. Travel required. Send resume with salary history to Entercom, 2 Bala Plaza, Ste. 908, Bala Cynwyd, PA 19004. EOE.

Videographer. KMBC-TV, Kansas City, MO has an immediate opening. Must have 3 years videographer experience--live, experience on Sony camera and 800 editing machines. Speed on machines required, college degree required. Send resume or file application at KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOE.

Operating engineer. WFSB, a Post-Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3/4" editing equipment, camera, videotape, audio and video switching. Technical degree and/or FCC license preferred. Resume to Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

Videotape editor. Operates and adjusts 1" Sony VTRs, Sony BVE-5000 editor and stereo audio console. Responsible for post-production editing of in-house and contract work. Qualifications: AA degree and 2 years broadcast technical experience in video and stereo audio editing with computer. Salary starts at \$19,624. Please send a letter of interest/resume to Employment Office, University of Arizona, 1616 E. Speedway, Tucson, AZ 85721, by September 30, 1985. EEO/AA employer.

Senior TV maintenance engineer. Provides maintenance and technical support for all KUAT equipment and facilities, such as 1" Sony VTRs, Thompson ENG cameras and 3/4" VCR, Vidifont CG, Sony BVE-5000 computer editor, and Grass Valley switchers. Qualifications: Successful completion of technical training at a trade or vocational school. Three years of the same kind of work experience. First of general FCC license desirable. Salary range \$23,130-\$25,443. Please send a letter of interest/resume to: Employment Office, University of Arizona, 1717 E. Speedway, Tucson, Arizona 85721. Application/resume must be received by September 30, 1985. EEO/AA employer.

Third Coast Video in Austin, Texas has an immediate opening for an experienced video tape editor. Experience with CMX, Ampex ADO, and Grass Valley necessary. Only qualified applicants need reply. Send resume and demo tape in confidence to: Third Coast Video, Inc., 501 North I.H. 35, Austin, TX 78702, ATTN: Jeff Van Peit.

HELP WANTED NEWS

Anchor-reporter: NBC medium market affiliate is looking for 10 PM weeknight anchor. Must have anchor experience. Reporting and producing experience also essential. Tape and resume to: News Director, WICD-TV, 250 Country Fair Drive, Champaign, IL 61821. EOE.

Weathercaster: Meteorologist and/or AMS seal. Experienced in computer graphics, radar. Out-going personality. WPTZ-TV, Old Moffitt Road, Plattsburgh, New York 12901.

News producer. Strong Southeastern station looking for producer with minimum 2 years experience. Number 1 in this top 40 market, station seeking producer with winning attitude. Experience with live remotes and satellite live shots preferred. Resumes only to Box S-96. EOE.

ND/anchor. Heavy assignment editor duties and coordination of aggressive young staff. Must be experienced. Small market Network affiliate. Send tape/resume to GM WENY-TV, P.O. Box 208, Elmira, NY 14902. EOE/MF.

Assignment editor: WA/Y-TV has an opening for a news assignment editor. Minimum three years television news experience and college degree. Great people skills a must. Send resume, salary requirements and references in first letter to News Director, WA/Y-TV, 801 Wavy Street, Portsmouth, VA 23704. No phone calls. We are an affirmative action, equal opportunity employer. MF.

Reporter: WA/Y-TV has an opening for a general assignment news reporter. Minimum 18 months television news experience and college degree required. Send resume, salary requirements and references in first letter to News Director, WA/Y-TV, 801 Wavy Street, Portsmouth, VA 23704. No phone calls. We are an affirmative action, equal opportunity employer. MF.

Looking for the best in news talent and management? Contact: Steve Porricelli or Jackie Roe, Primo People Inc., Box 116, Old Greenwich, CT 06870. 203-637-3653.

Reporter. KMBC-TV, Kansas City MO, has an immediate opening. Must have 3 1/2 years reporting experience, live presentation, writing skills, on set experience, editing and producing skills. College degree required. Send resume or file application at KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOE.

APR-Broadcast now has over \$4 Million worth of television news positions available. News Directors love our service. You will also! 919-756-9244.

Sports director: Opportunity for experienced, mature sports journalist with strong writing skills and knowledge of television production to join top-rated news team. CBS affiliate. Tape and resume to Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.

TV weekend news producer: Responsible for content of news broadcasts. Prior TV news producing experience required. Must be able to delegate, exercise authority, and supervise other personnel involved with production of programs. Must possess talent for writing news stories and be familiar with matters pertaining to TV journalism relevant to the law, issues and FCC regulations. Applicants should send resumes only to: Wendie Feinberg, Asst. News Director, WTNH-TV, P. O. Box 1859, New Haven, CT 06508. No phone calls, please. EOE.

News director. Small eastern affiliate needs leader with strong show-producing skills. Resume to Box T-46. EOE.

PM Magazine co-host to work with current male co-host. Experience in television reporting, producing and on-air required. Will produce story segments for program. Send resume, tape, and salary requirements to Executive Producer, PM Magazine, WFMV-TV, P.O. Box TV-2, Greensboro, NC 27420.

Associate director, broadcast services. Western Illinois University is seeking highly qualified candidates for the position of Associate Director, Broadcast Services. RESPONSIBILITIES: Providing immediate supervision of television production and distribution activities conducted by the University. Coordinating interdepartmentally and with Broadcast Services staff and student personnel, in the selection, design, production, and distribution of instructional, educational, informational, and promotional programming for use by the University and, through the University, by other educational, institutions, PTV stations and networks, commercial broadcasters, and community cable systems. Managing the use of studio and remote production facilities, a video library and multi-channel CCITV distribution system with community cable access, and TV satellite earth stations. QUALIFICATIONS: Minimum of a Master's degree in R-TV or closely related field with at least three years' experience in the management of comprehensive educational television services (production and distribution) at the post-secondary level. AVAILABILITY: February, 1986. SALARY: Competitive; dependent upon qualifications. APPLICATION: Send letter of application, resume, salary expectations, and three letters of reference for receipt no later than October 4, 1985, to: Associate Director Search Committee, Broadcast Services, Memorial Hall 401, Western Illinois University, Macomb, IL 61455. WIU is an AA/EO employer. Applications are especially encouraged from minorities, women and handicapped individuals.

Major league baseball play-by-play announcer for television regional network. All replies confidential. Send resume to Box T-43.

Program director. WETA-FM, a non-commercial, fine arts and information station serving the nation's capital, seeks an experienced and highly creative Program Director. The successful candidate will be a leader and a motivator with several years' experience in positions of successively greater responsibility, a solid programming track record and national production credits. Must have a strong music background, knowledge of the public radio system, familiarity with current research and strong working knowledge of techniques and technology of studio and remote production. Excellent salary and benefits. Send letter and resume to Personnel Department, WETA, P. O. Box 2626, Washington, DC 20013. EOE/AA.

Tape editor. KMBC-TV, Kansas City, MO has an immediate opening. Must have 3 years experience in tape editing, news editing, 800 and 200 machines. Use of live alignment and quick turnaround required. College degree required. Send resume or file application at KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOE.

Producer. KMBC-TV, Kansas City, MO has an immediate opening. Must have 3 years broadcast producing experience, writing skills, broadcast stacking, leadership qualities and assignment desk background. College degree required. Send resume or file application at KMBC-TV, 1049 Central, Kansas City, MO 64105. Qualified applicants will be contacted for a personal interview. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Nationally syndicated entertainment magazine show seeks producer with 5-7 years field/news production experience. Must have excellent writing skills, know production, and be familiar with all facets of editing. Producer must also have strong background in studio production. Resume required. EOC, respond to Box T-9.

Anchor/producer for major weekday newscasts. Applicants must have strong reporting background with some anchoring experience. Position is challenging. Affords excellent on-air experience as well as producing and reporting responsibilities at the #1 rated affiliate in booming, beautiful Florence/Myrtle Beach market. Tape/resume to Jan Pate, News Director, WPDE-TV, Box F-15, Florence, SC 29501, EOE/MF.

Individual experienced in TV traffic or accounting is needed to install computer systems, train, and support station personnel. Resume to Video Communications Inc., 96 Industry Avenue, Springfield, MA 01104.

PTV producer/director, KUID-TV, Moscow, Idaho, PBS affiliate and part of 3-station network. Also Asst. Professor, University of Idaho School of Communications. Wanted: an energetic, talented and creative producer/director to take charge of the production of statewide/local/national television programs for KUID/Idaho Educational Public Broadcasting System. You'll also direct and edit studio and location productions, develop/control production budgets and you'll be given creative freedom and the responsibility that goes with it. You'll teach one production course per term in the university's telecommunications degree program. Professional television producing/directing experience, degree in broadcasting or related field, and teaching ability required. Public television producing/directing experience preferred. Send letter of application, vitae including three professional references by October 1 to Peter Morrill, Idaho Education at Public Broadcasting System, 1910 University, Boise, ID 83725. Do not send tapes. \$24,000 EOE.

Tulsa TV adding to current staff, seeking qualified video technicians, switchers camera operators, film editors. Send resume to David Cavileer, Channel 41 Associates, 4250 South 76th East Ave., Tulsa, OK 74145.

Producer. Aggressive, creative individual to join strong number one station. Successful candidate should currently be producing a daily newscast. We're looking for someone who knows what it takes to be number one. Someone who loves TV news. Send resume to Box T-17.

Production manager. Manage department producing commercials and programs at southwest independent. Must be able to train staff in set design, lighting, audio and video techniques. Two years experience as director required. Send resume and salary history in confidence to Box T-15.

Executive producer: Responsible for all local productions for a growing, award winning, state operated public television station. Designs and monitors systems and procedures to insure quality programming. Requires prior experience as a television producer; undergraduate degree or equivalent work experience; proven track record for high quality productions; and proper supervisory experience. Salary \$22,000-24,000. Good benefits. Deadline is 9-30-85. Send resume to: WNPB-TV, Personnel, P.O. Box TV-24, Morgantown, WV 26507. EEO/AA.

Production manager. KESQ-TV, Box 4200, Palm Springs, CA 92263. Great small market opportunity for experienced leader and trainer to help plan and build new station production facility. Send resume to Scott Vaughn, GM. EOE.

Television producer/director I. KUAT-TV is looking for an individual to develop, produce, report, and edit segments for nightly news magazine and to co-anchor weekly bi-lingual public affairs program. BA degree plus 1 year experience minimum. Prefer at least two years experience. Must be fluent in both English and Spanish. Please send resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721, by September 20, 1985. EEO/AA.

SITUATIONS WANTED MANAGEMENT

GSM with proven track record wishes to make move. 16 years experience includes national, regional, and local sales for affiliate and independent stations located in southeast. Good references. Steve Logan 912-888-0732.

Proven solutions to your problems. Conservative common sense approach to increase ratings, sales, and profits. Box T-32.

ENG photographer/tape editor seeking large mkt position shooting or editing. 5 yrs experience, numerous awards. 512-696-0814.

SITUATIONS WANTED ANNOUNCERS

Dynamite Dan, on-air pro, seeks magazine, entertainment, talk, feature, consumer, critic, weather, commercial position: 813-299-2331/

Former NBC news director-anchor returning to broadcasting. Polished professional. Any market. Salary negotiable. 904-673-5215.

SITUATIONS WANTED NEWS

Reporter who can do it all. Hard news, docs, features. Outstanding live ability 3 years' experience. Seeks medium market or competitive small market. 218-727-2014.

Lost sheep wants to return to flock. Former Major Market News Writer/Assignment Editor, now in production, is itching to return to newsroom. I'm the experienced, hard working professional you need. Let's talk. Box S-38.

Hollywood reporter: 35 years on Hollywood beat covering movies and TV will provide live telephone reports of 5 min., 2 or 90 seconds. Interviews, commentary, reviews & special events. Also long-line Q & A with listeners. 818-243-7770.

Weekend sports anchor for medium/small market. Ambitious college graduate. Professional experience/photographer-editor. Dirk McDaniel, 923 James Ave., Rockford, IL 61107. 815-399-3650.

Former Announcer/Actor recently completed newscasting program with top New York ABC News Producer, will relocate anywhere USA for reporting, anchor, or host position. On-air tape available. Roy Fredriks, 212-496-0497.

Television reporter: looking for a challenging general assignment reporter position that will utilize my broadcasting and print newsgathering skills. Three years television production experience, one year on-air. Box T-21.

Sports/news reporter. 4 years radio-TV experience. Young but accomplished news and sportswriter, interviewer, and PBP announcer seeks entry level position. I can do it all! Tape available. Bobby, 312-339-6740.

12 years radio news experience: reporter, anchor, network news editor, overseas. Seek TV reporter slot. You get seasoned reporter, I get on-camera experience. Box T-26.

Sportscaster, currently radio news reporter/DJ. Recent Penn State grad. Interned in news and sports in 17th market. Great knowledge of sports. Small and medium markets, call 717-838-6076.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Top 20 A.D. is ready to call the shots. Looking for A.D. position with real career potential or directing slot. Let me be an asset to your staff. Box S-39.

3 years experience in television studio and remote production. Proficient in directing, camera, audio, 3/4" editing. Call Scott 217-428-4063.

Versatile, enthusiastic seeking position in TV or video production. Trained in all aspects of the field. Will relocate. Alan Miller, 615-833-8287, leave message. 832-8022 after 5 PM CDT.

I have ideas! Desire to use my creativity again! Strong production skills and network show experience in #1 market. Will consider production or programming related positions. Versatile background and good references. Call 718-474-5614.

ALLIED FIELDS

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash- highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

Wanted: Used 50kw AM transmitters that have been well maintained, with good maintenance records and documentations. Must also use current tube type-no junk. Call/write Watt Hairston, Sudbrink Broadcasting, 14 Music Circle East, Nashville, TN 37203, Tel. 615-748-8150.

Need 1 KW AM and FM transmitters to replace aux. units lost in fire. KJOY 209-948-5569.

RADIO PROGRAMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Attention radio stations with a dish. Looking at Sat Com IR, a proven winner now on the air--America's first and most successful Syndicated Real Estate 2-way talk show is being fed live each Sunday from 11AM to 1PM EST--Barter Basis with excellent local avails perfect for your real estate, builders, developers and financial clients. Stations now being cleared on a first come, first served, exclusive market basis. Get your piece of the real estate advertising dollar in your marketplace! First 100 markets cleared report 100% sales of local avails with waiting list--play it live or tape-delayed. Hosted by America's only nationally syndicated TV & radio personality covering the world of real estate, who has appeared on ABC's Nightline, and is currently seen weekly on PBS stations nationwide. The show will be cross-promoted of TV, with a heavy national campaign to attract listeners and advertisers. To clear your station, call Diana Calland 202-483-2280, or write Inside Real Estate, Suite 1410, 1410 15th St., NW, Washington, DC 20005.

Medical consultant, national reputation, chairman of committees for many medical societies, director of allergy & clinical immunology of medical college. Available to formulate and/or present radio or TV program on advances in medicine with special attention to the body's defense system. Also available to serve as technical consultant. All correspondences to: Mrs. Patricia A. Tieg, Executive Secretary, Suite #235, Benjamin Fox Pavilion, Jenkintown, PA 19046.

FOR SALE EQUIPMENT

25KW FM Continental 816-R3(1983) also McMartin BF25K(1977) both on air, site change, must sell. M. Cooper 215-379-6585.

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

20KW & 3KW CCA 20,000DS (1973) w/stereo exc. CCA 3000E (1973) w/1980 synth. exc. Both on air at full power w/FCC proof. Call Mr. Cooper 215-379-6585.

5KW AM Gates BC-5P, 125% PP modulation at 5KW, spares in mint condition w/FCC proof. Gates 250 Gy on air. M. Cooper 215-379-6585.

New TV startups. Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271.

Townsend 55KW UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. 2 for \$25,000 each. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

55KW UHF TV transmitter, GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

New manufacturer of UHF, LPTV, FCC type accepted solid state transmitters has three 100 watt prototype units for sale. New warranty, \$13,500 each, immediate delivery, call CommTele anytime 713-479-1614.

3 Thomson MC601 color cameras, Fujinon 14 X 1 lenses, CCU's with Multi Core interface, rear V.F. zoom & focus controls. Contact Walter J. Edell, 212-689-1040.

Over 60 AM-FM transmitters. All powers. All spares, all books. All our inventory. World leaders in broadcast transmitters. BESCO International, owner, Dick Witkouski, owner, 5946 Club Oaks Dr., Dallas, TX 75248, 214-630-3600. 26th year of service to the broadcast industry.

Ampex AVR-1 2 inch quad tape machine. Excellent condition with editor, includes TEK 650 color monitor, 528 waveform, 602 vectorscope, 2-headwheel panels, manuals, extender boards; \$40,000 plus shipping. Call chief engineer, WOLF-TV 717-347-9653.

Quantel DPE 5000 digital effects system. Fully loaded single channel machine. Attractive price. Contact Neil Bonanno or Kathy Schick at 303-320-3680.

Post production equipment: MCI JH-500 mixing console; Ampex MM 1200 16 track recorder; Mach I Series 2 editing system; Bosch BCN-51 1" B VTR; Quantel DPE-5000 + 2 channel digital effects; Chyron III and Compositor I title generators. Call for details for available equipment--Vidtronics, 818-840-7208 or 213-461-2060.

2 TCR100 video cart machines, Pinzone systems, well maintained and operating, with 2700 carts. John McNally, KWTW, 405-843-6641.

3-Mix/effects, 24 input, DSK, extended effects. Crosspoint Latch Model 6139C. Like new. \$25,000.00. Call for list of other items. GP Enterprises, Inc., 817-572-0132.

1975 GMC Motor Home with Onan 6KW generator. Suitable for mobile studio. Call Sis Kaplan--WROQ Radio, Charlotte, NC 704-392-6191.

K55CP-TV (since 1981), Victoria, TX. ADI #203, an all UHF market wants barter programming via satellite, tape of film. Expanding to full facilities, full time, 500' tower. 713-479-1614. 9625 Catlett, LaPorte, TX 77571.

AM Harris MW-1. Great condition. On air now Call Bohanan, 404-786-1430.

40' mobile unit- 1600 grass switcher - Yamaha PM 2000 board - 7 Hatachi SK 70 cameras - 4100 - Quantel - Ampex tape machines - 40,000 actual miles on 30' mack tractor w/extended box and cable reels \$895,000.00, 213-467-6272.

Blank tape, half price! Perfect for editing, dubbing, field to studio recording, commercials, resumes, student projects, training, copying, etc. ELCON evaluated 3/4" videocassettes guaranteed broadcast quality. To order, call Carpel Video, Inc., collect, 301-845-8888.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

Needed--RCA TP-66s for immediate application. For sale--VPR-3, VPR-2Bs, TR-600s, TP-7s, TP-15s. Complete RCA film islands. One with TK-28B, TP-66, TP-55, TP-7B, FR-35. One with TK-27, 2 TP-66s, TP-55 and TP-7. Also IKE HL-79As, 3 Hitachi SK-96 chains (nice and priced right). Call Media Concepts 919-977-3600.

Video equipment: HR100 portable 1" complete, including color playback stabilizer, VO4800, VO2860/2260/RM440, VO2610, HL79A, TK76B. Tek 465, 475 and 7603 scopes. 30'x40' studio lighting package. Angenieux 25x and Fuji 22x lenses. Gertenslager 38' van, 3 axle, recently rebuilt, new interior, Tripods, dollies and Vinten heads. Call Jack Taylor, WWSO, 215-367-2800.

RADIO

Help Wanted Management

GENERAL MANAGER

Full charge GM needed for Fresno, California winner KGNU. This group owned 50,000 watt FM needs strong hand to lead its new contemporary format to the top. Position offers base salary, performance bonus and benefits. E.O.E. Send resume to Deane Johnson, P.O. Box 207, McMinnville, OR 97128, (503) 472-2151.

Sales Manager

Growing Spanish Group needs aggressive, take-charge sales manager for established station in SW. Strong possibility for promotion to GM. EOE. Reply to Box T-38.

Help Wanted Sales

EAST COAST SALES EXECS

Sophisticated KLOK-FM San Francisco is looking for polished East Coast sales executives who want to make a name for themselves on the West Coast.

Contact
Philip C. Davis
415-788-2022

Help Wanted Announcers

WNBC--NEW YORK

Seeks America's most exciting basketball play-by-play announcer for 85-86 NBA Season.

THE NEW JERSEY NETS...one of pro-basketball's most exciting teams needs announcer/personality to complement their exciting style of play on New York's most sports-oriented radio station.

Send tape and resume to Dale Parsons, Program Manager, WNBC, 30 Rockefeller Plaza, N.Y., N.Y. 10020. No phone calls please.

Help Wanted Technical

CHIEF ENGINEER

Major New York City AM station is seeking a Chief Engineer with strong management experience. Applicants must have AM directional antenna experience, experience on various AM transmitters, remote and studio operations, and a strong background in radio station maintenance. Knowledge of FCC rules and regulations is a must. Our Chief Engineer must interact with a staff of technicians and all other departments of the station. Please send complete resume to:

Dept. 312231
1501 Broadway,
New York, NY 10036
An equal opportunity employer, M/F

Help Wanted Programing, Production, Others

DIRECTOR

Director to administer competitive grant-making fund for independent public radio productions. Oversees application process; manages evaluation meetings and national advisory panel; negotiates contracts with grantees; conducts workshops and training sessions. Must have 3-5 years public broadcasting experience; at least 2 years as producer, editor or production manager including hands-on radio production/engineering experience, and grants administration. Send resume to Personnel, National Public Radio, 2025 M St., N.W., Washington, D.C. 20036. AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER.

Situations Wanted Management

SUCCESSFUL, MOTIVATED, EMPLOYED
National Sales Executive seeks challenge at the station level. Exceptional understanding of the bottom line and outstanding people skills. Northeast and Midwest.

Reply: Box T-44

**Situations Wanted Management
Continued**

SEEKING NEW CHALLENGE

Dynamic, creative leader ready for new station management challenge. 14 years in broadcasting. Celebrated accomplishments. Seek VP/GM responsibilities for aggressive, savvy, major-market company. Call Michael Edwards (212)868-1121.

CASH TO INVEST

General Manager—20 years experience
Want to own—What can you offer?
105 Edgewood Pk—Marion, IL 62959

WIN, WIN,

with an experienced General Manager who knows how to make Radio stations perform. I'll help you reach healthy profitability quickly. Or if you're tired of the battle, let's talk about a buy out. Either way, you win—I win. Write in confidence. I'll contact you promptly. Box S-158.

Situations Wanted Announcers

CAN WE TALK?

Controversial talk show host "on hold". Provocative interviews. Compelling open phones. "One of the new breed", Larry King. Call Ed Tyll 301—356-6308.

**Coming Soon:
Free Agency For
Pete Franklin
America's #1 Sports Talk Show Host**
Inquiries To:
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312-861-1330

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IS YOUR
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This space could be working for you for a very low cost . . . and it reaches a most responsive audience.

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Help Wanted Management**

**WJXT
DIRECTOR OF CREATIVE SERVICES**


THE JOB MADE IN HEAVEN

- A Post-Newsweek Station that dominates the 5 station market.**
- Aggressive, award-winning promotion and graphics staffs.**
- Reports to the GM.**
- Abundant state-of-the-art facilities with no unions.**
- A veteran management team who loves promotion.**
- A newscast with a 56 share.** (Arbitron May '85)
- A 37 share sign on/sign off.** (Arbitron May '85)
- It's in Florida.**

HEAVENLY, RIGHT?

If you've been a divine promotion manager for the past 4 years, send your tape and resume to our pearly gates by September 20!

Ann Pace, WJXT Program Manager
P.O. Box 5270, Jacksonville FL 32207



EOE

Help Wanted Sales

**Marketing
Sales
Executive**

Frank N. Magid Associates, the nation's leading communications research firm, is seeking a highly motivated individual with a strong sales background to work in all areas of marketing. Media sales management experience preferred. Salary and commission program commensurate with experience. If you're seeking a new challenge, please submit a resume to Joe George, Director of Marketing, Frank N. Magid Associates, Inc., One Research Center, Marion, Iowa 52302.

FRANK N. MAGID ASSOCIATES, INC.

Help Wanted Technical

**TELEVISION ENGINEERING
MANAGER**

Medium market network affiliate VHF station is looking for Engineering Manager to lead the station's technical department as it continues to grow and improve its facilities. Responsibilities include capital and operating budgets and expenditures, management of all technical facilities and operations, and performance as part of the management team.

Qualified candidate will have a good technical background, 5 years experience in television engineering and proven leadership and communication skills.

We offer competitive salary and excellent benefits.

If you want challenge and rewards in television engineering, send resume and salary requirements to: Box T-41. EOE.

Help Wanted News

**SPORTS RADIO-TV
SPECIALIST**

Large Eastern University with men's and women's sports programs has an opening for a radio-TV specialist with excellent reportorial and creative skills. Position will require producing-directing of sports videotape segments of feature and news nature, developing personal contact with radio, TV and network sports departments within a three-state area including New York City and will be responsible for electronic media contact with the University's athletic department. Applicants must have Commercial TV experience. This is a new position with fine opportunity for advancement. Salary open depending upon qualifications. Excellent fringes. All replies confidential. EEO/M-F. Send resumes to Box T-22.

EXPANDING!!

The **NEWSFEED** Network, America's Television News Service, is looking for aggressive individuals interested in the future of Satellite News Gathering.

In addition to our existing satellite news service (nearly 2 hours per day to member stations), we are developing several new ventures, and are looking for:

NEWS PRODUCERS • SPORTS PRODUCERS

SATELLITE COORDINATORS (C and Ku Band)

NETWORK ASSISTANTS • PROGRAM DEVELOPMENT SPECIALISTS

The hours are long, the work challenging, and the rewards are great. You'll be part of a news team working in more than 80 TV stations in the US and abroad . . . working together for better coverage of local news.

If you're looking for a unique challenge, aren't afraid of hard work, and would like to make a real contribution to this industry, send your resume (no calls accepted), along with your professional & financial goals to:

Personnel Director
The NEWSFEED Network
Independence Mall East
Philadelphia, PA 19106

THE
NEWSFEED
NETWORK

The NEWSFEED Network is an Equal Opportunity Employer M/F

Situations Wanted Technical

CHIEF ENGINEER FOR SOUTHEAST TOP 50 MARKET UHF-TV.

Established, modern, well-designed facility with state-of-the-art equipment. Minimum of three years experience as Chief Engineer or seven years as Line Supervisor. Position requires good written and oral communication skills with experience in budgeting, EEO policies, management principles and reporting procedures. Ability and desire for hands-on maintenance for the equipment complement of the station. Beautiful surroundings. A lovely place to live and raise a family. Box S-146

Situations Wanted News

CONTEMPORARY CONSERVATIVE COMMENTARY

Former NY Congressman John LeBoutillier will provide you with current, conservative, controversial commentaries, TV and/or radio. Credits include WABC-TV, WMCA radio talk host, "Harvard Hates America." He'll play in any market. For tape and more info contact David Crane (412-441-1987). See you at RTNDA.

Turn Around News Director.

Looking for ND who can turn things around? That's what I've done in the past year in a small market. Anchor, public affairs host, writer, assignment editor, plus a lot more. Desire only 3rd or weak 2nd news department in middle (50-100 ADI) market. Results oriented stations only. Must have firm management news commitment. Make a move that your sales manager will love. Reply Box T-27.

ALLIED FIELDS Help Wanted Sales

REGIONAL ACCOUNT REPRESENTATIVE

Fortune 500 Company Subsidiary; Leader in the industry; producing Station IDs, Sales and Production Libraries, Music Commercials and Television Commercials, has an opening for Sales Representative. Candidates must have successful track record in Radio and TV Sales, Advertising Agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to:
Jack Adkins, V.P./Director Human Resources
Media General Broadcast Services, Inc.
2714 Union Avenue Extended
Memphis, TN 38112
EEO, M/F

Employment Service

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly. All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$5. Special bonus: 6 consecutive wks. only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

Radio Programming



Lum and Abner Are Back

. . . piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

TV NEWS DIRECTOR

Medium market, group owned station, looking for news director. Writing, production and people skills a must. Send resume to: McHugh and Hoffman, Inc. 3970 Chain Bridge Road, Fairfax, Virginia 22030.

NEWS DIRECTOR-ANCHOR

Experience in all phases of TV news production essential. Key positions in nightly Long Island news program for cable distribution. Excellent news writing skills, on-air experience, ability to supervise reporters & producers necessary. Salary competitive. Rush tapes/resume to A.F. Piazza, Executive Producer, "Long Island News Tonight," New York Institute of Technology, Old Westbury, NY 11568. EOE.

Help Wanted Programing, Production, Others

People Are Talking

#1-rated local morning talk show needs strong, seasoned associate producer. This person should have at least 2 to 3 years TV talk show experience, preferably in major market. Must have solid line producing skills as well as flair for booking highly promotable shows. Only apply if you are creative, energetic, organized, and aware of local and other current events. . . And if you understand what programs well in hour-long, single-topic format. Send resume, salary history and demo tape ASAP to:

Cynthia Fenneman
Executive Producer KYW-TV
Independence Mall East
Philadelphia, Pa. 19106

KYW-TV 3 W GROUP

DOCUMENTARY TYPE PRODUCTION

We are former broadcast journalists using the latest production technology to produce video-based marketing and training packages for business and industry. Join us, and put your writing and producing skills to work in an exciting, challenging environment. Minimum of five years TV news experience required, firm. Salary and benefits package commensurate with experience. Send resume, references, and tape to:

VIDEO, LTD.

200 Guaranty Bank Building
Cedar Rapids, Iowa 52401

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ASSIGNMENT EDITOR

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For Sale Stations Continued



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nationwide media brokers

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NC	Met	AM/FM	\$1250K	350K	Mitt Younts	(202) 822-8913
NB	Med	AM/FM	\$775K	\$150K	Bill Lytle	(816) 941-3733
AL	Sm	AM/FM	\$650K	\$150K	Ernie Pearce	(404) 458-9226
OK	Med	AM/FM	\$650K	\$150K	Bill Whitley	(214) 680-2807
OK	Med	FM	\$500K	\$125K	Bill Whitley	(214) 680-2807
AL	Sm	AM/FM	\$475K	\$100K	Ernie Pearce	(404) 458-9226
IA	Sm	FM	\$385K	\$65K	Bill Lytle	(816) 941-3733
FL	Sm	AM	\$325K	\$30K	Randy Jeffery	(305) 295-2572
MO	Sm	AM/FM	\$310K	\$30.5K	Bill Lytle	(816) 941-3733
ID	Sm	AM/FM	\$195K	\$39K	Greg Merrill	(801) 753-8090

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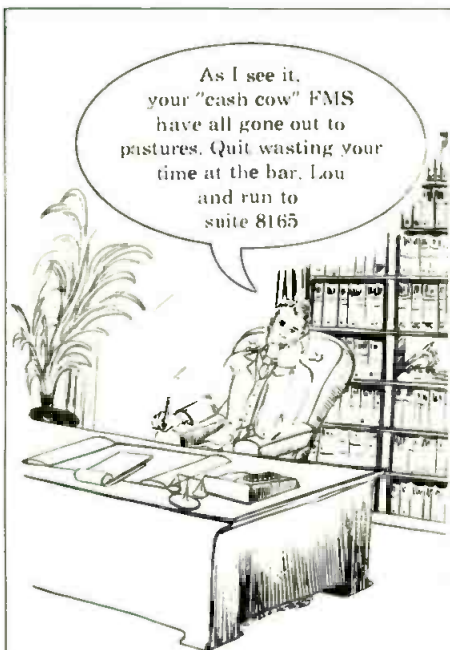
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The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make 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.)

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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.

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Fates & Fortunes

Media

Jack Adamson, senior VP, Bonneville International Corp., Salt Lake City, named member of board of directors and member of executive committee.



Irvin

John Irvin, VP and general manager of Belo Broadcasting's KOTV(TV) Tulsa, Okla., has joined Belo's WFAA-TV Dallas in newly created position of director of broadcast operations. **Phillip J. Keller**, VP and general manager of WKOW-TV Madison, Wis., and co-owned

WAOW-TV Wausau, Wis., succeeds Irvin.

Jim Price, VP and general manager, KSDO-AM-FM San Diego, named president and general manager.

Chuck Tweedle, VP, Bonneville International's WCLR(FM) Skokie, Ill., joins co-owned KOIT(AM)-KXLR(FM) San Francisco as VP and general manager.

Robert Donohue, general sales manager, WJZ-TV Baltimore, joins KMOL-TV San Antonio, Tex., as VP and general manager.

Jim Jordan, sales manager, WVLC-AM-FM Lexington, Ky., joins WHOO-AM-FM Orlando, Fla., as executive VP and general manager.

Lee Brantley, assistant general manager, American Family Broadcasting Co.'s KFVS-TV Cape Girardeau, Mo., named VP, general manager, of co-owned WAFF-TV Huntsville, Ala.

James Putney, general manager, KEZI-TV Eugene, Ore., joins Eugene Television there as VP and general manager of broadcast operations. Eugene Television owns KVAL-TV Eugene; KCBY-TV Coos Bay, and KPIC(TV) Roseburg, all Oregon, and KBCI-TV Boise, Idaho.

Jim Abbott, news director, WXEX-TV Richmond, Va., joins co-owned WATE-TV Knoxville, Tenn., as station manager.

Richard Reniewicki, operations manager, Group W cable systems in Loma Linda and Grand Terrace, both California, joins Daniels & Associates' Desert Hot Springs (Calif.) Cablevision as manager.

Dianne Brand, market strategy specialist, Viacom, New York, named manager, market strategy, Viacom Enterprises.

John Barnes, director, financial planning, ABC, New York, joins United Media there, broad-based communications division of Scripps Howard with interest in television programming and number of television-related services, as VP and business manager. **Harold Bauer**, president and chief operating officer, London-based television group of United Pic-

tures International, joins United Media as VP and general manager of affiliate services for its *TV Update* and *TV Extra* weekly television listing magazines.

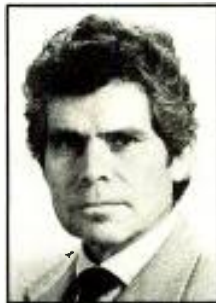
Steve Coulam, director of engineering, KOVR(TV) Denver, assumes additional duties as director of operations.

Thomas Prevette, from American Television and Communications cable system in Burlington, N.C., joins Daniels & Associates' North Augusta (Ga.) Cablevision system as manager.

Jerry Carr, hired as station manager for future acquisition by Miami-based Grant Broadcasting System, has assumed additional duties as assistant to president.

Danny Royal, production manager-operations director, noncommercial WPBA(TV)-WABE(FM) Atlanta, named acting executive director of stations. **William Scott**, executive director, is retiring after 26 years with stations.

Marketing



Blauweiss

Don Blauweiss, senior VP, creative manager, Doyle Dane Bernbach, New York, joins Saatchi & Saatchi Compton Inc. there as senior VP, creative director.

Bob Richards, deputy manager, J. Walter Thompson, Toronto, named general manager.

Gordon Hastings, president of Katz Television until his resignation in January (BROADCASTING, Jan. 28), has joined Seltel, New York, as executive VP.

Betty Fitterman, associate creative director, Young & Rubicam, New York, joins SSC&B:Lintas USA there as group creative director.

Gerry Boehme, director, Katz Radio Research, New York, named divisional VP.

Mark Holtzer, account supervisor, Needham Harper Worldwide, Chicago, named VP.

Joseph Levene, management supervisor, and **David Bergstein**, art director, Cunningham & Walsh, New York, named VP's.

C.H. Drago, VP and associate creative director, CRE Inc., Indianapolis, named VP, creative director.

Tom Mabley, senior VP, creative director, Lord, Geller, Federico, Einstein, New York, joins Henderson Friedlich Graf & Doyle there as executive VP, creative director-U.S.

Dennis Soltis, executive VP, Hasselbart & Mitten Advertising, Cleveland, joins W.B. Doner as general manager, Cleveland office.

Patricia Mourar, account assistant, Lewis, Gilman & Kynett, Philadelphia, named traffic manager.

Jeffrey Martin, media research coordinator, HBM/Creamer, named assistant media planner. **Theresa Budd**, account coordinator, HBM/Creamer, Pittsburgh, named member of broadcast business affairs department.

Christine Ackermann, occupational therapist, St. Luke's Behavioral Health Center, Phoenix, joins Barkley & Evergreen, Shawnee Mission, Kan., as traffic coordinator.

Bill Jacobs, recent graduate, Michigan State University, joins Eastman Radio, New York, as research analyst.

Lynn Myers, member of account management group, D'Arcy MacManus Masius, Chicago, named account executive.

Robert Bellin, New York sales manager, Weiss & Powell, joins Blair/RAR there as account executive.

Bill Riley, assistant account executive, Tatham, Laird & Kudner, Chicago, named account executive.

Barbara Mihalich, national sales manager, WBSL(FM) New York, joins CBS Radio Spot Sales there as account executive.

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Cynthia McGuineas, sales manager, KOH(AM) Reno, joins McGavren Guild Radio, Detroit, as account executive.

Mark Weidel, sales manager, WSTW(FM) Wilmington, Del., named general sales manager, WDEL(AM)-WSTW(FM). **Cynthia Morgan**, sales manager, WDEL, assumes additional duties as sales manager for WDEL-WSTW.

Cathy Hodin, senior media buyer-planner, Morgan Burchette, Washington, joins Mitchell & Associates, Bethesda, Md., as media director.

Bob Newton, recent graduate, Wittenburg University, Springfield, Ohio, and **Valerie Knizewski**, from MCI Communications, Southfield, Mich., join Cargill, Wilson & Acree, Atlanta, as media estimators.

Grace Healey, associate director, planning and research, Ogilvy & Mather International, New York, joins Smith/Greenland there as senior VP, strategic planning and research.

Betty Pazdernik, head of sales department, WCZY-AM-FM Detroit, named VP, general sales manager.

Dana Fitzgerald, New York group sales manager, Group W Television Stations, joins Group W's WJZ-TV Baltimore as general sales manager, succeeding Robert Donohue, who joins KMOL-TV San Antonio, Tex. (see "Media," above).

Lori Hertel, senior account executive, KTHO(AM) South Lake Tahoe, Calif., named general sales manager, KTHO-KZFR(FM).

John Boggs, general sales manager, WTPI(FM) Indianapolis, joins WOWO(AM) Fort Wayne,

Ind., as sales manager.

John Geary, general sales manager, WCLR(FM) Skokie, Ill., named VP, sales, and assistant station manager. **Barb Silver**, local sales manager, succeeds Geary.

John Vera, general sales manager, KMST-TV Monterey, Calif., joins KEYT-TV Santa Barbara, Calif., as local sales manager.

Pam Tomlinson, senior account executive, WBTV(TV) Charlotte, N.C., named national sales manager.

Margaret Tjepkema, account executive, Katz Communications, Los Angeles, joins WXIN(TV) Indianapolis (formerly WPDS-TV) as national sales manager.

Tom Post, account executive, MMT Sales, Atlanta, joins WHNS-TV Asheville, N.C., as national sales manager.

Clifford Snyder Jr., retail sales manager, KSL-TV Salt Lake City, named local sales manager.

Edward Theobald, national and regional sales manager, Capital Television Network, Manassas, Va., assumes additional duties as sales manager for its WTLL(TV) Richmond, Va.

Tom Tucker, account executive, KMST(TV) Monterey, Calif., named local sales manager.

Kate Cremin, billing supervisor, accounting department, WBAL-TV Baltimore, named traffic manager.

Mel Clark, from WHYL(FM) Leesburg, Fla., joins WSTF(TV) Cocoa Beach, Fla., as sales manager.

Cliff Snyder, manager of retail sales, KSL-TV

Salt Lake City, named local sales manager. **Mark Osborn**, account executive, KSL-TV, succeeds Snyder.

Jon Edwards, account executive, KEYT(TV) Santa Barbara, Calif., joins KSBY-TV San Luis Obispo, Calif., as regional sales manager.

Lisa Decker, from Eastman Radio, Seattle, joins KINK-FM there as account executive.

Terri Wild, from WOMC(FM) Detroit, joins WDIV-TV there as account executive.

Patty Graham, account executive, KDKB(FM) Mesa, Ariz.-Phoenix, joins KLZI(FM) Phoenix as account executive.

Drew Middleton, from WMBD-TV Peoria, Ill., joins WFLD-TV Chicago as account executive.

Eileen Carroll, station manager, WRSC(AM)-WQWK(FM) State College, Pa., joins WIP(AM) Philadelphia as account executive.

Sue Sobczak, media coordinator, Frey/Alcorn Associates, Detroit, joins WOMC(FM) there as account executive.

Paul Carbajal, from WLTV(TV) Miami, joins WCIX-TV there as account executive.

Jo Watson, freelance film producer, New York, joins WRXL(AM) Richmond as account executive.

Michelle Gundic, account executive, Nationwide Cable, Cleveland, joins WCLQ-TV Cleveland as account executive.

Programing

Claudia Gray, director of creative film services, Walt Disney Pictures, Los Angeles, joins MGM/UA there as director of broadcast production, motion picture marketing division.

John Kander II, VP, on-air promotion, CBS Entertainment, New York, named director, motion pictures for television.

John Whalley, executive director, Ardmore Studios, Dublin, joins Fries Entertainment as head of its London office.

Wayne Carlson, director of production, Cranston/Csuri Productions, Columbus, Ohio, named VP.

Former Kenner Toys executive **John Bohach** has been named to head new LBS Enterprises division of LBS Communications as executive VP. New division's first project will be Kideo-Video, joint venture for home video releases in conjunction with Karl-Lorimar and DIC Enterprises. Bohach will also be concerned with licensing and merchandising of toys.

Bill Spiegel, general manager of Multimedia Sports Productions, where he was in charge of production for defunct Sports Time cable network, named VP and general manager of Multimedia Productions, Cincinnati, responsible for running its new videotape production facility there.

Dick Ross, director of broadcast administration, USA Network, New York, named director of operations. **Jane Blaney**, programing administrator, USA Network, named manager, program administration.

Susan Muller, convention services manager,

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

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Signature _____ Are you in cable TV operations Yes
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The one to read when there's time to read only one.

Rainbow Programing Services, Woodbury, N.Y., named assistant director, affiliate marketing. **Dennis Patton**, regional manager, Rainbow Programing Services, Chicago, named product manager, American Movie Classics, pay service distributed by Rainbow.

Michael Montgelas, senior VP, Communications Trends, Atlanta advertising agency, joins Turner Broadcasting System there as account executive, cable sales department.

Deborah Hammond, account executive, HBO Affiliate Sales and Marketing, Los Angeles, joins Disney Channel there as manager, affiliate marketing.

Strauss Zelnick, director of international marketing, television, Columbia Pictures International Television, Los Angeles, named VP, international television sales.

Phyllis Gottlieb, VP, development, television division, Walt Disney Productions, Los Angeles, joins Lorimar there as director, comedy development.

Tim Spencer, operations manager, Rock 'N' Hits format, Satellite Music Network, Dallas, named operations manager, adult contemporary StarStation. **Pat Clarke**, Rock 'N' Hits air personality, succeeds Spencer.

Frank Guida, producer, *Laugh Machine, Computer Program* and *News Blimp*, Progressive Radio Network/ProMedia, New York, named executive producer.

Jackson Baker, president, NUR Corp., Los Angeles, joins Choice Channel there as treasurer and chief operating officer.

Richard Gentile, associate director, sports information, CBS, New York, named director, program analysis, CBS Sports.

Peggy Foley, from noncommercial WILL-TV Urbana, Ill., joins Southern Educational Communications Association, Columbia, S.C., as instructional television program specialist.

Judy Poole, from Manpower Inc., New York, joins Rainbow Programing Services, Woodbury, N.Y., as director of human resources.

Bruce Gowers, music video and television director, joins Paramount Domestic Television and Video Programming, Los Angeles, as director, *Solid Gold*.

Alex Stephens, production manager, operations, KJCT(TV) Grand Junction, Colo., joins KSAS-TV Wichita, Kan., as production manager.

Ron Daugherty, director of development, noncommercial KAWF(TV) Bemidji, Minn., named director of programing and public information.

Terry Wilson, research director, KTUL-TV Tulsa, Okla., named programing and research director.

Keith Olbermann, 11 p.m. sports anchor, WCVB-TV Boston, joins KTLA(TV) Los Angeles as weekday sportscaster.

Becky Barry, program assistant, KOVR(TV) Denver, named program coordinator.

Jim Ballard, director of programing-operations, WMAQ(AM)-WMFR(FM) High Point, N.C., joins WSTF(FM) Cocoa Beach, Fla., as program manager.

Patrick Wall, from WPXI(TV) Pittsburgh, joins

From the Hill. Ellis Woodward, former press secretary, House Telecommunications Subcommittee, has formed his own public relations firm. Woodward, who left the subcommittee last month, is located at 659 South Carolina Avenue, S.E., Washington. Meanwhile, David Alyward, former House Telecommunications Subcommittee chief counsel and staff director, and partners Robert Beckel and Timothy W. Finchem, announced the formalization of National Strategies & Marketing Group. Beckel was campaign manager for the Mondale for President campaign, and Finchem was national finance director, Mondale for President. The firm is located at 1919 Pennsylvania Avenue, N.W., Suite 704, Washington. It specializes in developing public policy strategies, organizing networks to "influence national, state and local policies and decision makers," and business development.

WDIV-TV Detroit as producer-director.

Robert Wright, from Pyramid Video, Washington, joins Montgomery (Md.) Community Television as production manager. MCT is nonprofit company managing access channels on cable system serving Montgomery County, Md. **Barbara Grunbaum**, production assistant, City of Rochester, N.Y., joins MCT as production coordinator.

Helmut Lenz, promotion director, KCRG-TV Cedar Rapids, Iowa, named program director.

Ann Pace, director of creative services, WJXT(TV) Jacksonville, Fla., named program manager.

Bob Levitan, senior associate producer, *AM Los Angeles*, KABC-TV Los Angeles, joins KPX(TV) San Francisco as producer, *The Afternoon Show*.

Bobby Garza, director of news, KTBC-TV Austin, Tex., named production manager.

News and Public Affairs

Dan Webster, deputy bureau chief, administration, NBC News, Washington, joins Conus Communications as VP and head of new Conus Washington Direct service that will provide television coverage of press briefings and events open to cameras at White House and executive branch offices (BROADCASTING, Aug. 19).

Lee Kamlet, producer, *World News Tonight*, ABC News, Washington, named to newly created position of national field producer.

Appointments, business news unit, CNN: **Deborah Marchini**, financial reporter, defunct Business Times, New York, to business news correspondent there; **William Hartley**, co-anchor, Business Times, to anchor, morning business news updates from New York; **Ed Alwood**, reporter, WFTV(TV) Orlando, Fla., to Washington business news correspondent; **Cynthia B. Rogers**, financial futures reporter, Commodity News Service, Chicago, to business news correspondent-producer there, and **Tom Cassidy**, New York business news correspondent, to Chicago bureau in same capacity.

Steve Leader, reporter, KING(AM) Seattle, joins KFIG-AM-FM Fresno, Calif., as news director.

Ken Nelson, news director, KCST-TV San Diego, joins WLS-TV Chicago as executive producer, *Eyewitness News*. **Larry Sales**, news director, WBRE-TV Wilkes Barre, Pa., joins WLS-TV as executive producer, weekend evening news.

Appointments, KTBC-TV Austin, Tex.: **Rich**

Lebenson, WIVB-TV Buffalo, N.Y., to executive producer; **Curtis Nichols**, weekend producer, to 5 p.m. producer; **Gena McFarland**, producer, KXXV-TV Waco, Tex., to weekend producer, and **Chris McDonald**, weekend photographer, to 5 p.m. reporter.

Sharon Gelder McGowan, assistant news director and managing editor, WBBM(AM) Chicago, joins co-owned WBBM-TV there as assignment editor. **Aretha Marshall-Mills**, manager of community affairs, WBBM-TV, named director of community affairs.

Jim Miklaszewski, White House correspondent, CNN, Washington, joins NBC News there as correspondent, covering Pentagon and general assignments.

Rob Yarin, producer and writer, KNBC-TV Los Angeles, joins WJLA-TV Washington as 5:30 p.m. news producer, succeeding **Mark Lloyd**, who joins CNN, Washington, as producer. **Linda Ringe**, *Seven on Your Side* producer, WJLA-TV, named associate producer, 5:30 p.m. news.

Jeff Gianola, weather anchor and substitute anchor, KATU(TV) Portland, Ore., named an-

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chor, 6:30 and 11 p.m. news.

Doug Rossi, from WWLP(TV) Springfield, Mass., joins WJAR-TV Providence, R.I., as producer, 6:30 a.m. news.

Appointments, WFSB-TV Hartford, Conn.: **Jane Meehan**, assistant producer, world newsfeeds, CBS-TV, New York, to weekend assignment editor; **Bertha Coombs**, reporter-intern, WCVB-TV Boston, to reporter; **Ginny Musante**, vacation relief reporter, WFSB-TV, to reporter; **Deborah Johnson**, special projects news producer, WDIV(TV) Detroit, to special projects coordinator, news.

Stu Nagurka, correspondent, Washington Radio and Press Service, Washington, joins Sun World Satellite News there in same capacity.

Joan Douglas, anchor-reporter, WBSM(AM) New Bedford, Mass., joins *Local Cable News*, on Greater Fall River Cable TV and Whaling City Cable TV, Colony Communications systems serving Fall River, New Bedford and Dartmouth, all Massachusetts, as reporter.

Kim Khazei, anchor-reporter, KQTV(TV) St. Joseph, Mo., joins WICD(TV) Champaign, Ill., as weekday co-anchor.

Helen Wortser, from WGXA-TV Macon, Ga., joins WLUK-TV Green Bay, Wis., as reporter and weekend producer.

Marti Emerald, reporter and anchor, KSDO(AM) San Diego, joins KGTV(TV) there as reporter.

Giselle Fernandez, anchor-reporter, KEYT-TV Santa Barbara, Calif., joins KTLA(TV) Los Angeles as reporter.

James Ritchey, reporter and substitute anchor, KMIR-TV Palm Desert, Calif., joins KSBY-TV San Luis Obispo, Calif., as reporter.

Jim Fagin, from KLIN-AM-FM Lincoln, Neb., joins WOWT(TV) Omaha as reporter.

Technology

Charles Zito, VP, marketing and business development, Comsat Technology Products, Washington, named VP and general manager of network products division.

Kevin Tam, head of test department operations, Orban Associates, San Francisco, joins TFT, Santa Clara, Calif.-based communications products manufacturer, as applications engineer.

Walter Kelley, audio-video sales manager, Lake Systems Corp., Newton, Mass., audio-video equipment manufacturer, named VP, audio-video sales.

Harry Davis, sales service supervisor, Television Videotape Satellite Communications, Pittsburgh, named distribution-sales service manager. **Joseph Santeufemia**, sales service coordinator, TVSC, succeeds Davis.

Charles Emmert, VP, engineering, Satcorp., Washington, joins Satellite Systems Engineering, Washington consulting firm, as director of earth station engineering. **Toby Denise Fox**, communications consultant, joins SSE as market analyst.

Glenn Sigler, sales engineer, Pioneer Communications of America, Columbus, Ohio, named field service supervisor, sales support department.

Dale Kelly, chief engineer, KMPH(TV) Fresno, Calif., named director of engineering for parent, Pappas Enterprises, responsible for Pappas group television stations KMPH, WHNS Asheville, N.C., and new UHF under construction in Omaha.

Joe Jarjoura, chief engineer, WCIB(FM) Falmouth, Mass., named technical director for WCIB and co-owned WCRJ-AM-FM Jacksonville and WQEZ(FM) Fort Myers, both Florida.

Promotion and PR

Patrick Pattison, VP, director of marketing, Metromedia Producers Corp., Los Angeles, joins Walt Disney Pictures there as VP, creative services.

Andrew Holtzman, VP, advertising, promotion and publicity, LBS Communications, New York, named senior VP.

Susan Bluttman, account executive, Rogers & Cowan Public Relations, New York, joins Lifetime there as director of public affairs.

Lee Hunt, freelance writer-producer, Dallas, joins Lifetime as director of on-air promotion.

Emily Barr, news promotion producer, WJLA-TV Washington, joins KHOU-TV Houston as promotion manager.

Ed Marcin, promotion administrator, WLS-AM-FM Chicago, named director of advertising and promotion.

Ron Wilson, account executive, KRBE-FM Houston, named promotion director.

Larry Rifkin, public information manager, Connecticut Public Broadcasting, Hartford, Conn., named VP, public relations. **Lisa DiDonato**, secretary to VP, financial affairs, Connecticut Public Broadcasting, named assistant to VP, public relations. **Mindy Hammer**, member of programming department, named promotion producer.

Allied Fields

James Tiller, VP and general manager, KISS(FM) Dallas, joins Maxagrid there as president. Maxagrid provides customized computer software to broadcasting industry.

Appointments, Arbitron, New York: **Les Tolchin**, account executive, CBS Radio Spot Sales, New York, to VP, national radio sales; **Jon Nottingham**, division manager, Southern television station sales, Arbitron, Dallas, to VP, television station sales, New York, succeeding **Mark Young**, resigned, and **Dennis Spragg**, manager, Northwestern TV station sales, San Francisco, succeeds Nottingham.

William Redpath, senior financial analyst, NBC, New York, joins Broadcast Investment Analysts Inc., Washington, as senior analyst.

John Willett, Eastern regional station relations manager, SESAC, New York, joins American Society of Composers, Authors and Publishers there as station relations representative.

Stephen Raleigh, assistant chief engineer, WOR(AM) New York, leaves to form own technical consultancy, Stephen Raleigh Broadcast Services, based in Princeton, N.J.

Carol Harlocker, assistant manager of talent and rights, HBO Sports, New York, joins RLR Associates, talent agency there, as agent.

Walter Westman, senior VP and director, Booth American Co., Detroit, joins Barry Sherman & Associates, media broker, Washington, as Midwestern associate.

Michael Hauptman, senior VP, ABC Radio, and VP, ABC Video Enterprises, New York, has formed own communications holding and consulting firm, National Communications Corp., based in Greenwich, Conn.

John Sheehan, VP, Television Marketing Corp., Seattle, joins Audience Research and Development, Dallas-based broadcast research consulting firm, as VP, client development.

Henry Selick, independent filmmaker, has won first 3M New Talent Award in Music Video from AFI (American Film Institute) Television workshop. Award is to "encourage new talent and innovative efforts in the music video field."

Deaths



Wilkinson

Glen A. Wilkinson, 74, communications attorney and founder and partner, Wilkinson, Barker, Knauer & Quinn, Washington, died of cancer Aug. 29 at Sibley hospital, Washington. He received his JD in 1938 from George Washington University. In 1946, following military service, Wilkinson, and his brother, Ernest Wilkinson, went into private law practice in Washington. In 1951, they joined with Robert Barker and John Cragun to form Wilkinson, Cragun & Barker (Wilkinson, Barker, Knauer & Quinn since 1982). Wilkinson was member of FCBA and was actively involved for over 30 years in FCC proceeding involving radio service to rural areas. He also represented Indian tribal claims. He is survived by his wife, Katherine, and four sons.

Murray C. Evans, former assistant to general manager, WGBB(AM) Freeport, N.Y., died of stroke Aug. 1 at his home in Plantation, Fla. He is survived by his daughter, Shauna. Evans's brother, Clifford, VP, news, Washington, for RKO General, died in 1983.

Ann Williams Jr., 34, former news director and anchor, WBBM-TV Chicago, died of stomach cancer Aug. 9 at Rush Presbyterian St. Lukes hospital, Chicago. Williams had recently been developing videotext service for Lee Communications, Chicago, radio programming firm that chiefly supplies traffic reports to about 35 Chicago area radio stations. She is survived by her husband, Glenn Pollock. Her father, Bob Williams, is long-time Chicago area radio sales and syndication executive.

Charlie Beckner, 33, chief photographer, KGUN-TV Tucson, Ariz., died of cancer Aug. 27 at his home in Tucson.

Radio's poetic ambassador

CBS News Correspondent Charles Osgood is, in the words of CBS Radio News Vice President Joseph Dembo, the company's "not-so-secret" weapon.

The CBS newsman attracts large audiences on radio as well as television with a news delivery that is easygoing and personable. Indeed, he is, according to the Spring RADAR 31 report, one of the most-listened-to radio personalities in the country. It is Osgood's witty and, at times, unconventional approach to certain news stories, sometimes delivered in verse, that has become his forte. "He's like a gust of fresh air in the desert at high noon," says Dembo.

If Osgood's folksy style stands noticeably apart from most other broadcast journalists, it could be because he came upon journalism more by chance than by design. Although he says he was somewhat "interested" in news as a youth, he did not pursue it. "I never took a journalism course or worked for a newspaper or news department of a broadcast operation," Osgood says. In fact, he attributes the development of his style to his evasion of the "journalism machine." "Whatever is unique or different in my style, would probably have been drummed out of me in journalism school on the first day," he says.

Although journalism was not a lifelong passion, radio was. Starting from the time he imitated the announcer on the old *Omar, the Mystic* program in New York, Osgood took his interest in radio to high school in Philadelphia, where he performed in amateur productions at local radio stations, and to Fordham University in the Bronx, N.Y. Osgood jokes that he probably spent more time at the college radio station (WFUV-FM) than in the classroom, where his major was economics. "I knew I wanted to go into radio, but I didn't want to major in it at school," he says. He decided on economics because, he says, "it was the 1950's and everyone was looking at ways to make money."

After graduating from college in 1954, Osgood landed a job as an announcer at classical-formatted WGMS-AM-FM Washington. Six months later, realizing the likelihood of being drafted, he applied for and subsequently became the announcer for the U.S. Army band in Washington.

During a three-year tenure in the Army, Osgood "moonlighted" as an announcer at Washington radio stations under different assumed names. He was Carl Walden at WGMS and Chuck Forest at WPGC(AM) and WEAM(AM). In January 1958, he returned to WGMS as program director.

In early 1963, Osgood tackled a new challenge: general manager of the nation's first over-the-air pay television station, WHCT-TV (channel 18) Hartford, Conn. The station was owned by RKO General, owner of WGMS.

The station, which used the so-called



CHARLES OSGOOD WOOD—CBS News Correspondent, New York; b. Jan. 8, 1933, New York; BA, economics, Fordham University, Bronx, N.Y., 1954; announcer, WGMS-AM-FM Washington, DC, 1954; announcer, U.S. Army Band, Washington, 1955-58; program director, WGMS-AM-FM Washington, 1958-63; general manager, WHCT-TV Hartford, Conn., 1963; writer-anchor, *Flair Reports*, ABC Radio, 1963-67; morning anchor and reporter, WCBS(AM) New York, 1967-71; present position since 1971; m. Jean Crafton, Dec. 17, 1973; children—Kathleen, 11; Winston, 9; Anne Elizabeth, 7; Emily Jean, 5; Jamie, 2.

Phonovision system devised by Zenith, aired, among other things, movies and sporting events. The set-up was "ingenious, but flawed," says Osgood with understatement. The experiment failed. WHCT-TV, he says, was unequipped for color at a time when color television was becoming increasingly popular. In addition, installation of the bulky decoder took about three expensive man hours. Osgood sums up the experience: "We [the station] lost money at an alarming rate . . . and they [RKO] let me off the hook very gently. They said, 'You're fired.'"

Later that year Osgood returned to radio. He was hired by ABC Radio, which was putting together a short-form, "topical" and somewhat off-beat news series called *Flair Reports*. One of the producers of *Flair Reports*, Frank Maguire, was a former colleague of Osgood's at WFUV and had enough confidence in his past radio work at the college to hire him. "We invented a new way to do radio broadcasts, and I still use some of those concepts today," says Osgood. Also joining *Flair Reports*, he says, was a young news desk assistant at WMCA(AM) New York: Ted Koppel.

It was at ABC that Osgood got his first crack at reporting a "live" news event. He co-anchored the Gemini 3 space launch. That coverage eventually led to his doing some network newscast assignments.

In 1967, Osgood's broadcast journalism career took off. As he recalls, Ed Joyce,

then-WCBS(AM) New York news director and currently CBS News president, contacted Koppel about doing morning newscasts during the *Pat Summerall Show*. Koppel declined, but recommended Osgood for the job. Osgood joined WCBS(AM), but shortly afterward the station, which was managed by Dembo, switched its format from MOR to all-news—its current sound—and Osgood found himself co-anchoring the morning drive-time news block with Lou Adler, now vice president and news director of WOR(AM) New York. Four years later, Osgood joined CBS News, mainly as anchor for hourly morning newscasts on the CBS Radio Network. (Today he does the 7 a.m. and 9 a.m., NYT newscasts.)

During the 1970's, Osgood became more visible as he began to file stories on the television side. In June 1981, when Ed Bradley left as anchor for the *CBS Sunday Night News* to join the crew of *60 Minutes*, Osgood took over and has remained there since.

It was also during his time with CBS that Osgood started to put stories to rhyme. Osgood used this approach more regularly when he launched his *Newsbreak* series in 1973 on CBS Radio. He fast became known as CBS News's poet-in-residence.

Over the years, *Newsbreak* developed a strong, almost cult-like following, prompting Osgood to write two books: "Nothing Could Be Finer Than a Crisis in the Morning," and "There's Nothing I Wouldn't Do If You Would Be My POSSLQ." The books are compilations of *Newsbreak* reports, half of which are verses.

Osgood is on a rigorous work schedule, which has him on the go about 11 hours each weekday and nearly seven hours on Sunday. The time, he says, is equally divided between radio and television even though he anchors 22 radio programs each week compared to one TV newscast. Television just takes more time to prepare, he says, adding that he also does pieces for other CBS Television Network news programs.

Regarding recently surfaced reports that he may move to another network—specifically ABC—once his contract with CBS expires at the end of September, Osgood will only say that "others" have talked to him.

Osgood is a music lover and plays the piano, organ and banjo in his spare time, which seems to be at a premium these days. CBS Radio recently tapped his talent for one of its weekly *Newsmark* series, which celebrated the 300th anniversary of classical composer Johann Sebastian Bach. On the broadcast, Osgood played the piano.

After working in both radio and television, Osgood still considers the aural medium his "primary assignment." He reminds his television viewers of that assignment every Sunday evening as he signs off his late-night network news telecast with the phrase that has become his trademark: "See you on the radio."

AM broadcasters and radio manufacturers will join forces to improve reception of medium's high audio frequencies, result of accord at day-long meeting of National Radio Systems Committee subgroup last Wednesday (Sept. 4). Group now begins effort to reach voluntary standards for AM preemphasis, or boosting of high frequencies before transmission, and AM deemphasis, or high frequency rolloff at receiver. Standards proposals will be solicited until December, and one preemphasis proposition has already been submitted by San Francisco audio equipment-maker Robert Orban. Committee is jointly administered by National Association of Broadcasters and Electronics Industries Association, and co-chaired by Charles Morgan of Susquehanna Broadcasting and Bart Locanthi of Pioneer.

Senator Albert Gore Jr. (D-Tenn.) told manufacturers and sellers of home earth stations assembled last week at Opryland hotel in Nashville for **SPACE/STTI** that he would **introduce legislation that would prohibit cable programmers from engaging in "any plan to distribute scrambled satellite television programming which is discriminatory or anticompetitive in any way."** Legislation, which would be similar to that introduced in House by Representative Billy Tauzin (D-La.), "would allow any party who believes he has been dealt with unfairly to petition the [FCC] for relief." Cable programmer shouldn't be forced to scramble satellite feeds, Gore said, but "if he does choose to scramble, he ought to have to deal fairly with all those who wish to purchase his product." Announcement of bill followed sharp criticism of NCTA's plan to form cable-operator consortium to facilitate scrambling and subsequent offering of service to owners of backyard dishes. Behind consortium's "thin veneer of good intentions" is cable operators' "troubling motivation—to enable the power brokers to tightly control the distribution of satellite programming, and, even worse, to discourage anyone from buying an earth station again." Subject of scrambling also came up at breakfast last week for Senator Barry Goldwater (R-Ariz.) at NCTA headquarters in Washington. Goldwater told group he will oppose with all his "ability any legislation putting a moratorium on your right to scramble." In return, he said, "I trust that your industry will deal fairly with the satellite dish audience and recognize their interest in obtaining and paying a reasonable fee for satellite programming." Goldwater also broached subject of must carry. He maintained that there is "no legal or philosophical or moral tie between must carry and the compulsory license." Nonetheless, he said, "there is probably some form of must carry which Congress can create which passes constitutional muster."

NBC News said last week that beginning today (Sept. 9), **NBC Nightly News with Tom Brokaw** will have **new set**, with anchor Brokaw featured in newsroom setting. In addition, program will adopt new music that gets away from typical "synthesizer news noise," as NBC News Vice President Tom Wolzien described it last week. **New music has classical sound**, and was composed by John Williams, composer of soundtracks for "Star Wars," "Jaws," "Raiders of the Lost Ark" and "ET: The Extra Terrestrial." Music was recorded by 80-musician orchestra. NBC News said that beginning next Monday (Sept. 16), **NBC News at Sunrise** and **Today** would also adopt Williams's composition for opening and closing credits. Another change at **Nightly News**, also starting today: Video of Statue of Liberty will accompany Williams composition in new show opening.

ABC is reportedly trying to lure CBS News Correspondent Charles Osgood (see "Fifth Estater," page 143) from CBS when his current contract expires at end of September. ABC's proposed deal for Osgood is said to involve anchoring news programs for ABC Radio Networks in addition to some television appearances. Osgood joined CBS News in 1971 and has been mainstay of CBS Radio's news department. He became anchor of **CBS Sunday Night News** telecast in June 1981. Move would mark second tour of duty for Osgood at ABC, where he worked on ABC Radio's **Flair Reports** from 1963 to 1967. As of late last week, there was no official confirmation or denial of report from either camp.

FCC Common Carrier Bureau has granted **Orion Satellite Corp. conditional authorization to construct international satellite system.** Citing concerns over technical proposal, FCC had deferred action

TV not larger than life: Jankowski. *If television is to become a truly "global enterprise," people have to change their attitudes about it and stop overstating its effects. That's what CBS/Broadcast Group President Gene Jankowski told the broadcasters, policymakers, businessmen and others attending the annual conference of the International Institute of Communications last Friday (Sept. 6) in Tokyo. According to Jankowski: "Television can certainly enlarge and enhance the collective experience, but it cannot reinvent the individual... It can enliven and enrich a culture; it cannot overhaul it." Hence, he said, TV doesn't make people fat (as some studies have suggested); nor is it responsible for "academic under-performance" or "tendencies toward aggressive behavior." Said Jankowski: "To date, no one has been able to establish a direct causal relationship between television viewing and any of these behaviors." He added that there are many factors "impeding more rapid development of television internationally," including copyright infringement, cultural restrictions, foreign exchange problems and the limitation of investment potential. However, many of those factors "are buttressed by an artificially erected wall of exaggerated anticipation. This is the mistaken idea that television is some kind of preemptive force that can displace home, school, family, church, state, genes and history. That is simply not the case," he said.*



on Orion's application when it conditionally authorized applications of RCA Americom, International Satellite Inc. and Pan American Satellite Corp. earlier this summer (BROADCASTING, July 29).

High-definition television demonstration was witnessed by 500 at **Space WARC** in Geneva last Wednesday (Sept. 4). Display of Japanese-developed technology was mounted by its supporters to introduce HDTV to WARC delegates who will also represent their nations at October meetings of International Radio Consultative Committee (CCIR) groups in Geneva, where world standard for HDTV studio system will be debated.

There's been shakeup at Wold Communications, pioneering Los Angeles-based satellite service company. **Wold Communications President Gary J. Worth is leaving company** when his current contract expires Dec. 31. **Robert N. Wold**, president and chief executive officer, Robert Wold Co., will assume same positions with Wold Communications subsidiary after Worth departs. Taking over operational chores in Worth's absence will be **William M. Hynes**, director of telecommunications for ABC-TV since 1977. He'll join Wold Communications Oct. 1 as executive vice president and general manager. In prepared statement, Wold praised Worth's contribution to company. "During the nearly six years that Gary Worth has headed Wold Communications, its size and revenues have nearly tripled," he said. Worth, who was executive vice president and co-chief operating officer of Mutual Broadcasting System prior to joining Wold in 1979, said he is considering several opportunities, including purchase of broadcasting properties.

Steve Tuttle, Washington managing editor, **TV Digest**, is expected to be named **head of NCTA's public affair department** this week.

GTE Spacenet hopes to launch its **fourth satellite** this Thursday (Sept. 12 at 7:26 p.m. NYT) from Kourou, French Guiana, aboard Arianespace's Ariane 3 rocket. If all goes well, Spacenet III will join GTE's Spacenet I, Spacenet II and GSTAR I in geostationary orbit. Like other Spacenet birds, Spacenet III is hybrid with 18 (12 36 mhz and six 72 mhz) C-band transponders and six 72 mhz Ku-band transponders. GTE Spacenet is not finished putting satellites in orbit. Still to go: GSTAR II in December 1985; GSTAR III in October 1986, and Spacenet IV in March 1987.

RCA Americom officially announced last week it had reserved **two transponders for AT&T on its Satcom K-II**, making Ku-band, 16-transponder satellite sellout ("Closed Circuit," Aug. 19). Others on satellite: Hubbard Broadcasting/Conus Communications (four transponders); NBC/Comsat (eight), and RCA Americom (two). RCA plans to lease its two transponders piecemeal to television syndicators for distribution of their programming. As part of that program, it is giving away Ku-band earth stations to any television station that wants one. So far, 459 stations have taken RCA up on its offer. Satcom K-II is slated for launch on Nov. 27 and should be ready for service sometime in January. AT&T spokeswoman said it was "premature" to talk about AT&T's plans for two slots.

In initial decision, FCC Administrative Law Judge John Frysiak has granted application of **Tennessee Telecorp Inc. for new VHF station on ch. 8 in Knoxville, Tenn.**, denying competing applications of Knoxville Broadcasting Corp., Community Broadcasters of Knoxville Inc., East Tennessee Broadcasting, Knoxville Tennessee TV Inc., Citizens Community Television Inc., Tennessee Telecasting Inc., HHS Inc., Le Conte Broadcasting Co. and South Central Communications Corp. Telecorp won out on integration grounds. Donald K. Bagwell is president and 20% owner of Telecorp, which is also owned by four others and has no other cognizable media interests. Bagwell is manager of information services for Tennessee Valley Authority. Facility is one of four VHF drop-ins approved five years ago (BROADCASTING, Sept. 15, 1980).

National Organization for Women Legal Defense Fund, National Organization for Women and Telecommunications Research and Action Center have alleged that **refusal of ABC and CBS to carry public service announcement by American College of Obstetricians and Gynecologists about risks of sex without use of contraception** is impermissible under public interest standard. In **complaint at FCC**, groups said ABC and CBS, as licensees, had special public interest duty "because of their extraordinary emphasis on sexual themes in entertainment programming and its impact on teenagers." Instead of meeting that obligation, networks have "rejected the PSA's on arbitrary grounds and improperly relegated the matter to an occasional news insert or other informational programming," groups said. "This enormous imbalance is impermissible under the public interest standard." In complaint, groups also said CNN has agreed to carry PSA and that negotiations with NBC were ongoing.

Harvest of help. Plans for *Farm Aid*, a benefit expected to raise \$40-\$50 million for U.S. farmers over the next year, continued to fall into place last week. In its first four days of distribution, the syndicated telecast of *FarmAid*, to be held Sept. 22 at the University of Illinois, Champaign-Urbana, has been cleared on more than 70 stations covering 60% of television households, according to Gaylord Syndicom. The distributor said response was so heavy that new phone lines had to be installed in its offices. In all, 125 stations covering 90% of the country are expected to air the concert at 8-11 p.m. NYT. Distribution is on a barter basis with stations getting five minutes of commercial time each hour and Gaylord Syndicom getting four.

The entire event, expected to last from 1 p.m. to 1 a.m. NYT, will be carried by The Nashville Network cable service and on AP/WSM/Music Country Radio Network, a Nashville-based network of about 100 stations. (TNN, AP/WSM/MCRN, and Gaylord Syndicom are all divisions of Opryland USA.) Group W offered its Newsfeed service as exclusive supplier of concert footage for all services (networks, cable and local television news) covering the event. MTV will use Newsfeed for live inserts in its schedule without an on-site reporter.

A comment made by Bob Dylan during the LiveAid concert for Ethiopia. Willie Nelson's broaching of the idea with Illinois Governor James Thompson and several other factors led to the concert, said a FarmAid spokesman. Along with Willie Nelson and Family and Bob Dylan, 30 country and rock acts will perform. Walter Cronkite has reportedly been asked to help host the event.



Black and white issue. Jerry Falwell (r) and Jesse Jackson (l) were featured on ABC's *Nightline* last Thursday (Sept. 5) debating the direction U.S. policy toward South Africa should take. Falwell said the approach toward eliminating that country's policy of apartheid should be one of "constructive engagement," which doesn't focus on American divestiture of financial interests. Jackson retorted that "constructive engagement has failed morally, and, in fact, has encouraged more investment." Falwell said American divestiture would hurt blacks there financially. Jackson replied that U.S. investments were robbing blacks in South Africa of their dignity. ABC's Ted Koppel (c) moderated the discussion.

Times Fiber Communications announced that its former chairman, **Lawrence J. de George**, has made offer to buy publicly traded manufacturer of coaxial and fiber optic products for cable and other industries. De George, who resigned as chairman in May, made offer to Times Fiber's two-thirds owner, Insilco Corp., to pay \$14.50 to \$15 for each of 9.6 million outstanding shares. Colin J. O'Brien, current chairman, said he, along with other management, had hired investment banker to review possibility of management-led leveraged buyout of company.

ESPN said its second-quarter, average prime time rating was **1.5 rating and two share**, down from 1984 second-quarter average of 1.9 rating and three share. Network attributed decline in large part to viewing fall-off for USFL schedule, which last year was highest rated series in second quarter, averaging 2.9 rating compared to average 1.8 this year in second quarter.

Monday Night Football on ABC-TV will become **first sports series to be close-captioned live** for hearing impaired viewers beginning with first broadcast tonight (Sept. 9). Generic captioning will appear during plays; comments from Frank Gifford, O.J. Simpson and Joe Namath will appear between plays. Live captioning involves use of stenographer and computer system filled with football jargon.

WKBW(AM) Buffalo, N.Y., has been sold by **Capital Cities Communications to Price Communications for \$2 million** ("Closed Circuit," Sept. 2), as part of radio spin-offs involved in Capcities' purchase of ABC. Station is Price's fifth broadcast purchase this year. Price is publicly owned, New York-based station group and publisher headed by Robert Price, chairman, and owns six AM's, four FM's and three TV's. WKBW is on 1520 khz full time with 50 kw.

Robert K. McCormick, 74, pioneer newscaster who was Washington reporter on first NBC-TV nightly news program, *Camel News Caravan*, and was with NBC for 34 years, died of heart attack in New York Sept. 4. He had had surgery for lung cancer three weeks before. McCormick joined NBC in 1942, and next year became central Pacific correspondent, based at Pearl Harbor, and later Guam. In 1948, he covered both political conventions, the first to be covered by television. In 1948-51, he was reporter on *Caravan*, anchored by John Cameron Swayze. McCormick was sent to Europe in 1951 to organize news bureaus in Germany. He recommended David Brinkley as his successor on *Caravan*, and show eventually became *Huntley-Brinkley Report*. When McCormick returned in 1955, he was assigned first to State Department, then to Capitol Hill, beat he covered until his retirement in 1976. He is survived by two daughters.

Editorials

Together again in Big D

The remarkable power and vitality of radio will be abundantly evident in Dallas this week as the Radio '85 Management and Programming Convention holds sway. It's easy to forget, but this is only the second of these collaborations between the National Association of Broadcasters and the National Radio Broadcasters Association. They already seem to have been there forever.

In fact, the negotiations that brought together these often-at-odds groups limited their joint ventures to one-year contracts; each association could pick up or walk away from the option at the conclusion of the show. The expectation here—along with the hope—is that NAB and NRBA will continue to work hand in glove on this enterprise that so rewards the entire radio industry.

The threat to that continuation was the call for a "super" radio association, advanced by the NRBA's executive committee in July (BROADCASTING, Aug. 5) to thunderous disapproval of most in the trade association world whose cooperation would have been essential to its success. Worse still, the plan rekindled dormant feuds between NRBA and old rivals, many of them on the radio board of the NAB, which would have to vote for the continuation of RMPC. The cry for going it alone again was heard in the land.

It was evident as everyone packed for Dallas that NRBA leadership recognized that whatever merits there might be in their super radio inspiration, its time had not yet come. (Indeed, others of prominence outside NRBA may share an appreciation of that general concept but are committed to an evolutionary rather than revolutionary way of getting there.) The action taken by the NRBA board on Tuesday is expected to signal just such a moderate approach.

Radio needs unity, if not unanimity. The medium's most super achievement at this point will be the restoration of harmony among all concerned.

Faster, faster

This year's Radio-Television News Directors Association convention boasts a 20% increase in exhibit space, credited primarily to the increasingly sophisticated technology for collecting and delivering the news. The largest booth, appropriate to the times, belongs to a supplier of satellite equipment and services. NBC will propose to its affiliates a news exchange taking advantage of its Ku-band satellite system. Another company is introducing a daily English-language version of a Soviet newscast taken from a Russian satellite. News cooperatives linked by satellite abound. The electronic news gathering (ENG) that has been possible only in the past few years has been given vaster reach and quicker speed by the communications satellite. It's now an SNG world.

The first panel session of the RTNDA convention—and one expected to draw a large crowd—focuses on international terrorism and the media. The topic embraces a larger issue: how news ought to be covered in light of the increased opportunities, and choices, afforded by satellite newsgathering. Following reportage of the TWA hijacking last June, some critics suggested that the satellite age had brought with it greater possibilities for the manipulation of journalism by media-conscious extremists. Granted. But the suggested solution of, in effect, selectively weakening such coverage would simply be yielding to another type of manipulation.

As the local journalism feature in the Aug. 26 issue of BROAD-

CASTING made clear, distinctions among local, national and international stories are blurring, and news is being served up faster and in greater quantities than ever before. There is ever more to criticize.

The challenge for news executives in Nashville this week is at least threefold: to avoid sacrificing accuracy to speed; to remain critical appraisers and editors, as well as gatherers, of news, and to be mindful that even in the accelerated processing of news, the editorial judgment applied to the message must continue to keep pace with the messenger's dazzling speed.

Ouch

Few telephone users, including the contributor of these remarks, are without horror stories to tell about the price of telephone service since the AT&T breakup. The memory of a recent charge of \$1.90 for a 20-second call from a pay phone to a point less than four miles away still rankles. It pales, however, beside the experiences of radio broadcasters whose bills for audio transmissions provided by local telephone companies have risen exponentially—on the average, 390%, according to the calculations of the National Association of Broadcasters.

As reported elsewhere in this issue, the FCC's Common Carrier Bureau is heeding the broadcasters' complaints, and, in preliminary sniffing, has detected evidence of overbilling. There is a prospect of some relief in some cases.

The basic tariffs, however, just may be set in concrete. They became effective last April 1 after the local phone companies had persuaded the FCC that their costs justified the new and much higher rates for audio transmissions. To the broadcasters' considerable regret since April 1, there was nobody there but the FCC staffers before the tariffs were accepted to oppose the telephone companies' rates or question their cost calculations. It has only been since the delivery of jaw-dropping telephone bills that broadcasters got the word about the new tariffs.

What this says about the broadcasters' presence in Washington this page will leave to others to decide. There is this consolation from the Common Carrier Bureau: The tariffs won't rise again by anything like their April excursion into the blue, which was triggered by the recalculation of costs that Ma Bell used to fob off on other services. Small comfort.



Drawn for BROADCASTING by Jack Schmidt
 "Then the FAA came along and said we couldn't go any higher."



WHAT CAN TURN WRONG INTO RIGHT?

We Americans treasure our free society. Yet there will always be those individuals who use freedom as a mask for selfish or criminal ends.

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