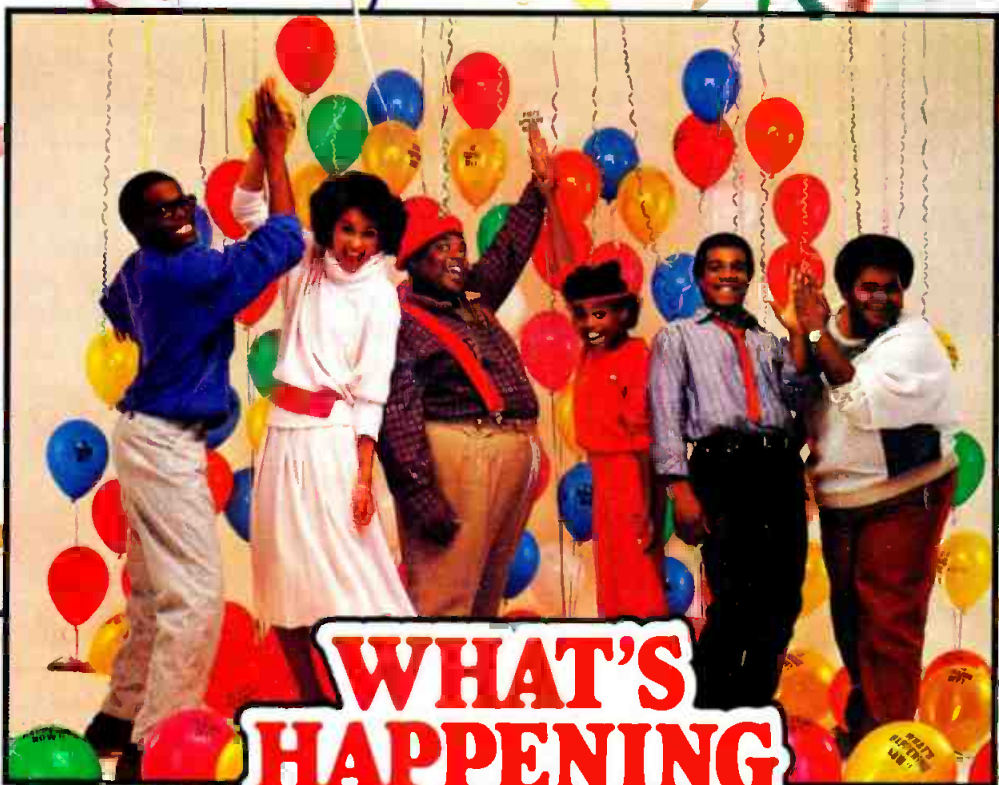


The Fifth Estate


RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 4



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93 MARKETS STRONG!



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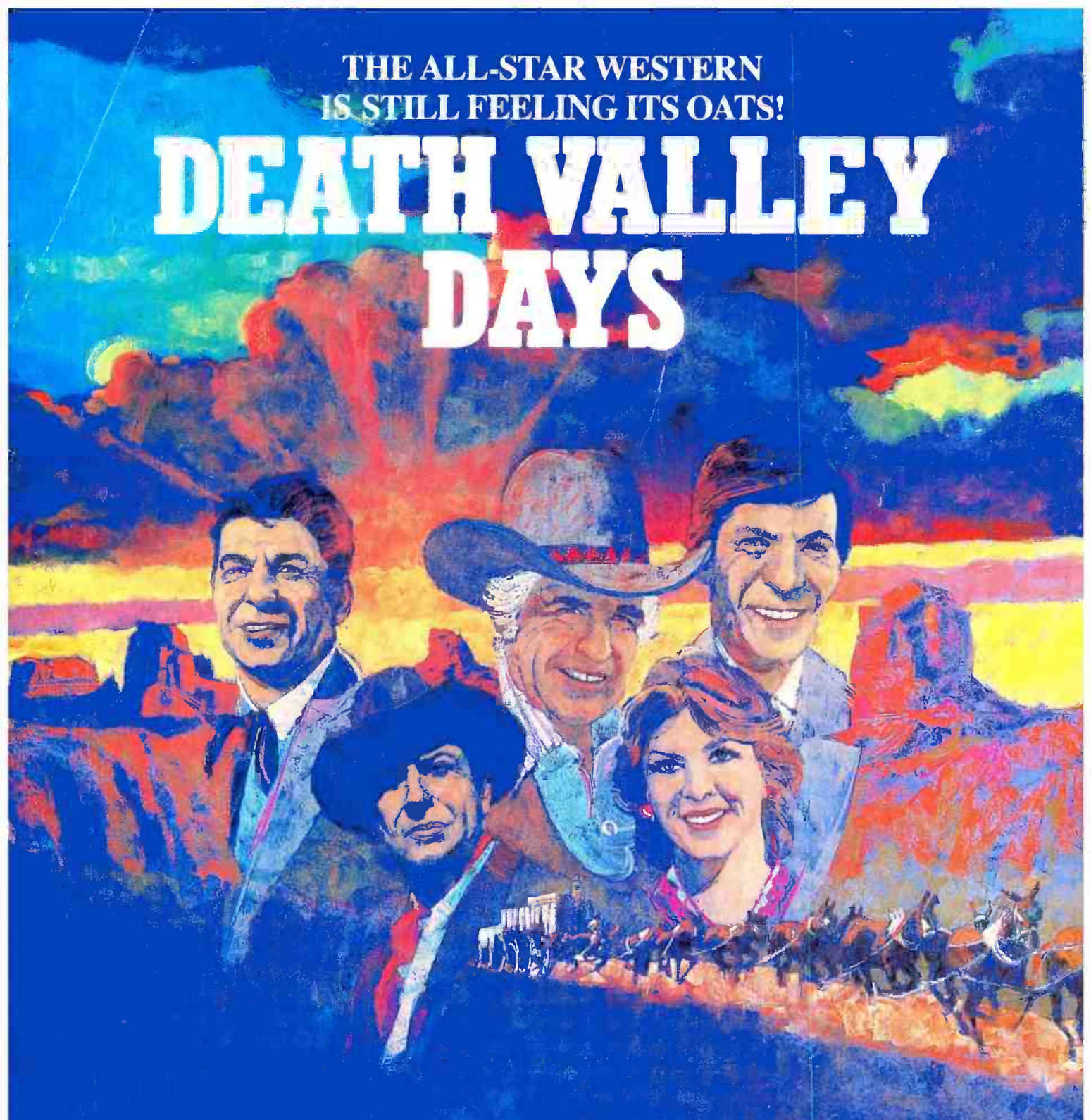
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55th Year 1985
 ALL EYES ON CBS
 Small craft
 warnings
 on Sixth Avenue

THE ALL-STAR WESTERN
IS STILL FEELING ITS OATS!

DEATH VALLEY DAYS



The 20 mule team is hitched up for action. Each dramatic episode is a true story depicting life in the early days of the old wild West. The series features a brilliant cast of all-star talent. Robert Taylor. Jim Davis. Mariette Hartley. Leonard Nimoy. And, of course, Ronald Reagan. There's also Robert Blake, Gavin MacLeod and Marion Ross.

With its shootouts and knockouts, heroes and villains, "Death Valley Days" can be programmed in many dayparts. With another Western.

Or in tandem with a drama. Play it daytime. Or alone late-night. With its extraordinary star value, it also works well as event programming, offering many cross-promotional possibilities. All 130 half-hours in color.

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Already sold in 35 markets.

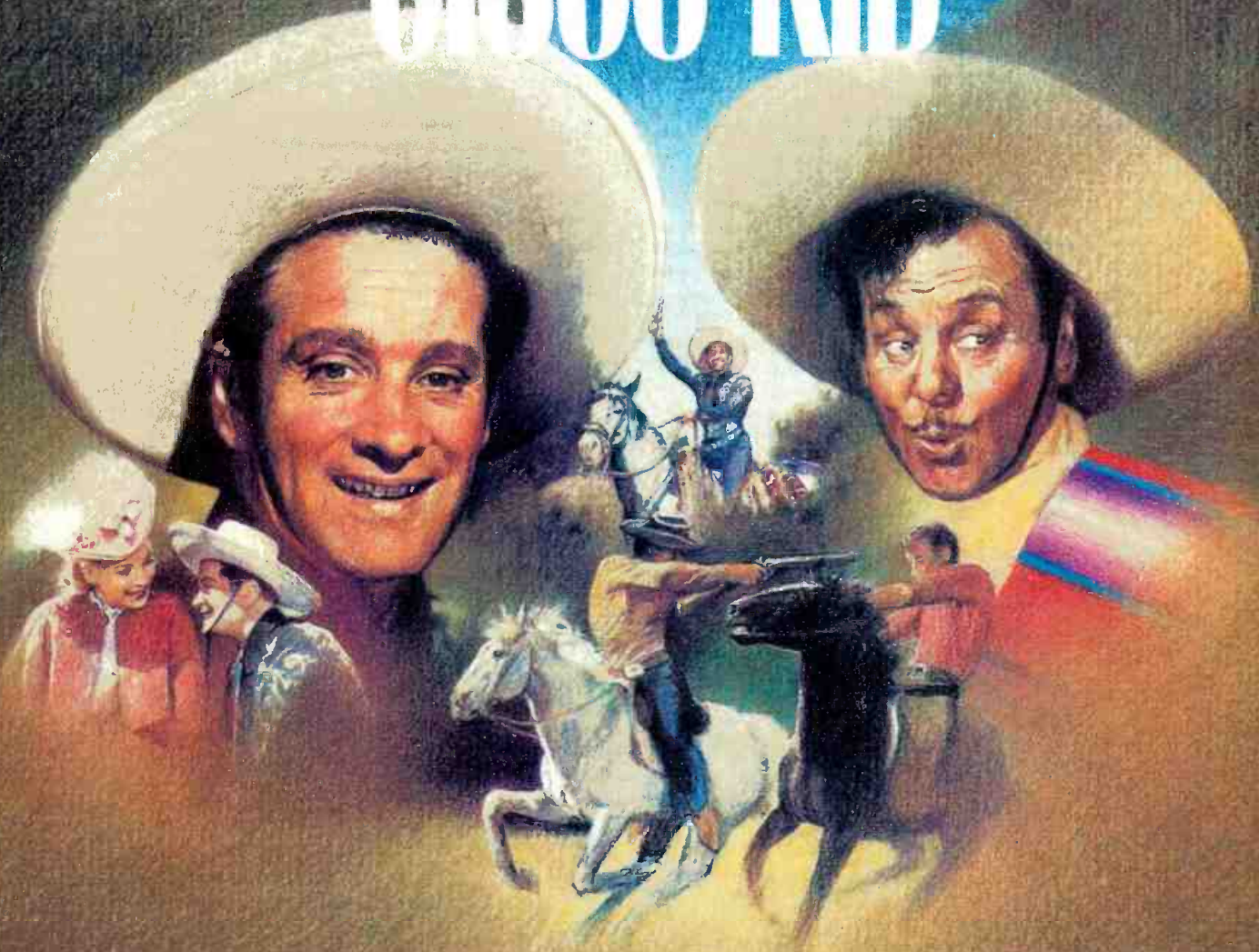


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OF THE OLD WEST!

THE CISCO KID



TV's most lovable — and famous — partners ride the wild West once again. The accent is on warmth, humor and lots of charm. Of course, there are life-threatening situations. Plus nail-biting gunfights. But nothing that Cisco and Pancho can't handle. (Quick! What were the names of their horses?)

Originally produced on film, this all-purpose classic generic Western is TV-enhanced. It looks crisp, fresh, vivid. Like it was shot last week.

All 156 half-hours in color.

It has programming flexibility. With various daypart positioning possibilities. Hitch it up to a Western block. Lead it into kids' animation shows. Run it in AM. Air it in PM.

With the Western riding a new crest of popularity, saddle up with Diablo and Loco. And round yourself up some mighty big ratings, pardner, with "The Cisco Kid." Already sold in 78 markets.

Oh, Cisco! Oh, Pancho!

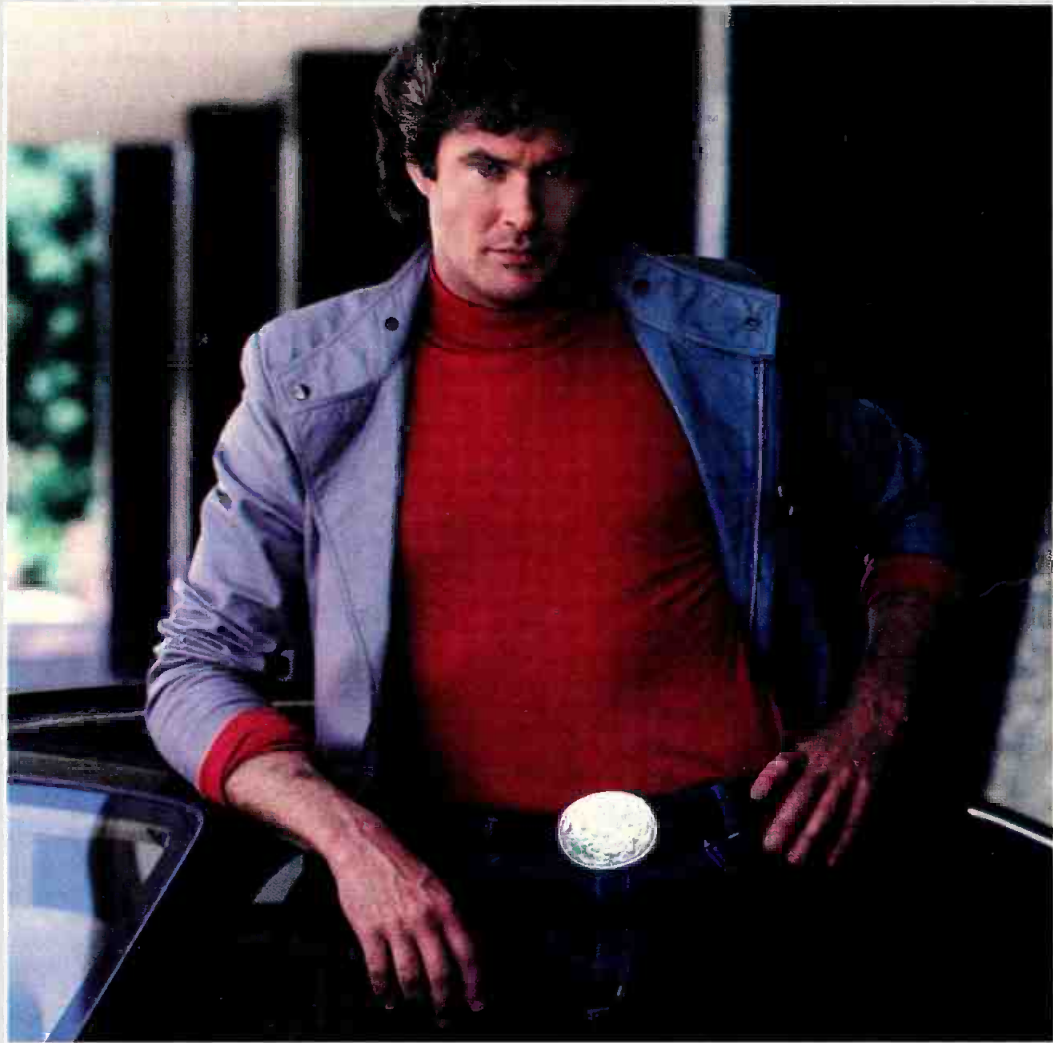


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**The series that never quits.
Starring David Hasselhoff. Coming soon.**

MCA TV

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Broadcasting Nov 4

Attention focused on state of CBS Children's television commands center stage Coverage from SMPTE

NETWORK TURMOIL □ Soft economy, layoffs and Hewitt's suggestion to buy news division among factors clouding CBS picture. **PAGE 27.**

UNDER FIRE □ Children's television gets full airing on Capitol Hill and in field hearings. **PAGE 30.**

ENGINEERING SHOW □ Hundreds of papers and exhibitors highlight SMPTE convention. **PAGE 33.**

TURNING IT OVER □ FCC says it will give cities jurisdiction over requiring cable operators to maintain broadcast signal quality. **PAGE 34.**

SET FOR LAUNCH □ Jeffrey Reiss announces that his PPV service, Request Television, will begin operation on Nov. 28. **PAGE 38.**

BASEBALL WINNER □ World Series lifts ABC to its first prime time season victory. **PAGE 42.**

MORE COMPETITION □ Children's animated programming is not only the province of the networks, as syndicators take their position in that marketplace. **PAGE 44.**

NEW SHOW □ National Public Radio launches *Weekend Edition*. **PAGE 45.**

FOWLER PROLOGUE □ FCC chairman tells Broadcast Financial Management audience that he has accomplished most of what he set out to do. **PAGE 48.**

BARTER STUDY □ INTV and SRA out to examine barter's effect on the marketplace. **PAGE 48.**

FULL SPEED AHEAD □ Networks continue to move

toward implementing satellite news feeds for affiliates. **PAGE 60.**

DOWN TO FIVE □ Principal parties at UPI to meet this week on five final bidders for the company. **PAGE 60.**

RULES PUSH □ Senate Rules Committee votes for allowing full radio and test television coverage of Senate. **PAGE 62.**

WASHINGTON RALLY □ Home satellite industry representatives hold rally in Washington where number of senators and representatives address group whose chief concern is cable's scrambling plans. **PAGE 66.**

WARC RETROSPECTIVE □ Some of the parties involved in the international space planning conference review what was and was not accomplished in Geneva. **PAGE 70.**

SENDING IT BACK □ Appeals court sends license renewal case back to the FCC. **PAGE 72.**

POLE APPEAL □ FCC, NCTA and two cable companies ask appeals court to review pole attachment-fee decision. **PAGE 72.**

HALF-INCH REQUEST □ ABC's Barnathan asks Sony and Matsushita to negotiate on single standard for half-inch newsgathering equipment. **PAGE 75.**

RENAISSANCE MAN □ Communications attorney Bernard Koteen is known for his eclectic tastes and the high energy level he brings to both his vocation and his avocations. **PAGE 95.**

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions: U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery. \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$85. *Across the Dial* \$6.95. Call toll-free for new orders: 800-638-SUBS. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Sometimes it's okay to wait and see.

When a new product or service is first made available, sometimes there are good reasons to wait and see how well it works and what kind of value it delivers for your money.

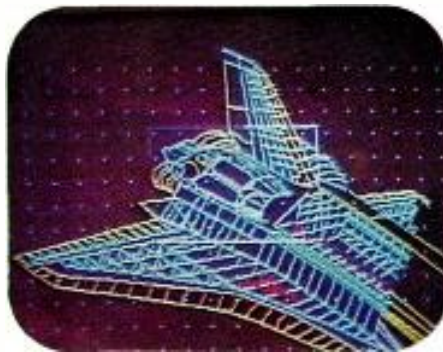
But with the Local Program Network's Story Source,

there's no longer any reason to wait. In two years it's proven to be a genuine success. It's now providing leading stations around the country with timely newsfeatures, promotable cover stories, and special continuing features on high technology, medicine, and more.

But if you waited, here's what your viewers didn't see.



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Highly promotable high tech LPN's hi-tech series provides three glossy 90-second stories every week, bringing viewers fascinating news from the frontiers of science and technology. From computer assisted design to nuclear fusion research, this series keeps viewers on top of new developments.



Features on medicine and health Story Source is expanding its formidable menu of health and medical coverage with the introduction of a unique ongoing series. These medical reports, timely as the morning headlines, will give viewers information they can use every day.

COVERAGE THAT COMPLEMENTS. Story Source isn't out to replace the networks. And it can't be a substitute for your local excellence in news. But it can provide an important added dimension that complements them both,

and puts you one more step ahead of the competition. Story Source. It's coverage that complements.

For information about Story Source and other services of the Local Program Network, call (612) 330-2557.



Coverage that complements



Pay's good

National Black Media Coalition has agreed to drop opposition to renewals and sales of Independence Broadcasting's WHAT(AM)-WWDB(FM) Philadelphia—for consideration. According to settlement agreement filed at FCC, NBMC would receive \$250,000 over five years for, among other things, "employee referral and consulting services." NBMC's counsel, David Honig, and others working under his direction would receive \$125,604 "in recognition of, among other things, the expenses they have incurred in connection with the filing with the commission of, among other documents and complaints, petitions to deny." It's not certain that agreement will be approved, however. Some at FCC are said to be unwilling to swallow payments that big for services rendered. Independence's renewals were designated for hearing on allegations that stations may have broadcast lottery information.

All business

National Association of Broadcasters winter board meeting in St. Martin, Netherland Antilles, will include "legislative forum" with members of Congress. Partial list of congressmen who are scheduled to attend: Senator Ted Stevens (R-Alaska) and wife; Representative Tom Bliley (R-Va.) and wife; Dan Coats (R-Ind.) and wife; Barney Frank (D-Mass.); Henry Hyde (R-Ill.) and wife; Tom Luken (D-Ohio) and wife; Carlos Moorhead (R-Calif.) and wife; Matthew Rinaldo (R-N.J.); Al Swift (D-Wash.) and wife, and Tom Tauke (R-Iowa) and wife.

Monkey wrench

Former FCC General Counsel Henry Geller, who now heads Washington Center for Public Policy Research, is in process of complicating life for lawyers on both sides of court challenge mounted by media groups against FCC's fairness doctrine (BROADCASTING, Oct. 21). He will seek dismissal of appeal if commission doesn't. He contends case is not ripe for court review since commission's fairness doctrine report that forms basis of appeal is not "final order"—it does not resolve issues he raised. He had contended that commission could drain doctrine of its alleged "chilling effect" by considering broadcaster's adherence to it at renewal time, instead of case by case.

Commission said it would pass on matter after Congress had reviewed question in light of record commission had compiled. Geller believes that since his proposal for eliminating "chilling effect" of doctrine was not considered, media groups' appeal is premature.

Geller last week talked to commission lawyers, suggesting that agency file motion to dismiss. But matter is sensitive, and commission attorneys are moving with care. They know, though, that if commission does not move, Geller will.

Both ways

Stephen J. Cannell Productions, producer of *A Team*, *Riptide*, *Hardcastle & McCormick* and *Hunter* and owner of some of most highly prized off-network series for syndication, has decided to stop letting outside distributors have all fun. Beginning with NBC's potential mid-season replacement, *The Last Precinct*, sole owner Cannell will keep domestic syndication rights—provided series stays on air long enough to build 70-plus episodes required for stripping. Cannell hopes to have his own distribution arm up and running within next 12-18 months and is talking with potential candidates to head division.

M/A-Com's the one

In its effort to put together a scrambling consortium, National Cable Television Association has been careful not to betray prejudice in selection of scrambling system, even though it's apparent that M/A-Com's Videocipher II system is well on its way to becoming industry's de facto standard. NCTA went to great lengths to solicit and evaluate scrambling system proposals from several companies. It announced last week that six systems were capable of doing job, those proposed by General Instrument of Canada, M/A-Com, Oak Communications, Scientific-Atlanta, Telease and TRW Digital Systems.

But, behind scenes, NCTA sent check to M/A-Com at least two months ago, obtaining for consortium, if it is formed, option on computer-control facility for Videocipher II system.

Missionary

FCC Mass Media Bureau Chief Jim McKinney, apostle of better utilization of AM spectrum, will go on four-city tour early next year to brief broadcasters on

agency's plans for improving that band, and to solicit their advice on subject. Tour is being sponsored by National Radio Broadcasters Association, which wants to assure that its own members and other station executives are in closest touch with developing AM project in Washington. Exact schedule not yet set but "town meeting-type forums" will be held in Los Angeles, Chicago, Dallas and Washington, last of January and first of February.

Marketplace answer

MacNeil/Lehrer NewsHour staffers, backed by ratings boost program experienced in New York on WNET(TV) in September and October, are pressing affiliates nationwide to move program out of slots where it competes with local or network news, where it's scheduled by most affiliates. On Sept. 2, WNET moved show from 7-8 p.m., where it competed with network news, to 7:30-8:30 p.m. Result? Average 45% gain in ratings for eight-week period since switch compared to same period last year. *NewsHour* executive suggested last week that if forced to make choice, most viewers will go to commercial newscasts for headlines, but significant portion of that audience will tune to *NewsHour* for added depth and perspective, if show is not in competition with commercial news.

Mere formalities

FCC is tentatively planning to address Rupert Murdoch's proposed \$1.5-billion acquisition of Metromedia television stations and Capital Cities Communications' proposed \$3.5-billion acquisition of ABC on Nov. 14 at commission's next scheduled meeting. FCC reportedly plans to give Murdoch full two years he has requested to sell his daily newspapers in Chicago and New York, where Metromedia's WFLD-TV and WNEW-TV are located. Indications are that FCC will also give Capcities permanent waiver to retain its WPVI-TV Philadelphia and ABC's WABC-TV New York.

Import

Orbis Communications is set to announce Canadian addition to short supply of half-hours available in television syndication for 1986. Company will distribute 97 episodes of *Hangin' In*, CBC Enterprise production that has played on Canadian Broadcasting Corp. for last four years. Stations will get to sample show in 16-week barter run beginning in June 1986.

THE TOUGH



THEY'LL BLOW YOUR

GUYS



COMPETITION AWAY!

- BEACH RED
- BRING ME THE HEAD OF ALFREDO GARCIA
- ELECTRA GLIDE IN BLUE
- A FISTFUL OF DYNAMITE
- THE FIVE MAN ARMY
- HANNIBAL BROOKS
- HICKEY AND BOGGS
- LAST EMBRACE
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- ON THE RUN
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- SHAFT IN AFRICA
- SUBMARINE X-1
- VON RICHTHOFEN AND BROWN

**15 POWERFUL
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TELEVISION

NBC gives an outline

NBC News sent a draft copy of an affiliate agreement for its proposed 24-hour cable news service to cable operators last week. The network proposed a monthly per-subscriber rate of 12 cents for the first year, 15 cents for the second year and 18 cents for the third. The rate hikes would be lower in years two and three for those affiliates agreeing to a five-year commitment up front by no later than Dec. 16, 1985, and there would also be percentage and volume rebate plans. The agreement proposed that the term of affiliation would be three years plus an automatic renewal of two years unless either the affiliate or NBC News canceled the renewal "not less than 60 days prior to the end of the initial term."

NBC said it would provide the cable news feed via a C-band satellite delivery system, and not the network's Ku-band system. The network said it would scramble its signal "to the industry standard, once that standard is established." Affiliates would agree to carry NBC Cable News "in its entirety as part of basic service," defined as the first level of service on which two or more cable-originated channels are offered to subscribers. Affiliates would receive two minutes per hour for local advertising plus the right of first refusal to an hourly five-minute local news window. In situations where systems decline the rights to the local news windows, those blocks would be offered first to the local NBC affiliate and, if declined, to other third parties. One minute of the five-minute local news window would be allowed for advertising or promotion.

NBC said it would retain the right to permit NBC television affiliates to excerpt material from the cable news service, as well as "intact continuous coverage of major breaking news events."

Affiliates would have the option to market the news service to the backyard earth station market within their franchise areas, "so long as the service is made available to all such users at the NBC Cable News third party rate card, which will be structured so as to provide a profit for the operator."

The network said it was looking for commitments giving the cable news service access to 13.5 million cable homes by Dec. 16, in which case the service would be launched no later than June 1, 1986. Two weeks ago, however, NBC News President Larry Grossman said: "I have a feeling" those dates will be pushed back six months so that the service, if given approval, would launch in January of 1987."

Filling the CCI void

The Cabletelevision Advertising Bureau and the Cable Television Administration and Marketing Society announced plans last week to establish a clearinghouse of program-specific network promotional materials, including camera-ready print advertisements and satellite-fed promotional spots. "To date, time and personnel constraints have made it difficult, if not impos-

sible, for systems to run program-specific promotional campaigns," said CAB Chairman Burton Stanier. "This type of promotion is important to building greater viewership to cable programming. . . There also is great benefit to be derived in the area of subscriber acquisition."

The board of the Council for Cable Information, which announced two weeks ago it was shutting down its operation, has invited CAB and CTAM to submit a request for some of CCI's leftover funds to provide seed money for the clearinghouse.

In addition to approving CAB's participation in the clearinghouse project, the CAB board, meeting on Oct. 25, approved CAB's 1986 operating budget of \$2.1 million, an increase of 25% over 1985. With the new funds, CAB will hire senior account executives and sales development personnel. It will also institute a series of cable-advertising seminars for agency planners.

CRT punts

The Copyright Royalty Tribunal has decided to put off any action on Turner Broadcasting System's petition seeking a proceeding aimed solely at adjusting the compulsory license fees cable systems must pay to carry Turner's superstation, WTBS(TV) Atlanta. "The tribunal intends to afford all parties the full extent of calendar year 1985 to reach either a negotiated settlement, or file additional petitions," the CRT said after reviewing comments from various copyright interests. "Determination of whether any of the petitioners have a 'significant interest,' whether petitions should be consolidated or considered separately, and what procedures might govern the consideration of the petitions will be made in 1986."

Dr. Joyce on Disney

The Dr. Joyce Brothers Program, a series of 16 one-hour specials, will have its TV premiere tomorrow (Nov. 5) on the Disney Channel, with Olympic Gold Medal decathlete winner Bruce Jenner, and his wife, Linda, as guests for a discussion of the increasing role of the father in family life. The programs will be seen Tuesdays at noon (NYT) and repeated on Thursdays.

The series, produced exclusively for the Disney Channel by Fred Tatashore Productions, features the psychologist, author and TV and radio commentator with different celebrity guests each week discussing ways they maintain and improve their family relationships. There will also be a comedian each week—tomorrow's is Jerry Seinfeld—to offer a lighter look at the subject.

Guests in November include Frankie Avalon, Barbara Billingsly (June Cleaver on *Leave It to Beaver* and now on the Disney Channel's *Still the Beaver*) and TV and Broadway director and performer Charles Nelson Reilly. Fred Tatashore of Tatashore Productions is producer of the *Brothers Program*, Terry Kyne is the director and Tom Perew the writer.

'Impulse' PPV

Tests will begin later this year on a new Zenith Phonevision "Impulse" pay-per-view system that its backers say requires no additional hardware in cable subscribers' homes and yet enables the subscriber to purchase and receive PPV programs "in moments," without notifying the cable operator in advance.

Plans for the test were announced last week by Viacom Cable, owner of a cable system in San Ramon/Dublin, Calif., where the new technology has been installed. Pacific Bell is providing part of the program-ordering mechanism, and Zenith Electronics Corp. developed the system (as well as earlier "Phonevision" techniques going back many years.)

The Viacom-Phonevision installation was said to be the first PPV system to employ advanced ANI (automatic number identification) technology. Pacific Bell is providing the ANI for the installation.

"A six-month trial will begin later this year in over 6,000 homes located in the San Ramon/Dublin area of northern California," said Dave Archer, Viacom Cable's director of new business development. "This area was selected based on its proximity to Viacom's headquarters in Pleasanton, Calif. In addition, the suburban location of the San Ramon area represents California's general population."

Viacom described the procedure for subscribers participating in the tests:

"Viacom cable television customers who wish to order pay-per-view programming will call a local telephone number which corresponds to the particular special event. The customer then receives order confirmation through a recorded announcement from the Pacific Bell equipment to the calling number and the called number will be automatically forwarded to the MSO, which verifies credit status and transmits the program to the customer. This process . . . occurs in less than 20 seconds."

Donna Brickell, Pacific Bell's project manager, said the Impulse system provides flexibility for customers who normally "may wait until the last day or even hour to order a special pay-per-view event."

James L. Faust, president of Zenith's cable products division, said ANI eliminates the inherent problems of other telephone-based PPV systems that can overload a local telephone switching network when hundreds of cable subscribers attempt to order a program at the same time.

"With cable operator revenues from traditional premium pay services leveling off," Faust added, "Impulse pay per view offers opportunities for growth, increased revenues and improved customer satisfaction."

He said Zenith is also working with other cable MSO's and local telephone companies to begin field tests in 1986. The system is built around Zenith's Z-TAC addressable decoder technique and special hardware and software at the cable operator's head-

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Julio Iglesias
Espectacular 1985 & 1986



Ruben Blades
Espectacular 1986



Prisoner Without A Name,
Cell Without A Number

Roy Scheider and Liv Ullmann,
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And the list of national advertisers who have recognized the effectiveness and efficiency of NetSpan is truly impressive: AT&T, Bayer, Coca-Cola, Eastern Airlines, Ford, Kraft, Panadol and Sears.

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Station Clearances: **Ximena Herreria** (201) 288-5550



Cable klatch. Some 55 congressmen and 325 congressional staffers showed up for a National Cable Television Association Capitol Hill reception in Washington. Among those present were David Mangers, California Cable Television Association (I), and Senator Alan Cranston (D-Calif.). The reception was part of NCTA's three-day Washington Legislative Conference, which drew 215 cable representatives (operators, programers and manufacturers) representing 35 state and regional cable associations and 41 states to Washington to lobby Congress and the FCC.

According to Ed Merlis, vice president, government relations, NCTA, the grass-roots lobbyists visited the offices of 300 senators and representatives to talk about scrambling of the cable programers' satellite feeds, efforts by broadcasters to resurrect the must-carry rules and reform of the copyright laws.

end studio.

Viacom's Archer said "this approach to PPV, one of several we're studying, really combines convenience for consumers and revenue potential for cable operators."

More sports on cable

Commercial Satellite Network, Baton Rouge, has launched its 24-hour-a-day cable service, including 12 hours of sports on weekdays and 24 hours on weekends. CSN is transmitted on Satcom IV, transponder 3. Tom Ficara, president, says CSN has commitments from 530 cable affiliates with a 6.5-million-subscriber base. Family programming includes financial news, movies and religion and will be carried from 6 a.m. to 6 p.m. on weekdays, with sports filling the remainder of the 24-hour schedule. Ficara said that cable operators will not be charged a fee; CSN will be advertiser-supported. Initial clients, according to CSN, are GTE Sprint, General Tire & Rubber Co., Golden Nugget Casino, Campus Sportswear, Lava soap, Maverick cologne and the *Wall Street Journal*. CSN says it will telecast live and taped sports events, including live Sports Bureau reports provided by Mizlou Productions. CSN will allow cable affiliates to sell two minutes per hour for local advertising.

Storer clampdown

Storer Communications, Miami, said it and three of its cable TV subsidiaries filed civil actions in U.S. district court in Fort Lauderdale, Fla., seeking more than \$750,000 in damages from two men who allegedly sold or installed equipment used to pirate cable TV service.

The MSO said one of the men was arrested at a drive-in swap show for allegedly selling cable TV converters, and that approximately 1,000 converters were seized by the economic crime division of the Broward county sheriff's department. Storer said the other defendant was arrested for allegedly installing unauthorized equipment and that a search turned up data concerning approximately 300 installations he allegedly had made in south Florida.

After the installation records were discovered, Storer announced a two-week amnesty period during which about 100 persons acknowledged or turned in unauthorized equipment and received written assurance that Storer would not prosecute them.

Storer said it and the Merritt-Kanner firm of private investigators started documenting unauthorized activities about a year ago, and that a three-month-old investigation initiated by the sheriff's department is continuing, "with more arrests expected." The sheriff's department was said to have indicated it would use information gained in the investigation to identify persons stealing cable service from Storer or other south Florida cable operators. Under state and federal law, theft of cable service is punishable by penalties of up to \$1,000 or one year in jail, or both.

"Theft of cable television service isn't a victimless crime, it costs paying customers millions of dollars a year," said Jim Boso, vice president and area general manager of Storer's south Florida cable TV operations. "We're doing everything we can to encourage people that enjoy our service to shoulder their share of our operating costs."

Broadcasting

The Newsweekly of the Fifth Estate

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Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes
 (required) No

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The anatomy of a relationship.

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Morgan Stanley acted as financial advisor to Price Communications Corporation in connection with this transaction.

Price Communications Corporation
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1,500,000 Shares

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Price Communications Corporation
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Patrick Outdoor Media Corporation

July, 1985

Morgan Stanley acted as financial advisor to Price Communications Corporation in connection with this transaction.

Price Communications Corporation
has acquired
The New York Law Publishing Company

July, 1985

Morgan Stanley acted as financial advisor to Price Communications Corporation in connection with this transaction.

Price Communications Corporation
has acquired
WIBA-AM/FM
(Madison, WI)
from
Des Moines Register & Tribune Company

August, 1985

Morgan Stanley acted as financial advisor to Price Communications Corporation in connection with this transaction.

Price Communications Corporation
has acquired
WVIC-AM/FM
(Detroit, MI)
from
Josephson International Inc.

August, 1985

Morgan Stanley acted as financial advisor to Price Communications Corporation in this transaction.

Price Communications Corporation
has acquired
The Daily and Sunday Register
(Red Bank/Monmouth County, New Jersey)
and
The Ocean County Reporter
from
Capital Cities Communications, Inc.

September 1, 1985

This announcement appears as a matter of record only. Morgan Stanley arranged for the private placement of these securities.

\$5,000,000

Price Communications Corporation
Series E Convertible Preferred Stock

September 9, 1985

All of these Securities have been sold. This announcement appears as a matter of record only.

\$125,000,000

Price Communications Corporation
14% Subordinated Debentures Due 2000

September 17, 1985

All of these Securities have been sold. This announcement appears as a matter of record only.

\$20,000,000

Price Communications Corporation
Zero Coupon Subordinated Notes Due 1990

September 17, 1985

We developed our Communications Group to help our clients develop.

MORGAN STANLEY

Business Briefly

TV ONLY

Sunglo Cooperative Inc. □ Soft drink bottlers, who have formed cooperative to market Sunglo soft drink products, have begun campaign in selected markets in Ohio, Colorado, Michigan and Wisconsin. Commercial focuses on new "Pull 'n Pour" concept of pull-tab opening. More extensive use of this commercial is planned for early next year in markets in which pull-tab opening has been introduced. Commercials will run in daytime, fringe and prime. Target: women, 21-54. Agency: Beber, Silverstein & Partners, Miami.

Northern Electric Co. □ Sunbeam PM Blankets will be spotlighted in three-week flight starting in mid-November in about 10 markets, including Portland, Ore.; Providence, R.I., and Seattle. Daytime and fringe periods will be used for commercials. Target: women, 25-54. Agency: Burton-Campbell, Atlanta.

Huffy Corp. □ Bicycles will be promoted in pre-Christmas campaign in

about 30 markets, starting in mid-November. Market list includes Cleveland, Dallas, Denver and Hartford, Conn. Commercials will be placed in fringe time slots. Target: children, 6-11. Agency: Grey Advertising, Chicago.

Seagram's Vintners □ Four-week flight is scheduled to start in early December to support Taylor Wines in 18 markets and Great Western Wines in 11 markets. Commercials will run in all dayparts. Target: adults, 25-54. Agency: Kenyon & Eckhardt, New York.

RADIO ONLY

British Caledonian Airways □ Four-week flight is set to be launched in mid-November in four markets in Texas. Commercials will be carried in all dayparts. Target: adults, 25-54. Agency: Winus-Brandon Advertising, Bellaire, Tex.

Pabst Brewing □ Six-week campaign will kick off on Nov. 11 for about six

weeks in 80 markets in Midwest and Southwest, including San Diego and Los Angeles. Commercials will be placed in various time periods. Target: men, 18-49. Agency: Pitluk Group, San Antonio, Tex.

Oregon-Washington-California Pear Bureau □ Generic advertising campaign in support of these fruit products will be conducted for three weeks in January, February and March in more than 80 markets nationally. Commercials will be slotted in all dayparts. Target: women, 25-54. Agency: Evans-Kraft Inc., Seattle.

Stanley Door Openers □ Two-week flight is planned to run in early November in Cleveland and Minneapolis. Commercials will be presented in all dayparts. Target: adults, 25-54. Agency: Baker/Abbs/Cunningham & Klepinger, Birmingham, Mich.

Traditional Jewelers of America □ Pre-Christmas push in about 55 markets will begin in mid-November for four weeks. Commercials will run in fringe, prime and sports segments. Target: adults and

AP SALABLE UPCOMING FEATURES

WIRECHECK: AP RADIO WIRE

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.

THE SPORTSMAN — Charles Morey introduces listeners to the people who play for pay in this regular sports personality feature. This three-take feature runs about three minutes and moves on weekdays.

MUSICWATCH — This regular AP feature gives listeners the inside track on country, black, adult contemporary and popular singles. It runs on Friday morning.

AIRCHECK: AP RADIO NETWORK

HOW TO BE A BETTER CONSUMER — Cynthia Hecht offers advice on everything from finding a sweet deal on a major appliance to avoiding a souring experience with a lawyer in her 60-second feature show entitled, Consumerwatch. Features are fed 7 days a week at 6:32 and 10:32 a.m. ET.

TV OR NOT TV — Jan Thomas's series, Eye on TV, showcases the best of the commercial networks, PBS and Cable. Find out what's worth watching each day — and what's worth missing. 60-second feature shows are fed at 6:32 a.m. and 10:32 a.m. ET.

For more information call (800) 821-4747

AP ASSOCIATED PRESS BROADCAST SERVICES

Rep Report

KUTP(TV) Phoenix: To Petry Television (station is scheduled to go on air in late December).

WAXA(TV) Anderson, S.C.: To Adam Young Inc. from Seltel.

KXRM-TV Colorado Springs: To Independent Television Sales (no previous rep).

WAXA-TV Greenville-Spartanburg, S.C.-Asheville, N.C.: To Adam Young Inc. from Seltel.

WPGR(AM)-WSNI(FM) Philadelphia: To Selcom Radio from Republic Radio.

KLSY-AM-FM Seattle: To Blair Radio from Selcom.

KROY(FM) Sacramento, Calif.: To Hillier, Newmark, Wechsler & Howard from Selcom Radio.

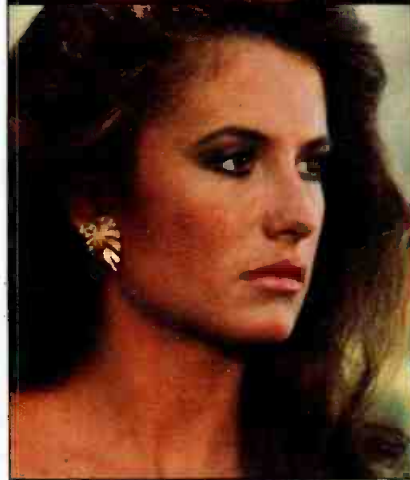
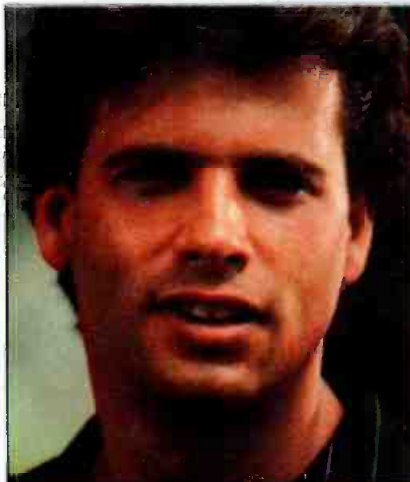
WXRJ(FM) Norfolk, Va.; WFXJ-AM-FM South Williamsport, Pa., and KXLA(AM) Monroe, La.: To Masla Radio (no previous reps).

KCIJ(AM) Shreveport, La.: To Masla Radio from Savalli & Schutz.

W

HERE CAN
YOU GET A
GREAT GLASS
OF WINE...

AND NOT PAY
THE BILL?



Falcon Crest

BECAUSE...

FOR FALL 1986.

BARTER ONLY,
NO CASH-PLEASE!



LORIMAR®

men, 25-49. Agency: First Marketing Group, Houston.

RADIO AND TV

Weiner's Department Stores □ Two-

week flight is set to run in six markets, starting in early November. Commercials will be presented in all dayparts. Target: women, 25-54. Agency: Grace Media Services, Houston.

Advantage

Real-life television. *New Yorker* magazine has turned to its own pages to fashion television commercial to appeal to both general public and advertising community. Magazine is rare advertiser on TV although it has had exposure in past but not to extent of present campaign, according to Ed Saunders, account supervisor at Lord, Geller, Federico, Einstein, New York. New commercials have been running on New York TV stations and will conclude in mid-November. Saunders says creative approach has been different; spots feature vignettes



based on stories in magazine, including one (photo above) in which sheriff deputies stalk armed farmer who is being evicted for nonpayment of debts. Saunders reports that reaction from readers has been positive and magazine and agencies are now evaluating results to decide whether to renew campaign and possibly extend it to other markets. LGFE team working on series of three commercials were Chuck Griffith, creative director; Ann O'Keefe, producer, and Nick Ives, art director.

Media merger. Goldis-Haworth Group has been formed as New York-based independent media service, effective Nov. 1. It is joint venture of Sy Goldis Co., New York, and Haworth Group, Minneapolis-based media service with annual billings of about \$60 million. Goldis formerly was with Doyle Dane Bernbach, New York, for 22 years, most recently as senior vice president and director of media services. New company is located at 51 East 42d Street, New York (212) 818-9077.

Wanted: blood. Film star James Caan, noted for his tough-guy movie roles, is equally gruff and outspoken in 30-second television public service announcement produced for upcoming American Red Cross drive. He calls able-bodied individuals who decline to give



blood "chicken." Created by J. Walter Thompson, New York, spot ends with tough-talking tag line, "Excuses don't save lives—blood does." Spots will be available for use on network and spot TV during national drive from mid-December through February.

Broadcasting Publications Inc.

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Sol Taishoff (1904-1982)

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

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Association of
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in 1946 *Teletexting* * acquired in 1961 *Cablecasting* *
introduced in 1972 □ * Reg U S Patent Office □
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Monday Memo

A rock music advertising commentary from Peter Kauff, DIR Broadcasting, New York

Using rock on radio and TV to hit the right advertising note

Ten years ago, the idea would have been dismissed out of hand by virtually every personal manager in the music business: Rock stars simply did not endorse products, much less embark on national tours under the banner of a corporate sponsor. The fans, according to the wisdom of the day, would not have stood for it.

Not that prospective advertisers were exactly hammering at the door. Advertising agencies were understandably reluctant to associate their clients with strident politics and pyrotechnic stage shows. The few performers "safe" enough—Donny and Marie Osmond, for example—had questionable clout with the rock audience.

Times changed, of course; advertisers now routinely sponsor concert tours. But hitching a product to a star still involves uncertainty and risk—elements that radio and television programing and advertising can do much to reduce.

It's no surprise that sponsors continue to flock to the music scene. Rock is hot—hotter at the moment than it has been in years—and advertisers understandably want to be where the action is. Sponsors are also coming to understand that artist tie-ins don't have to cost any more than other types of product campaigns, and the advertiser can receive a lot for his money. Which of these slogans has more impact: "Drink X Beer" or "X Beer Brings You The Rolling Stones?"

In the midst of all this euphoria, however, some disturbing stories have begun to filter through the agencies: the artist who endorsed a popular soft drink and then revealed that he does not ingest caffeine, the artist who accepted corporate underwriting for his tour, but then, once out on the road, refused to participate in the parties and other promotional activities the sponsor had set up. Not horror stories exactly, but stories to give an advertiser pause before sinking a fortune into one star.

The reality that some advertisers have painfully had to confront is that a rock artist—especially a rock artist on tour—is likely to be a volatile commodity. Advertisers seem to go into these deals with the attitude that they've purchased the artist for the duration of the tour, when in fact a great number of other people also have a stake in the artist once he is on the road—promoters, booking agents, theater and arena owners, record companies, vendors, security guards, and so on. Anyone to whom this list seems unrealistically long has not tried lately to go backstage at a major rock show.

The truth is that any tour sponsorship is ultimately subject to the ups and downs of the concert market. Tickets for an artist's



Peter Kauff, co-owner and executive vice-president of DIR Broadcasting, New York, oversees the production of all DIR radio shows, starting with the 12-year-old *King Biscuit Flower Hour*. In addition, he has led DIR into television with the production of numerous HBO/Cinemax specials.

shows may sell out in minutes—eliminating the promoter's need to run those ads that also mention a sponsoring product—or worse, they may not sell at all. Even if the artist is playing to 20,000 people a night, there may be thousands of other fans in each city who couldn't find tickets and have no way of knowing that a sponsor is involved with the performer.

To make sure that an investment pays, a sponsor needs to expand the ways in which the product is associated with the artist. The problem here is that many artists who are willing to perform under a product banner are still unwilling to appear in commercials and do direct endorsements. Other artists are not, for whatever reason, appropriate spokesmen for products.

The logical alternative is special programing, for radio or television. The target audience already turns to radio and music video to hear and see these artists. Program producers such as DIR offer concert shows highlighting individual artists, interview/feature programs and the like. Television programs—"long-form music videos"—devoted to one artist are multiplying, often with corporate underwriting as a cornerstone of the financing from the outset.

These programs reach an entire market, even if the theater or stadium has sold out months earlier. They involve the listener more than general music programing does, and as such they provide a better environment for your message than ordinary local spot buys. They provide opportunities for merchandising and giveaways that promote the artist, the product, the program and the radio/TV station. A good program builds a following that will tune in each week—and remember the sponsorship.

Above all, special programs afford the advertiser an extremely high degree of control, while minimizing the opportunities for unpleasant surprises. Sponsoring a radio program or series puts the program producer or syndicator in the advertiser's corner, making sure that the show airs in a regular and desirable time slot, with advance promotion by the syndicator and the local station.

Broadcast programs also offer an attractive alternative for the advertiser who cannot afford a tour sponsorship. A minute a week in a concert or interview series can still reach millions and identify a product with the excitement of the contemporary music scene.

The rules for playing the game are few and basic:

■ Know your artist. Simply having a hit record and preparing to go out on tour do not make artist X right for you and your product. What is the artist's image (if any)? What sort of music does he make? Make the effort to investigate. If you have no background or interest in rock music, make sure you are dealing with people who do. Which brings us to a second caveat:

■ Know your partners. If you're sponsoring a tour, investigate the artist's management, record company and so on. Do these people have track records? Are they routinely arranging tours of comparable size? The same applies to a radio or television tie-in: Look for long-running shows with high production values, shows that consistently offer stars with proved appeal. Make sure the syndicator can deliver leading stations and desirable placement on these stations. The life span of the average radio series is measured in weeks—make sure you are doing business with established professionals.

■ Know what you're paying for. In broadcast programs, know the number stations, the time period, the degree of advance promotion or generic program advertising, and in general the level of exposure you're going to get. If you're sponsoring a tour, know whether you're in fact only getting a banner across the stage, or an artist who will also make promotional appearances, broadcast and print endorsements and the like.

■ Recognize your own limitations. Even if you have obtained the artist's cooperation, are you really prepared to trek from city to city setting up parties, handing out buttons and bumper stickers and so forth? Some companies maintain staffs that do nothing but arrange that kind of promotion. If your company doesn't have such a staff, don't expect promotion to happen by magic.

For the advertiser who wants to reach young people—and the pop-rock audience now reaches from pre-teen-agers to adults in their forties—artist-product tie-ins are justifiably attractive. The key to getting results from such an association is making the most of the involvement. Let radio and television help you achieve those results. ■

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Datebook

This week

Nov. 3-6—*Missouri Broadcasters Association* fall meeting. Lodge of the Four Seasons, Lake of the Ozarks, Mo.

Nov. 3-6—*Information Industry Association* 17th annual convention and exhibition. Shoreham hotel, Washington.

Nov. 5—*Society of Satellite Professionals*, southern California chapter, meeting. Speaker: Robert T. Filep, president, Communications 21 Corp. Sheraton Miramar hotel, Santa Monica, Calif. Information: (213) 474-3500.

Nov. 5-10—*Cambridge Animation Festival*, sponsored by *WBZ-TV Boston*, *City of Cambridge*, *British Film Institute*, *Eastern Arts and Arts Council of Great Britain*. Blue Boar hotel, Cambridge, Mass. Information: (01) 341-5015.

Nov. 6—"The Citizen's Right to Know and Press Responsibility," colloquium in *Constitution Study Group*, *National Archives Volunteers*. Program presented in collaboration with *American Newspaper Publishers Association*, *ANPA Foundation* and *First Amendment Congress*. Keynote speaker: Daniel Schorr, former CBS and CNN correspondent, now with NPR. National Archives Building, Washington. Information: (202) 523-03183.

Nov. 6—Presentation of Women at Work Broadcast Awards by *National Commission on Working Women*. Capital Hilton, Washington.

Nov. 6-9—Athens International Video Festival, sponsored by *Athena Center for Film and Video*. Athens, Ohio. Information: (618) 594-6888.

Nov. 7-8—13th annual communications law program, sponsored by *Practising Law Institute*. New York Hilton, New York.

Nov. 7-8—*National Federation of Local Cable Programmers, mid-Atlantic region*, conference on community involvement in access television. Erie Hilton hotel, Erie, Pa.

Nov. 7-9—18th annual directional antenna seminar, sponsored by *National Association of Broadcasters science and technology department*. NAB, Washington.

■ Indicates new entry

Information: (202) 429-5346.

Nov. 7-9—*Alpha Epsilon Rho, National Broadcasting Society*, East central regional convention, hosted by *James Madison University AERho chapter*. Sheraton Harrisonburg Inn, Harrisonburg, Va.

Nov. 8-9—Stereo TV/video conference, presented by *University of Colorado at Denver, College of Music and Audio Engineering Society, Denver section*. University of Colorado, Denver.

Nov. 8-9—*National Federation of Local Cable Programmers, Southeast region* conference. "Access, Today and Tomorrow." Tampa, Fla.

Nov. 8-15—*International Film & TV Festival of New York* annual awards competition. Information: (914) 238-4481.

Nov. 9—*Women in Communications, New York chapter*, half-day seminar, "Career Strategies: Making the Right Moves in Communications." YWCA, New York.

Nov. 9-10—*Alpha Epsilon Rho, National Broadcasting Society*, South regional convention, hosted by *University of Arkansas at Little Rock, AERho chapter*. University of Arkansas campus, Little Rock.

Nov. 9-10—*Alpha Epsilon Rho, National Broadcasting Society*, Southwest regional convention, hosted by *Sam Houston State University, AERho chapter*. Sam Houston State University campus, Huntsville, Tex.

Also in November

Nov. 10-13—*Association of National Advertisers* 76th annual meeting. Boca Raton hotel, Boca Raton, Fla.

Nov. 10-14—*Public Broadcasting Service* Program Fair. Bellevue Stratford hotel, Philadelphia.

Nov. 11-14—*National Association of Regulatory Utility Commissioners* annual convention. Marriott Marquis hotel, New York.

Nov. 12—*International Radio and Television Society* "Second Tuesday" seminar. Topic: "Radio: Tooling Up for the 1990's." Viacom Conference Center, New York.

Nov. 12—*Washington Executives Broadcast Engineers* monthly luncheon. Roma restaurant, Washington.

Nov. 13—"The Entrepreneurial Woman," panel sponsored by *Washington chapter of American Women in*

Radio and Television. National Association of Broadcasters, Washington.

Nov. 13-14—*Ohio Association of Broadcasters/Broadcast Financial Management Association* financial managers meeting. Holiday Inn Airport, Columbus, Ohio.

Nov. 13-15—*Oregon Association of Broadcasters* fall conference. Hilton hotel, Eugene, Ore.

Nov. 13-15—*Nevada Broadcasters Association* fall convention. Alexis Park hotel, Las Vegas.

Nov. 13-16—*Society of Professional Journalists/Sigma Delta Chi*, national convention, hosted by Valley of the Sun chapter. Keynote: Allen Neuharth, chairman, Gannett Co. Phoenix Hilton.

■ **Nov. 14-15**—"Mergers and Acquisitions in the Communications Industry" seminar sponsored by *Law & Business Inc., Harcourt Brace Jovanovich*. Omni Park hotel, New York. Information: (800) 223-0231.

Nov. 14-16—16th annual Loyola National Radio Conference, sponsored by *Loyola University* and non-commercial *WLWU(FM) Chicago*. Holiday Inn, Mart Plaza, Chicago. Information: (312) 670-3207.

Nov. 14-17—*National Association of Farm Broadcasters* annual meeting. Crown Center hotel, Kansas City, Mo.

Nov. 15—*Women in Communications, New York chapter*, meeting. Topic: business protocol. McGraw-Hill building, New York.

Nov. 15—*International Film & TV Festival of New York* 28th annual awards ceremony. Sheraton Center hotel, New York.

Nov. 15-17—*Foundation for American Communication* journalism conference on environment. Houstonian, Houston.

Nov. 15-17—*Women In Film* festival, sponsored by *Women in Film and California First Bank*. Directors Guild of America Theater, Los Angeles. Information: (213) 613-0593.

Nov. 16—Deadline for nominations for 1986 Editor of the Year Award, presented by *National Press Foundation*. Information: NPF, 1160 National Press Building, Washington, 20045.

Nov. 16—*Alpha Epsilon Rho, National Broadcasting*

and Television 35th annual convention. Westin Hotel Galleria, Dallas.

June 2-5, 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—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

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

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

Oct. 28-30, 1986—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

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.

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

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

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

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

March 6-8, 1986—17th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters*. Opryland hotel, Nashville. Information: (615) 327-4488.

March 15-18, 1986—*National Cable Television Association* and *Texas Cable Television Associ-*

Major Meetings

ation 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. 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. Loew's L'Enfant Plaza hotel, Washington.

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

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

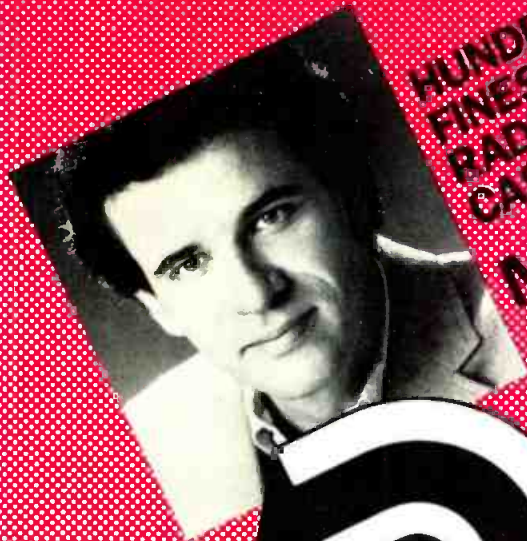
May 14-17, 1986—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

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

May 21-25, 1986—*American Women in Radio*

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CASHING IN ON...

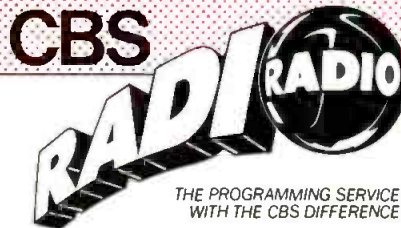
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Society, West regional convention, hosted by *Pepperdine University*. Pepperdine campus, Malibu, Calif.

Nov. 18-20—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Anatole, Dallas.

Nov. 19—*Southern California Cable Association* seminar, with National Academy of Cable Programming, "A Salute to the Ace." Marina del Rey Marriott, Marina del Rey, Calif.

Nov. 19—*Northern California Broadcasters Association* membership luncheon. Speaker: Gerold Rubin, president, Needham Harper Worldwide. Topic: California lottery advertising account. Trader Vic's, San Francisco.

Nov. 19-21—National television issues conference, "Television 1985-86: Issues for the Industry and Audience," sponsored by *Hofstra Television Institute, Hofstra University*. Hempstead, N.Y. Speakers include Frank Stanton, president emeritus, CBS Inc.; Brandon Tartikoff, NBC Entertainment; James Duffy, ABC Broadcast Group; James Rosenfield, CBS/Broadcast Group; Bruce Christensen, PBS; James Quello,

FCC; Charles Dolan, Cablevision, and George Back, All-American Television. Information: (516) 560-6800.

Nov. 20-22—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas.

Nov. 20-26—Seventh annual New York World Television Festival, underwritten by *NATPE International, Kodak, IBM and SFM Media*. Invitational reception: Lotos Club, New York. Screenings: Mark Goodson Theater, New York. Other festival activities: Department of Cultural Affairs. Information: (212) 757-7232.

Nov. 21—Bay Area animation showcase, sponsored by *International Animation Association, Bay Area chapter*. Bank of America Center, San Francisco.

Nov. 21-22—"The Role, Scope and Relevance of International Facilities Planning," meeting sponsored by *Washington Program of the Annenberg School of Communication*. Madison hotel, Washington.

Nov. 22-24—*Intercollegiate Broadcasting System* West Coast regional convention, hosted by noncommercial KFJC-FM Los Altos, Calif. Sainte Claire Hilton, San Jose, Calif.

Nov. 25—International Emmy Awards and gala, sponsored by *International Council of National Academy of Television Arts and Sciences*. Sheraton Centre, N.Y.

Nov. 26—Presentation of winners of fourth annual World Hunger Media Awards, funded and sponsored by entertainers Kenny and Marianne Rogers. United Nations, New York.

Nov. 26—*International Radio and Television Society* newsmaker luncheon. Speaker: Pete Rozelle, commissioner, National Football League. Waldorf-Astoria, New York.

December

Dec. 1—Deadline for papers for Fifth International Conference on Television Drama, sponsored by *Michigan State University*. Information: Ellen Serlen Uffen, MSU, (517) 355-4666.

■ **Dec. 1-3**—Videotex and teletext conference, sponsored by *Institute for Graphic Communication*. Holiday Inn, Monterey, Calif. Information: (617) 267-9425.

Dec. 2-6—*North American Section, World Association for Christian Communication*, 16th annual conference. Hilton Inn, Fort Lauderdale, Fla. Information: (313) 962-0340.

Dec. 3—*National Cable Television Association's National Academy of Cable Programming ACE* awards ceremony and dinner. Beverly Theater and Beverly Wilshire hotel, Los Angeles.

Dec. 3-6—*North American Telecommunications Association* annual convention and showcase. Infomart, Dallas. Information: (202) 296-9800.

Dec. 4—*Ohio Association of Broadcasters* sales workshop. Embassy Suites, Columbus, Ohio.

Dec. 4—*Direct Broadcast Satellite Association* annual meeting. Mayflower hotel, Washington. Information: (703) 768-9495.

Dec. 4-5—"World Telecommunications," conference sponsored by *Financial Times*, examining relationship between business and telecommunications. Hotel Inter-Continental, London. Information: (01) 621-1355.

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

■ **Dec. 5**—*Massachusetts Institute of Technology* communications forum on high-definition television. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass. Information: (617) 253-3144.

Dec. 5-6—"Cable Communications Act: A Legislative Analysis and Update," workshop sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives, Washington. Information: (202) 737-8563.

Dec. 6—Deadline for entries in 26th international broadcasting awards, honoring "world's best television and radio commercials of 1985," sponsored by *Hollywood Radio and Television Society*. Information: HRTS, 5315 Laurel Canyon Boulevard, North Hollywood, Calif., 91607.

Dec. 6—*Broadcast Pioneers, Washington area chapter*, sixth annual awards banquet. Kenwood Country Club, Bethesda, Md.

Dec. 6-8—*Alpha Epsilon Rho, National Broadcasting Society*, Southeast regional convention, hosted by *University of Central Florida, AERho chapter*. University of Central Florida campus, Orlando, Fla.

Dec. 7—*Associated Press TV-Radio Association of California-Nevada* regional seminar on "creative use of sound for radio and TV" and "treatment, misconceptions and impact of AIDS." Oakland Airport Hilton, Oakland, Calif.

Stay Tuned

A professional's guide to the intermedia week (Nov. 4-10)

Network television □ **ABC: North and South** (six-part mini-series), continuing Tuesday, Wednesday, Thursday Saturday and Sunday, 9-11 p.m.; *Public Schools in Conflict: A Question of Values* (documentary), Sunday 12:30-1:30 p.m. **CBS: Dinosaur!** (animated recreation), Tuesday 8-9 p.m.; *Stone Pillow* (drama), Tuesday 9-11 p.m.; *You're A Good Man, Charlie Brown* (animated musical), Wednesday 8-9 p.m.; "Risky Business" (comedy), Saturday 9-11 p.m. **PBS** (check local times): *Health Care on the Critical List* (documentary), Monday 10-11 p.m.; *Newport Jazz '85* (music special), November 10-11 p.m.; *River Journeys* (six-part documentary series), Wednesday 8-9 p.m.; *Andrea Doria: The Final Chapter* (documentary), Wednesday 9-10 p.m.; *High Wire* (documentary), Wednesday 10:30-11 p.m.; *The Gospel at Colonus* (musical drama), Friday 9-10:30 p.m.; *About Tap* (dance special), Friday 10:30-11 p.m.; *Silk Screen* (three-part documentary), Sunday 10-11 p.m.



"River Journeys" on PBS

Network radio □ **NBC Radio: A Loss for Words** (half-hour documentary), Wednesday (check local times).

Cable □ **Arts & Entertainment: The Barchester Chronicles** (six-part drama series), Tuesday 8-10 p.m.; *Silver Feet* (documentary), Friday 9-10 p.m.; "Becky Sharp" (novel adaptation), Saturday 8-9:30 p.m.; "The Courtney Affair" (novel adaptation), Saturday 10 p.m.-midnight. **Cinemax: Rock & Roll: The Early Days** (documentary), Saturday 10-11 p.m. **C-SPAN: Geneva Summit Preview** (interviews), Monday through Sunday 10:30-11 p.m. **ESPN: Nation's Business Today*** (business series), Monday 7-8 a.m. and 8-9 a.m. **EWTV: Catholics, the Bible and the Early Church*** (series), Tuesday 9:30-10 p.m. **The Nashville Network: The Early Years** (auto racing documentary), Sunday 11 a.m.-12:30 p.m.

Museum of Broadcasting (1 East 53d Street, New York) □ *Leonard Bernstein: The Television Work*, 60 hours of programming featuring works of the conductor, composer and teacher, through Nov. 14.

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

Errata

Malrite Broadcasting purchased KLAC- (AM)-KZLA(FM) Los Angeles and KSRR(FM) Houston for \$75.5 million, not just the Los Angeles combo as stated in KJOI(FM) Los Angeles acquisition story in Oct. 28 issue.

Dec. 8-9—NBC midseason promotion executives conference. Doral Country Club, Miami.

Dec. 10-11—NBC promotion workshop. Doral Country Club, Miami.

Dec. 10-13—General assembly of *Unda-USA*, national Catholic association of broadcasters and allied communicators, including 20th annual Gabriel Awards banquet. St. Anthony Intercontinental hotel, San Antonio, Tex. Information: (215) 668-9842.

Dec. 11—"Superwoman: Myth or Reality," panel sponsored by *Washington chapter, American Women in Radio and Television*. National Association of Broadcasters, Washington.

Dec. 11—Deadline for reply comments in FCC's Mass Media Docket 85-108, FM/aviation interference. FCC, Washington.

Dec. 12-13—"The New Telecommunications Era After the AT&T Divestiture: The Transition to Full Competition," seminar co-sponsored by *Practising Law Institute and Federal Communications Bar Association*. Capital Hilton, Washington. Information: (212) 765-5700.

Dec. 15—Deadline for entries in eighth annual Henny Penny Playwriting Contest for young people, ages 5 to 17, sponsored by *Children's Radio Theater*. Information: Children's Radio Theater, 1314 14th Street, N.W., Washington, D.C. 20005.

Dec. 15—Deadline for entries in second annual media awards, sponsored by *President's Committee on Employment of the Handicapped and American Association of Disability Communicators*. Information: PCEH, suite 600, 1111 20th Street, N.W., Washington, D.C., 20036.

Dec. 19—*International Radio and Television Society* Christmas benefit. Entertainment: Ashford & Simpson, Waldorf-Astoria, New York.

January 1986

Jan. 5-8—*Association of Independent Television Stations* 13th annual convention. Century Plaza, Los Angeles.

Jan. 8—"New Technologies and Opportunities," panel in series sponsored by *American Women in Radio and Television, Washington chapter*, "Women at the Top." National Association of Broadcasters, Washington.

Jan. 9-10—*Virginia Association of Broadcasters* winter meeting and legislative reception. Marriott hotel, Richmond, Va.

Jan. 9-12—International winter consumer electronics show, sponsored by *Electronics Industries Association/Consumer Electronics Group*. Las Vegas Convention Center and Hilton and Sahara hotels.

Jan. 13-17—*National Association of Broadcasters* winter board meeting. Sheraton Mullet Bay Resort, St. Martin, Netherland Antilles.

Jan. 15—Deadline for submissions to 36th annual Sidney Hillman Awards for outstanding achievements in media communications, sponsored by *Amalgamated Clothing and Textile Workers Union, AFL-CIO*, "to recognize contributions by the media which explore and advance the human condition." Information: Sidney Hillman Foundation, 15 Union Square, New York, 10003.

■ **Jan. 15**—Deadline for entries in Champion-Tuck Awards, recognizing outstanding reporting that improves the public's understanding of business and economic issues. Awards are sponsored by *Dartmouth College, Amos Tuck School of Business Administration*. Information: (603) 643-5596.

Jan. 17-21—*NATPE International* 23d annual convention. New Orleans Convention Center, New Orleans.

Jan. 23-24—*Broadcast Promotion and Marketing Executives* board meeting. MGM Grand, Las Vegas.

■ **Jan. 29**—*National Association of Broadcasters'* seminar on how to reduce business costs related to telephone service. NAB, Washington. Information: (202) 429-5380.

Jan. 30—Presentation of Sunny Awards for radio commercials produced in southern California, presented by *Southern California Broadcasters Association*. Sheraton Premiere hotel, Universal City, Calif.

February 1986

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

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

Feb. 4-5—*Arizona Cable Television Association* annual meeting. Phoenix Hilton. Information: (602) 257-9338.

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

Feb. 9-14—21st annual engineering management development seminar, sponsored by *National Association of Broadcasters* in conjunction with *Center for Management Institutes*. Purdue University, Stewart Center, West Lafayette, Ind.

Feb. 12—"The Politics of Office Survival," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

Feb. 13-16—*Howard University* communications conference. Theme: "Communications: The Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

Feb. 17—Deadline for papers for *National Association of Broadcasters'* broadcast engineering conference, held in conjunction with NAB convention. Information: Engineering conference committee, science and technology department, NAB, 1771 N Street, N.W., Washington, 20036.

Feb. 17—Deadline for entries in William Harvey Awards, for writing on hypertension, sponsored by *American Medical Writers Association, National High Blood Pressure Education Program and Squibb Corp.* Information: Harvey Award, Squibb public affairs, P.O. Box 4000, Princeton, N.J., 08540.



Preemphasis deemphasis

EDITOR: The purpose of this letter is to state opposition to a proposed change in FCC rules that would require all AM stations to restrict their audio fidelity to 5 khz at sundown. I believe that such a regulation would destroy AM radio's last chance to prove to the public that it can compete with FM. If listeners having new high fidelity radios, such as the Sony, Sansui and Advance Design multisystem AM stereo receivers, are limited to 5 khz, I sincerely believe the AM radio ball game is over.

As a professional engineer, I am, of course, well aware of how bad AM radio is at night. We all can thank receiver manufacturers for that situation. The squeezing of pennies, and I literally mean pennies, have caused a constant year-by-year decrease in fidelity until last year the standard car radio slipped in response below 3 khz; i.e., below the "fidelity" of your dial-up, long distance telephone circuit. And through these obscene receivers, broadcasters have to transmit music.

The genius of the broadcasting industry almost succeeded, but the price was a huge increase of splatter power, by, in some cases, 100 times. In other words, the preemphasis used to make "normal" receivers provide at least some semblance of fidelity caused 1 kw stations to splatter like 100 kw stations.

There is a way out of this mess, and I plan to vigorously promote the approach at the commission but on a permissive basis. Actually, the concerned broadcasters support our proposal at the FCC so that the 5 khz nighttime filter rule is stopped in its tracks.

My proposal is that at nighttime, stations voluntarily eliminate all preemphasis... go flat. Unlike FM, which has a noise triangle effect that requires preemphasis, there is no engineering justification for preemphasis in AM... but terrible radios.

At night, if stations drop preemphasis, their local listeners, equipped with new high fidelity radios, will enjoy a sound fully equal to that of FM. They can stop turning down the treble control because the normal preem-

phasis will be absent.

And, of course, listeners to distant stations will gain up to 100/1 in splatter power reduction and AM will not be forced to its knees by a 5 khz law.

Then you can expect receiver manufacturers, who narrowed receivers to drop nighttime interference, to start widening them back to reasonable fidelity. In turn, broadcasters will turn down preemphasis during even the daytime. And the downward spiral in quality and attendant listener loss will be reversed.

I plan to submit this proposal to both the National Association of Broadcasters and National Radio Broadcasters Association, and I hope that all concerned broadcasters will carefully consider the full impact of this matter on the future of AM radio and make their opinions known.—*Leonard R. Kahn, president, Kahn Communications, Westbury, N.Y.*

Birth of the Blue

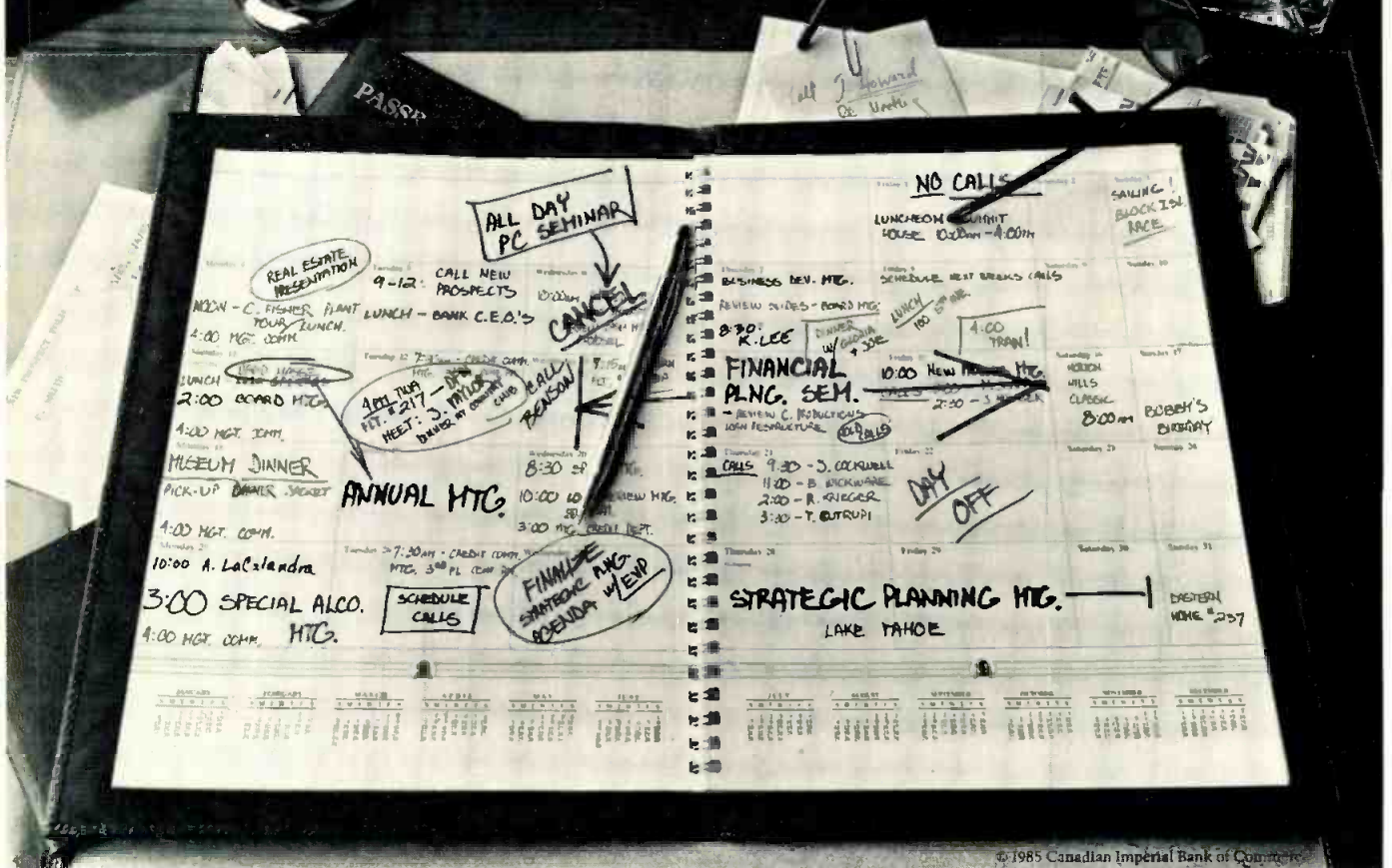
EDITOR: As another former program director of WKZO(AM) Kalamazoo, Mich., I was pleased to see the "Fifth Estater" on Paul Harvey. However, I was a little surprised to learn that in 1944, when he went to WENR Chicago, it was still a part of the NBC Blue Network. I understood that ABC was formed in late 1943, and that by 1944, it had become the American Broadcasting Co.

Incidentally, Harvey and I are part of a large company of ex-WKZO people, including Perry Lafferty, senior vice president, NBC West Coast; Ralph Snyder, recently retired from KCBS-TV Los Angeles news, and Tom Synder, about to join KABC-TV Los Angeles.

It was a good training ground.—*Charles T. Lynch, professor/chairman, radio-television-film, California State University, Northridge.*

Editor's note. It was still called the Blue Network in 1944, but Lynch is correct in noting that the network's ownership had (as of October 1943) officially passed from RCA to Edward Noble's American Broadcasting System.

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well we do with revolving and term credit lines, or crossborder cash management, for example. Not to mention mergers and acquisitions, project financing or interest rate swaps. Let our banker demonstrate how fast we can get you top level approval. Or how quickly a call to our Corporate Finance team will fly in an industry expert in communications, utilities, real estate, or energy. Give our banker a chance to be your banker. And give you all the time you need.

PUT US TO THE TEST.
 Canadian Imperial Bank Group

Broadcasting Nov 4

Vol. 109 No. 19

TOP OF THE WEEK

CBS: running the rapids of change

**Is it again a takeover target?
Is Tom Wyman on the way out?
Can employe morale be restored?
Will life ever be the same?
Those questions and others
occupy Black Rock and intrigue
the rest of the media world**

CBS, a company whose lifeline is expression and communication, was having its own communications problem last week. Its executives continued to say that the company had found a patron saint, but investors gave no sign of believing them. And while top management affirmed its commitment to CBS News the media were filled with stories to the contrary. It was obvious that not everyone was reading the same tea leaves.

Questions about the leadership and direction of CBS News found a host of people inside that division willing to offer opinions. On the takeover question none of the three opinions that mattered—those of Chairman and Chief Executive Officer Thomas H. Wyman; founder and executive committee chairman William S. Paley, or recent CBS investor and prospective board member Laurence Tisch—were available, although Wednesday afternoon Wyman granted to the *Wall Street Journal* what was cited as only his third major interview as chief executive officer of CBS (the first was to *Fortune* in 1982, the second to BROADCASTING in 1984).

In last week's interview, which appeared in the *Journal* on Friday, Wyman was reported as saying some CBS directors had asked whether CBS should obtain a "standstill" agreement from Tisch, so that he could not buy more than 25% of CBS stock. Wyman said he told them he was "absolutely sure it wasn't necessary." In any event, Wyman told the *Journal* he wasn't sure Loews would have signed one and that takeover raiders might have interpreted such a pact as a sign of vulnerability. Wyman was quoted as saying, "When Larry Tisch looks you in the eye and says 'I am your friend'... you either believe that or you don't. I do."

Wyman reportedly said he was comfortable with the general state of the company, saying that all three of CBS's core businesses—broadcasting, records and publishing—were on "firmer footing" than when he took over in 1981, and that the company is selling off some of its unsuccessful diversification efforts, including its toy division. Sale of the company's movie production division was also said to be under consideration; ABC discontinued its theatrical film

operation last week.

But in other regions, even a simple question that might shed some light on the respective roles of those three—how long had Tisch known Paley or Wyman?—seemed unanswerable. Tisch replied through his secretary that he "has known William Paley for 20 years and Thomas Wyman for three years." That version differs sharply from the account given by CBS senior vice president for corporate affairs, William Lilley III, who said that Paley was first "introduced" to Tisch by Wyman two months ago; Lilley said Wyman was introduced to Tisch in February.

At that time, said Lilley, "He said he was very upset about the Helms thing [the Fairness in Media campaign begun last November by Senator Jesse Helms (R-N.C.) and

other problems, securities analysts have been cutting their earnings estimates on the company for 1985 and 1986. Furthering those difficulties, the pessimism of recent months has had the ironic result of encouraging the stock price to fall back to its pre-Capcities/ABC merger level—about half of what the company might be worth if liquidated. The price closed at 118½ last Thursday.

BROADCASTING asked two of the largest institutional investors in CBS (as of the last SEC filing) what CBS is worth without a takeover threat compared to what it is worth on the basis of asset value—if it were broken up and sold in pieces. "If you guaranteed me that there was no takeover, I would think it should trade in the 90's," said Gordon Crawford, senior vice president of Capital Research Corp. Its market value to a corporate raider might be between \$200 and \$225 a share, he said, with the caveat that a network and stations have never been broken up and sold in pieces and their value is therefore speculative. Ed Platt, vice president, Bankers Trust Co., agreed with Crawford that \$90 should provide a floor price for CBS based on current earnings estimates. He placed the asset value "in the vicinity of \$200."

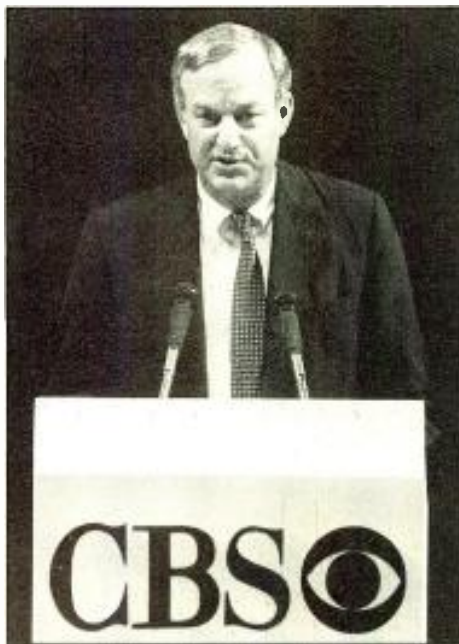
Even the more optimistic CBS officials have said on more than one occasion that the stock should, on earnings, be trading below \$110.

The initial reaction of the stock market to Tisch joining the board and to Loews possibly increasing its ownership to 25% seemed to support the CBS assertion that Loews was a stabilizing influence that would reduce takeover talk. After the Oct. 16 announcement, the stock tiptoed down from 117 1/2 to 109 3/4 on moderate to heavy volume.

But whatever inclinations there were that business was back to normal were reversed toward the end of last week by a leap back to its previous level—some one-third above where those who follow the company said it should be trading, absent a takeover threat. And this, even with CBS's recently added long-term debt of \$1.2 billion and several recently added provisions, intended to annoy certain kinds of would-be raiders.

After all the events and talk of the past few weeks, the \$5-billion question seemed to be: "Is CBS still 'in play' in spite of Lawrence Tisch or because of him?" Those who have known the Loews chairman for as long as 25 years would not admit to having any answers.*

The first time the names of Loews Corp. and CBS Inc. were seen in the same sentence



Wyman

certain political associates to change what it said were biases at CBS News] and told Tom Wyman he was ready to be helpful... to prevent the politicalization of the news. He particularly cited at that time the Helms positions on civil rights, anti-Semitism and South Africa."

The challenge from Fairness in Media now ranks far down the list for CBS executives. Chief among current concerns are an anemic economy and its effect on the company's television and magazine revenue. Additionally, the television network's recent domination of prime time seems to be giving way to that of NBC. Because of these and

Doubleday slices radio portfolio to three

Doubleday Broadcasting has signed an agreement to sell four of its radio stations to a newly formed group headed by 37-year-old entrepreneur and radio station owner Robert Sillerman, for \$27 million cash. The stations are KDWB-AM-FM Minneapolis-St. Paul, WLLZ(FM) Detroit and KPKE(FM) Denver. Simultaneously, Sillerman also purchased KHOW(AM) Denver from Metromedia for \$11 million. (Metromedia acquired KHOW from Doubleday in 1981 for \$15 million, at the time the highest price paid for a stand-alone AM station.)

Sillerman, who was once partnered with long-time New York radio personality Bruce (Cousin Brucie) Morrow, is now principal owner of WHMP-AM-FM Northampton, Mass. Sillerman's first radio station acquisition with Morrow was WALL-AM-FM Middletown, N.Y., in 1978 for \$1,875,000. Those stations, along with others in the Sillerman-Morrow Broadcast Group, were subsequently sold.

Once the sale to Sillerman is complete, Doubleday will be left with only three radio outlets: WHN(AM)-WAPP(FM) New York and WAA(FM) Washington. (The company just sold WMEF-FM Chicago to Heritage Broadcasting for \$12.5 million ["Changing Hands," Sept. 30].)

According to Doubleday Broadcasting President Gary Stevens, the sale of the stations is to help reduce the debt incurred by the parent company, Doubleday & Co. Stevens says he will remain with the company, but industry observers wonder whether the Doubleday executive, who has been active in radio industry affairs in recent years, will be content to oversee a group of just three stations. Stevens has been at the helm of Doubleday's broadcasting division since December 1977.

was in early July when Loews filed with the Securities and Exchange Commission saying it had acquired 2.9 million CBS shares representing 10% of the then outstanding stock. The purchase apparently sought to benefit from certain tax advantages related to the just-announced CBS recapitalization (BROADCASTING, July 8). Loews sold back to the company 750,000 shares under the plan, in which CBS repurchased from shareholders one quarter of its shares for \$40 cash and notes valued at \$110 ("Top of the Week," July 8).

The Internal Revenue Service allowed the \$112.5 million cash received by Loews from CBS to be treated as a dividend, thereby qualifying the windfall for the rules governing intercorporate dividends under which 85% of the amount is excluded from taxation, thus giving the total an effective tax rate of 6.9%. Furthermore, if Loews holds on to the stock it purchased before the recapitalization for a full year, any difference between the sum it paid for the 2.9 million shares and what it receives from selling the remaining shares will be counted as a capital

loss, usable in offsetting taxable profits Loews has made elsewhere.

None of the many observers following CBS have a hard time understanding the motivation behind the "tax straddle" vehicle in which Loews picked up its initial holding. But the decision by CBS to expand its board to 14 members to make room for Tisch, the special request for expedited Justice Department approval (granted last Wednesday) so that Loews can increase its holdings to 25% and the apparent decision by Loews to go beyond the tax straddle all are part of the extra baggage that people are curiously examining.

Just as the company's terse Oct. 16 announcement about Loews gave rise to a cottage industry weaving CBS boardroom speculation, so too did another single event—a luncheon meeting between CBS/Broadcast Group President Gene Jankowski and 60 Minutes executive producer Don Hewitt—set off discussions, this time by media talking about their brethren at CBS News.

Among the topics written about at length last week, in such publications as *The Washington Post*, *New York* magazine, *TV Guide* and *The Boston Globe*, were the value of the news division to CBS, the decline of documentaries and the rise of a new-look news program: *West 57th*. On more than one occasion various publications received false "tips" saying that CBS News President Ed Joyce had lost his job, and there was genuine concern about the manner in which some CBS News employees had, in fact, lost theirs.

At the lunch in question, the topic of discussion was CBS News. Hewitt told BROADCASTING he asked Jankowski, "Would you entertain the idea of sitting down with some of us and discussing the possibility, if indeed there was the slightest chance, that it would be for sale?" The others in the "us" reportedly included Dan Rather, Morley Safer and Diane Sawyer. It was rumored that Norman Lear, a long-time friend of Hewitt's, had discussed the idea as well and was an interested party. Hewitt said, "You can't name a subject Norman and I haven't talked about. You'll have to ask him." A call to Lear was not returned.

The expression of interest on Hewitt's part in an employee-led leveraged buyout of the news division might have been bigger news if it had come at a time of better health for the network. Instead it took place at a time when the company is indeed looking to sell off some major pieces. CBS has already announced its intention to sell its toy division (after writing off over \$100 million) and is looking for a buyer for KMOX-TV St. Louis, is selling half of a compact disk manufacturing plant, and has suggested it might also sell its one-quarter interest in Tri Star Pictures. But, said Jankowski, CBS News is a different subject and as far as he is concerned, the matter is closed: "Nobody, I think, took it all that seriously."

Although the layoffs at the news division of 74 employees took place almost a month ago, the reaction to those layoffs became a topic of discussion last week as well. In particular there was outrage expressed by

Mutual pares back in preparing for Westwood

Staff reduction and reallocation plans were unveiled last week by Mutual Broadcasting as its soon-to-be new owner, Culver City, Calif.-based Westwood One, readied itself for a December takeover (BROADCASTING, Sept. 23).

Mutual Broadcasting President Jack Clements told BROADCASTING that eight staff positions are being eliminated, effective Nov. 26. An additional 43 employees will be retained by the company's satellite services division, which, as part of the Westwood deal, will transfer to the control of Amway Corp., Mutual's current owner. Clements noted that 36 of those 43 already work in that division. Gene Swanzy, senior vice president of broadcast and communication services for Mutual, who oversees satellite services, will continue to do so with Amway.

The firing of the eight Mutual employees is primarily the result of departmental consolidations in accounting and special programming due to the change in ownership. The eight include three key executives: Dick Carr, vice president, programming; Carol Peterson, director of personnel, and Luke Griffin, director of sports. Clements said that Larry Michaels, who is currently manager of sports, will oversee that department. "There are no other cuts in sports and news and no talent is leaving," said Clements. He added that the station relations and sales departments "will not be touched."

"There is an obvious consolidation in some places." The layoffs were "not an effort to trim the staff like crazy to improve the bottom line," said Clements. "We made an asset deal and decided what assets we wanted to keep," said Westwood One President Norm Pattiz. No decision has been made as to what, if any, Mutual special programming would be cut.

Another top Mutual executive affected by the Westwood takeover, which is slated for Dec. 2, is Bruce Goodman, senior vice president and general counsel. Clements said Goodman plans to join Amway.

some—including some high-level CBS executives who would not speak for the record—that some employees who had put in many years with the company were given short notice and less than 48 hours to clear out.

Asked to respond to the reports, Janowski told BROADCASTING. "I would imagine that people perceived they were badly treated and you can't argue with that. When you are dealing with mass layoffs you normally do have a target date.... I am told that the corporate personnel said that everybody should be treated the same and that they shouldn't stay around.... because it may not be good for them or their colleagues."

At the corporate level CBS has no layoff policy, said Lilley: "This is a large company with some 30,000-odd people. We have not been advising people how to handle situations like this and perhaps we are having problems because we are a decentralized company and are handling this in a decentralized fashion." But the senior vice president for corporate affairs said the matter was of definite concern to top CBS executives. While not referring to any division specifically, he said, "I think in some cases dismissals have been done immaturely and insensitively. Tom Wyman feels that way also."

CBS officials had their own comments about the way reports of dissension in the news division were being spread to the press. One executive said that from reading last week's articles one might think the news budget was being cut, when in fact it was increasing 4%, under the same budget guidelines applied to all other divisions within the CBS/Broadcast Group. He added that corporate offices at the company are under orders to reduce budgets to no greater than 98% of this year's dollar figures.

A survey by BROADCASTING of other divisions within the CBS/Broadcast Group shows that most will be able to meet the 4% increase guidelines without large layoffs, either because they anticipated the slowdown and let attrition work gradually or because they have a large number of employees eligible to take advantage of the company's proposed early retirement program.

At CBS Sports, President Peter Lund said that some "high-priced" talent are accepting reductions of more than \$50,000. "We will operate next year with fewer people than this year and will have fewer people in administrative, talent and production." He added, with emphasis, that the major focus on cost reduction has been not among the 100 regular employees of CBS Sports, nor among lower-paid production people, but among the "high-priced" talent (directors, producers and others) on contract for specific events.

"We have situations now," Lund said, "that because of the marketplace we have gone to people and told them, 'We would love to have you here but with less money,' and they have in more than a few cases signed with from small increases, to no increases, to as much as 25% decreases."

Tony Malara, president of the television network division, which is responsible for advertising sales and station affiliate rela-

Fairness doctrine challenge

The FCC's fairness doctrine is under challenge in court, again. This time the challenger is group owner Meredith Corp., which last week asked the Court of Appeals in Washington to review an FCC decision finding that Meredith's WTVH(TV) Syracuse, N.Y., had violated the doctrine. Meredith went to court after the FCC, acting on a petition for reconsideration, affirmed its finding against WTVH. "The commission's action in adopting this order, holding that petitioner had violated the fairness doctrine, is in violation of the First Amendment and is otherwise arbitrary and capricious and contrary to law," Meredith said in a petition for review by the court.

At issue is the FCC's (with Commissioner Mimi Dawson the sole dissenter) first finding of a fairness doctrine violation under the administration of Chairman Mark Fowler.

The case involved a series of editorial advertisements that WTVH ran for the Energy Association of New York, a trade association for utilities, in 1982. The ads advocated the continued construction of the Nine Mile II nuclear plant in upstate New York. The Syracuse Peace Council, a group that advocates nuclear disarmament, alleged the ads presented only one side of the nuclear plant's being a "sound investment" in New York's future and had asked the station to "correct the programing imbalance." The station didn't, and the group complained to the FCC. In its defense, the station contended that the ads were really about eliminating the dependency on foreign oil and the need for electricity. The station also contended that controversial issues of public importance weren't involved at the time the ads were aired. But the FCC majority said the station was being "unreasonable" and directed WTVH to advise the commission on how it planned to meet its fairness doctrine obligations (BROADCASTING, Oct. 29, 1984).

Meredith petitioned the FCC to reconsider. But the FCC last week (with Dawson still the sole dissenter) turned Meredith down. "Our review focuses upon whether the evidence was so clear that reasonable persons could not have differed regarding the existence of a requisite controversy in Syracuse at the time the Energy Association's broadcasts aired, and whether the Energy Association's spots presented views on the controversy, if any, in an obvious and meaningful fashion," the FCC said. "Application of this standard to the facts and circumstances before the commission in disposing of the initial complaint required our finding that WTVH had violated the fairness doctrine. Nothing in the licensee's petition for reconsideration and associated filings persuades us otherwise."

The FCC also noted that in response to the commission's original ruling, the station notified the commission that in July 1984, while the complaint was pending, it had determined that the sound investment issue had emerged as sufficiently controversial to be subject to the fairness doctrine and offered the Environmental Defense Fund and the Syracuse Peace Council 103 free spots to present contrasting views. The station, according to the FCC, also indicated its intention to continue to present opposing points of view as long as the issue remained controversial. "WTVH's response to our...ruling demonstrates the licensee's good faith in complying with the fairness doctrine and shows its intention to do so in the future," said the FCC last week. "We are satisfied that the public is receiving and will continue to receive contrasting points of view on the sound investment issue in accordance with the fairness doctrine.... In view of our determination that the licensee is now acting in compliance with its fairness doctrine obligations, no further action is warranted."

Said Melodie A. Virtue, an attorney for Meredith: "It looks like we'll be going for the constitutional argument full press."

tions, said: "We have a couple of jobs that will remain unfilled into the next quarter...but the full complement of sales people is on the street and we have the full complement of affiliate relations people also.... We are reviewing our meeting expense items and although we have some very important meetings coming up, you can bet that we are going to get the most efficient use of our money as possible."

Operations and engineering has the largest component of the broadcast group's roughly 8,000 employees and cost increases will probably be kept within the guidelines largely because about 400 of that division's 2,200 employees are eligible for the early retirement program, according to division president

George Shannon.

He said that the number of employees accepting that plan will be a key determinant of whether operations and engineering will have to lay off anyone, but he added that, in any event, "the targets are very difficult." Among Shannon's difficulties are having to service a dual mode of transmission—both terrestrial and satellite—while CBS switches from the former to the latter, and two years to go on an IBEW (International Brotherhood of Electrical Workers) contract that, he said, is "somewhat inconsistent with a 4% increase."

At the television stations division about 80 jobs have already been eliminated, through attrition, in 1985, said its president,

Neil Derrough. "With the television spot market starting out slowly we did not fill a lot of jobs as they came open," he said, adding, "We don't anticipate they [workforce reductions] are going to be that much deeper." The cuts made already, he said, will make it easier for the television stations division to meet next year's 4% budget increase guideline.

At CBS Radio, division president Robert L. Hosking said meeting the guidelines would not be difficult and added there would be no layoffs, in part because radio industry revenue has not suffered as has TV.

CBS Entertainment President Bud Grant said "There will probably be staff efficiencies but if so, they will be very minimal. We are studying that right now." Asked where other cost increases would be held, Grant said, as an example, that travel was being closely watched.

Why was CBS News forced to meet the budget guidelines by laying off several score people? Division president Ed Joyce said that it was decided certain areas could not be cut. They included the amount of programming and the amount of news coverage (e.g., number of bureaus). He also noted that certain areas were beyond management's control, such as inflation in countries where CBS has bureaus and certain long-term sala-

ry contracts.

Joyce told BROADCASTING he and other CBS news management were then limited to "an across-the-board personnel cut." Joyce said that the cuts covered all areas of the division and went from the "executive level on down....As a matter of fact, it was done specifically not to put a burden on any one area; the individuals in charge of units in CBS news were asked to identify what could be eliminated."

In response to a question about the press attention received specifically by his division Joyce said his strongest reaction was to the use of unattributed sources. "I am astounded at the number of stories that are made up almost entirely of blind quotes, something we try to discourage in our practice. The only other organization which editors allow to be covered in that kind of way is the mafia."

CBS officials said last week they were quite prepared to do without all the attention of the past two weeks and that there were other subjects to be talked about. Capital Research's Crawford noted, "Their work is cut out for them. They are entering a difficult operating environment and they will try to get down costs, keep cash flow up and go on with their knitting." Whether they will be allowed to is another question. □

** On the theory that past might be prologue, a look at Loews Corp.'s big purchase of ABC stock in 1981 might provide some clues, but people have as hard a time agreeing about what happened then as they do about what is going on now. It is known that beginning Nov. 14, 1980, Loews began purchasing ABC stock and by March 20 had 1.9 million shares, or close to 7% of the shares outstanding. The purchase, said Loews, was for investment purposes. Also seeming to indicate that the Loews position was noncontroversial is the generally acknowledged friendship of Goldenson and Tisch, who apparently played tennis together frequently. But two executives separately volunteered to BROADCASTING that Leonard Goldenson told them at the time he had asked Tisch to "back off." An ABC spokesperson denied that was the case. The record shows that by June 30, Loews had sold off all its shares. Loews bought the shares at an average price of \$28.50. Several hundred thousand shares were sold for an average price of \$33.30 at which time the Loews' position dropped below 5% and consequently off the SEC records. Some—perhaps all—of the stock was not held long enough to avoid short-term capital gains taxes but with the large portfolio Loews has, it may have been able to counter the profits with losses on other investments.*

Kidvid, violence back on Hill agenda

There was an unusual amount of interest on Capitol Hill last week in television programming. Violent TV shows were the target of Senator Paul Simon (D-Ill.), who asked the networks, cable programmers and independent broadcasters to consider a voluntary parental warning system. Children's television returned to the congressional spotlight as the House Telecommunications Subcommittee completed two field hearings on that subject. And at the same time, NBC was mixing with congressional leaders at a luncheon it sponsored to promote its new children's news show, Main Street, which received the blessing of Action for Children's Television President Peggy Charren.

Simon wants voluntary parental advisories from broadcasters and cablecasters on violent programs

Congressional interest in television and cable programming intensified last week after Senator Paul Simon (D-Ill.), in a closed meeting with key representatives from the broadcasting and cable industries, called for a voluntary parental advisory system for violent programs. Simon asked for an answer by the end of the month.

Joining Simon were ABC's Alfred Schneider, vice president for policy, and Gene Cowen, vice president, government affairs; CBS's Don Wear, vice president, for policy, and Robert McConnell, vice president government affairs; NBC's Ray Timothy, vice president, broadcast group, Ralph Daniels, vice president, policy, and Robert Hynes, Washington vice president; the Na-

tional Cable Television Association's Ed Merlis, vice president, government relations; the Association of Independent Television Stations' Jim Hedlund, vice president, government relations, and Sandy Pastoor, program director of independent WTTG(TV) Washington.

Simon, who is ranking minority member on the Juvenile Justice Subcommittee, early this year pushed for a hearing on television violence (BROADCASTING, June 10). Even then, Simon suggested using parental advisories for violent programs. The senator called for a meeting with the broadcast and cable officials after his staff completed discussions with the parties during the summer.

During the session, Simon cited NBC's *Miami Vice*, ABC's *T.J. Hooker* and CBS's *Airwolf* as programs he felt should be accompanied by a warning. Simon said he agrees with studies by the U.S. surgeon gen-

eral and the director of the National Institutes for Mental Health concluding that excessive violence on TV is "doing harm to the country." Simon expressed his hope for an "understanding on a voluntary parental advisory system."

Later, the senator shared some of his thoughts with BROADCASTING: "I outlined what I believe to be a problem," Simon said. "The research is pretty overwhelming that we do have a problem. I don't believe in censorship. I don't want answers that are unrealistic as far as the industry's concerned. I feel something ought to be happening to improve the situation."

The broadcasters, Simon acknowledged, are not "enamored about the idea of doing something." Indeed, he said, "one or two of them" suggested that there really isn't a problem. "But I told them it was a little like the Tobacco Institute people who come to me



Congressional summit. Officials from the broadcasting and cable industries joined Senator Paul Simon (D-Ill.) last week for a tete-a-tete on TV violence. Simon asked the Fifth Estaters to consider establishing a voluntary parental warning system for violent TV programming. Pictured (l-r): Robert Hynes, NBC; Ralph Daniels, NBC; Robert McConnell, CBS; Ray Timothy, NBC; Don Wear, CBS; Senator Simon; Jim Hedlund, Association of Independent Television Stations; Sandra Pastoor, WTTG(TV) Washington; Ed Merlis, National Cable Television Association; Alfred Schneider, ABC, and Eugene Cowen, ABC.

and say the evidence isn't there. 'cigarettes really don't cause any harm.' The surgeon general in both the case of violence on television and in the case of cigarettes has reached the conclusion that harm is being done. I think the surgeon general is right in both instances."

The broadcasting and cable representatives left the meeting with the understanding that "each of them would send a letter by the end of November, outlining what they think is desirable," Simon said. At that time he'll decide what to do.

If not satisfied, Simon said, he may introduce a bill. "We have legislation prepared that would put simply a little warning at the beginning of a program: 'Warning to parents. Viewing this program may be harmful to the mental health of your children.'" Simon said he would prefer a voluntary solution. "I hope we can come up with some constructive answers," he said.

The networks disagreed with Simon's interpretation of the research and said they were already addressing the problem through their standards and practices divisions, which they invited Simon to visit. Programs with strong sexual and violent content are purposely scheduled late in the evening for adult audiences, they said. And the broadcasters are already airing advisories prior to some programs, they said. Independent television stations, INTV said, often edit violent content from feature films. Also, the broadcasters fear using warnings will only entice children to watch.

At NCTA, Steve Tuttle, vice president for public affairs had this to say: "NCTA does not believe that running the kind of program advisory that Senator Paul Simon is proposing would be useful or workable. However, since cable television primarily is a family oriented medium, we share Senator Simon's concerns and stand ready to assist him in any way we can."

Two congressmen take on TV for children in hometown hearings

The overall quality of children's programming on commercial television came under fire during two congressional field hearings in Texas on Oct. 25 and 28. Broadcasters were criticized for airing programs designed to sell products rather than enlighten or educate the young.

Chaired by House Telecommunications Subcommittee members John Bryant (D-Tex.) and Mickey Leland (D-Tex.) in their districts of Dallas and Houston, respectively, the hearings focused on children's programming and the use of so-called "program-length commercials." Leland and Bryant are co-sponsors of legislation (H.R. 3216) that would require commercial broadcasters to air a minimum of seven hours of educational television programming per week, at least five Monday through Friday.

Quality children's programming, Bryant said, "is today the exception rather than the rule." The root of the problem, Bryant continued, "can be traced directly to the actions—or rather the lack of action—on the part of the FCC."

Broadcasters, he said, have a responsibi-

Change of pace for Charren

It was an unusual partnership that emerged on Capitol Hill last week as Action for Children's Television President Peggy Charren joined NBC at a congressional luncheon to promote the network's new monthly children's news show, *Main Street*. Charren, an indefatigable critic of the commercial networks for what her organization views as their neglect of children's programming, commended NBC for the program which debuted on Sept. 24. Indeed, Charren's enthusiasm for the show went one step further; last week, an ad she prepared (and NBC paid for) praising the program appeared in seven major daily newspapers (BROADCASTING, Oct. 28).

"I think it's nifty that NBC's doing an hour news show that takes news and makes it understandable to kids," said Charren, particularly because "most television in the afternoon is one big sales pitch." She said there had been little publicity for *Main Street*, when it first aired, and she thought it "was a shame most people found it only while looking for soap operas." Charren prepared the ad as "an exercise in futility," she said, since ACT couldn't pay for it. Nonetheless, she turned to Bud Rukeyser, NBC executive vice president, public information, who liked the ad and offered to sponsor it. "If I had called CBS, they would have said: 'Get lost,'" said Charren. "I really don't think it would have worked with any of the other broadcast entities," Charren said.

NBC News President Larry Grossman, who originated the idea for the show, was joined at the luncheon by the program's host, Bryant Gumbel, who is also a co-anchor of NBC's *Today*.



Left. NBC's Larry Grossman and ACT's Peggy Charren. **Right.** Debra Dingell (l) and husband, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) (center), join Cory Dunham, NBC senior vice president and general counsel.

lity "to serve the child audience by virtue of their acceptance of a broadcast license. Presently, there is not one single regularly scheduled weekday children's program on any of the three commercial television networks, a situation which is literally unprecedented in the history of the medium."

Bryant said the three networks were invited "to tell us how and why they believe their current level of programing efforts are meeting the needs of children" but all declined to testify. The congressman said the National Association of Broadcasters and the Texas Association of Broadcasters also declined to send witnesses. "I am concerned that their decisions reflect a lack of interest in these important issues," said Bryant, "a lack of concern that underscores even further the critical need for the legislation we are considering today."

Leland attacked the use of program-length commercials. "Before, an advertiser had 30 or 60 seconds to sell a kid a product. Now they have 30 minutes," Leland said. "It's not surprising that the format works, and in fact it works so well that it now threatens to literally dominate all of children's television."

Some toy companies, Leland noted, are exercising absolute creative control over programs. "If you're angry about this practice, don't just get mad at the toy companies and broadcasters. Support us in our effort to pass H.R. 3216," Leland said.

Leland's concerns were reflected by Ac-

tion for Children's Television President Peggy Charren who testified at his hearing. "What is needed now more than ever is for Congress to make certain that broadcasters offer alternatives to program-length commercials," Charren said. "Television can do better than to constantly search for new, improved ways of getting children to move from the toy box to the TV set and then back to the toy store for the next installation of the big sell."

But Roy Danish, director of the Television Information Office, denied that broadcasters are airing program-length commercials. He argued that many competitive advertisers appear on programs, not just one. There is also a "clear audio and visual separation of commercials from program content," Danish said. And, he added, there is a "absence of commercials within the program or adjacent to it for characters or objects seen in the program."

Sandra Pastoor, vice president and program director of WTTG(TV) Washington, told Bryant she conducted an informal survey of the quantity of children's programing on independent stations in several markets. She found 62½ hours aired per week in New York and Los Angeles, 72½ hours in Houston, 85 hours in Chicago and 107½ hours in Dallas. While much of that programing is "pure entertainment," Pastoor said many of the newer entertainment series have pro-social themes and avoid gratuitous violence. □

video services division, and regarded as the architect of the commission's policy on takeovers, defended it as designed to achieve four separate goals: compliance with the Communications Act; expeditious procedures; neutrality of treatment, and accommodation of federal and state laws bearing on tender offers. "We haven't left the public out," he said, in response to the charge that permitting the use of a trustee to collect shares before the commission considers a conventional long-form transfer application denies the public an opportunity to participate. "But if we wait for a long-form review," he said, "there won't be a hostile takeover—and that's not neutrality." The commission is concerned that employing the conventional long-form procedure—with its provision for petitions to deny—would so delay matters as to kill chances for a successful takeover.

But Thomas Rogers, senior counsel to the House Telecommunications Subcommittee, cited another problem that has been mentioned, and suggested a different solution. If the commission, on reviewing a long-form application after a trustee had collected a majority of the shares of a company, concluded that a takeover would not be in the public interest, Rogers said, it would be confronted with the task of "unscrambling the egg." As an alternative, he suggested building into the transfer process deadlines for commission action in proxy fights and hostile tender offers. He said that approach would protect stockholders' rights by easing Wall Street concerns that efforts to take over a corporation could be stalled for months. He said the idea could be implemented either by an amendment to the Communications Act or by an FCC rulemaking. Thus far, at least, no one has begun drafting either. But Rogers said it is an idea that has been discussed on Capitol Hill.

The recent rash of takeovers, attempted and completed, has been generated by the commission's deregulatory policy, with the decision to increase the number of stations a party may own from seven AM, seven FM and seven TV to 12-12-12 a principal factor, according to Peter O'Connell, of Pierson, Ball & Dowd. Deregulation of radio and TV programing was another. But one of the members of the audience suggested another factor—"the greater fool concept," that is, while a company may be a fool in paying today's inflated prices for a broadcast property, the company is secure in the knowledge that "a greater fool" will relieve it of the property for an even higher price in the not-too-distant future. When, Steven Rattner, vice president of the investment banking firm of Morgan Stanley & Co., was asked, will the bubble burst?

His answer was not reassuring for those looking for "a greater fool." The multiples of cash flow used to figure price will come down, he said; "1984 was a sparse year for deals. When a station came on the market, it was 'the last station' ever. So prices were unreal. Now a lot of stations are coming on the market. An investment banker will hold an auction party and find that no one comes." □

SECOND THOUGHTS ON WHEELING-DEALING

Two sides to takeover tactics

At bar association forum, Quello flags FCC policies that he says favor hostile runs on companies; Roy Stewart defends his work

FCC Commissioner James Quello last week continued his lonely battle against the procedures the commission has followed in dealing with hostile takeovers. He said the commission's decision to permit the makers of unfriendly tender offers to employ trustees through whom to acquire the shares they seek deserves "an A-plus as a creative legal machination to attain a definite edge" in the takeover effort, he said. But if the commission's objective is, as it says, to be neither sword nor shield in such matters, he said, why does it require the legally mandated long-form application—which provides for petitions to deny—in friendly takeovers and short-form applications—which do not—in hostile ones?

Quello expressed his views in a luncheon speech at an all-day seminar on "Takeovers of Broadcast Licensees" that was sponsored by the American Bar Association Forum Committee on Communications Law and the Federal Communications Bar Association. The commission is in the midst of an inquiry into the procedures it should follow in dealing with the sudden rash of hostile tender offers and proxy fights for publicly traded

broadcast companies. But Quello is the only one of the present four members objecting to the use of a trustee. As a result, Arthur Goodkind, of Koteen & Naftalin, one of the speakers, said the odds are "3-1" against any change in the procedure now being followed.

The commission in two recent cases has authorized the use of a trustee to acquire shares in hostile takeovers pending FCC approval of a subsequently filed long form. The commission maintained its aim is to accord balanced treatment to both sides in the dispute. But Quello said, "The public is not well served by authorizing the ouster of a qualified licensee prior to determining that the successor is fully qualified." and added, "We should remember that the laws and regulations which govern broadcasting have recognized that it is a form of commerce requiring extraordinary oversight by government. . . . Whether we like it or not, the law clearly recognizes broadcasting to be a special case which requires extraordinary government treatment."

Quello said the commission should abandon the trustee concept. Instead, it should employ long-form procedures, but crafted in a manner that would assure expeditious treatment of the application. "The FCC must pass on public interest qualifications before transfer of control."

Roy Stewart, chief of the commission's

SMPTE and the search for picture perfect TV

Technology addressed in papers and seen on exhibit floor at conference includes component video, computer graphics, HDTV and stereo audio

Long seen predominantly as a technical conference, the Society of Motion Picture and Television Engineers annual convention has gained much by the organized expansion of its equipment exhibition, losing little of its high-level engineering flavor in the process.

This year's meeting, held Oct. 28-Nov. 1 at the Los Angeles Convention Center and drawing more than 15,000, had a diverse program of more than 130 largely TV-oriented papers, a 253-company equipment show and a pair of advanced television technology demonstrations. Together they revealed ongoing trends in component video, computer graphics, TV stereo audio and high-definition television.

The success of the exhibit, which has grown by more than 100 companies since the start of the 1980's, was measured as much by low-key technical contacts and ease of navigation as by its burgeoning size. It serves as a critical draw to the convention: As many as three-fourths of all attendees were said to be there to visit the exhibit alone.

This year, the exhibit floor was witness to the growing recognition that component video capabilities (for handling television signals in red, green and blue primary color versions, as opposed to the composite NTSC normally used) seem to have become an essential prerequisite for products that target the industry's leading-edge users, who are increasingly aware of its advantages, whether fully implemented now or years after their first component equipment buys.

Expanding The Range Of Computer Graphics

It was evident at the show that the market for computer graphics equipment, which dominated the exhibit hall, will continue to do so for several more years at least. Most observers also saw a growing division between two main types of suppliers. One group, including such well-established firms as Ampex, Quantel, Bosch and Dubner, provides top-of-the-line products for high-end users. The second group, which has begun to draw increasing attention away from the first, includes up-and-comers like Cubicomp and Abekas that make systems at a far lower price, although at the cost of image quality and operational sophistication.

One development at the conference likely to shore up the high-end graphics segment was Grass Valley Group's private showing of a new digital effects system dubbed Kaleidoscope. The prototype unit, set for summer 1986 delivery, provides a wide variety of effects working in any combination of NTSC, analog component and SMPTE standard digital formats, eliminating a loss of quality encountered when encoding and decoding between component and composite signals.

Several broadcasters who viewed the system, which is priced competitively with Ampex's market-leading ADO, at \$160,000 for single-channel and \$130,000 more for two-channel units, said it will also interface extremely well with GVG switchers.

Enhancements of existing graphics products were in evidence from other makers of high-end lines at the show, including new software from Quantel for its Paintbox system and from Bosch for its FGS-3000.

Ampex also made a splash with several of its own introductions, including a new option for the ADO providing component input and output. The company also drew attention for its new Zeus video processing system for one-inch type C videotape recorders, which, at \$30,000, combines time base correction with various video processing capabilities.

Among lower-end competitors, the most consistent crowds were drawn by Cubicomp Corp., which entered the video effects field at the last National Association of Broad-



casters equipment exhibit with its \$30,000 PictureMaker three-dimensional design and animation system. The Berkeley, Calif., firm has shipped 100 of the systems since then, mostly to production facilities, although broadcasters—including all three commercial networks—have taken definite notice.

Other developments included a component version of Digital Service Corp.'s Illusion for \$52,000-plus, a new controller keypad for NEC's recently introduced DVE System 10 and the first showing of the \$30,000 Proteus dual-channel digital effects system by GML America, the Vienna, Va.-based subsidiary of the UK's Gunterfield Ltd.

Harris Corp. also announced it had acquired the product rights, inventories and equipment of ADDA Corp., a maker of digital video effects systems, still-store and signal processing systems, which has fallen on difficult times recently. Harris, which did not disclose the price of the transaction, will transfer manufacturing of some of ADDA's products to its Mountain View, Calif., video systems operation.

Component Parts—Analog And Digital

Other component analog video (CAV) products were most in evidence at Tektronix and its Grass Valley Group division. Tektronix introduced the production version of its CAV

waveform monitor and also had on hand the CAV test signal generator, the latter first shown at the last NAB. GVG was promoting its CAV system efforts with new component versions of its Horizon routing switchers, as well as previously introduced component production switchers and translators. Component products were also shown by For-A, which had a new console version of its CVM-500 video switcher and its component time base corrector, and by Shintron and Comvid.

The component television studio signal itself, the subject of two years of successful standardization efforts, was also subject to attendees' scrutiny at a technology demonstration of both analog and digital component signal format.

Using component VTR's from Panasonic and Sony, along with GVG and Shintron switchers and equipment from Hitachi, Philips, Ultimatte and other manufacturers, demonstration organizers Merrill Weiss and Stan Baron of NBC provided visitors with projection screen comparisons between NTSC composite and component pictures, and monitors showing analog components in various forms.

The technology demonstration also included digital component studio transmission demonstrations and an experimental digital VTR set-up, along with information about the all-digital production studio now being operated by French broadcasters. Rounding out the effort were showings of some of the cables and connectors under development for component interconnectors, along with the camera-recorder interface being proposed as a standard by an SMPTE CAV standards group headed by Weiss.

Component technology was also the subject of a series of paper presentations, including a talk delivered Wednesday, Oct. 30, by Weiss and Peter Smith of NBC at a session on video transmission and processing systems. The two pointed out ways in which component analog and component digital signals could coexist in a facility, each servicing the functions to which it was best suited.

Graphic systems using component technology in post-production were also discussed by NBC News engineers Ken Eyring and Bryan Hopkins at a Thursday, Oct. 31, program on electronic graphics and digital techniques.

The two outlined the network's cost-saving experimental work with component graphic compositing techniques using Sony Betacam gear for the 40-second animated opening of NBC's *Main Street* children's news program (see page 31).

Extended Or High Definition?

A development with the promise to raise to component quality the standard NTSC signal was presented in the Oct. 30 sessions by Yves Faroudja of Faroudja Laboratories in Sunnyvale, Calif. Faroudja argued that his design of an NTSC encoder, which he claims

generates an NTSC signal free of the artifacts of cross-color and cross-luminance, was part of a series of potential improvements in NTSC that could allow it to rival high-definition television systems. Echoing the point was Kerns Powers of RCA Laboratories who, in a following paper, outlined approaches for extended-definition television.

The extended-definition/high-definition comparison was raised again by Powers at a Thursday session on HDTV. Powers commented during an hour-and-a-half-long panel concluding the session that although there is universal desire for a single world high-definition standard, he believes there is a conflict between those who advocate what he called the "revolutionary" approach of HDTV in place of the "evolutionary" approach of an extended-definition TV system. The latter approach, he added, while compatible with existing systems, would not likely lead to any single world standard.

Panelist Larry Thorpe of Sony Broadcast added his belief that despite the "extremely good work of enhanced television, HDTV is a rapidly moving target" that will always be able to remain a step ahead of extended TV. "It's too bad that the two sides, HDTV and extended TV, are squaring off, rather than going in parallel," Thorpe concluded.

Stereo Sound Sounding Board

Audio topics also got their share of attention at the conference, with the area of greatest interest to television attendees probably being stereo sound.

Broadcasters venturing into the brave new world of multichannel television sound (MTS) are confronting a variety of technical problems, not the least of which is that television stations and television receivers are only slowly converting to stereo. As NBC-TV staff engineer Randy Hoffner observed in a Wednesday morning session: "Distributors of programing must realize that current systems that must be interchangeable from stereo to mono, inasmuch as individual programs, commercials and stations will represent a hodge-podge of stereo and mono capabilities."

Hoffner described how NBC, currently the only one of the three commercial networks with full stereo distribution capacity, considered and discarded several transmission alternatives before settling upon a system that distributes programing discretely, left on channel one and right on channel two. This has meant that mono is changed from one to two channels, with full level audio, in phase, on both channels. Each mono NBC affiliate has installed summing networks to produce the mono signal. The system, he said, accommodates occasional stereo segments, inserted into programing without pre-arrangement, without any special switching or level setting during routing and distribution.

Although each NBC affiliate is now receiving two channels of audio, Hoffner posited that "we have a lot more than twice as many ways to go wrong."

Ira Goldstone, director of engineering for

KTLA(TV) Los Angeles, outlined the procedures his independent VHF station followed in its October 1984 stereo launch, also stressing that he encountered little standardization in multichannel television systems.

"We elected to set our own standards," he explained, "and installed an Orban stereo synthesizer that allows us to stay in at least synthesized stereo 24 hours a day."

Goldstone said the system must be flexible enough to accommodate films and commercials that switch unpredictably from stereo to mono. An in-house switching system allows KTLA to transmit in any of four possible modes: true stereo with or without Spanish or synthesized stereo with or without Spanish.

In a later presentation, H. Edward Gordon, chief engineer for Satellite and Television Systems, Simi Valley, Calif., described the difference in technical considerations confronting cable operators as compared to broadcasters since channels are transmitted adjacent to each other on a single cable.

Despite such differences, Gordon concluded "the broadcast stereo television stereo signal is not degraded excessively when passed through a well-maintained cable system. In spite of all objections from the cable industry, demand from the consumer will probably put broadcast stereo on cable in the very near future."

FCC turns signal quality issue over to cities

Local jurisdictions to enforce guidelines for signal quality of broadcast stations on cable; other technical rules altered

The FCC last week voted 4-0 (with Chairman Mark Fowler concurring) to stop requiring cable operators to insure the quality of broadcast television signals they retransmit on their systems.

That doesn't mean cable companies will be free to provide any level of signal quality they may want. The commission essentially turned the job of administering signal-quality standards over to the cities.

The power of the cities to regulate, however, will be limited. Under the FCC's action, the commission's current quality standards were changed into FCC "guidelines." The cities, according to the FCC, may not impose more stringent standards on cable companies than those called for in the guidelines.

But it will be up to the cities, not the FCC, to enforce the standards. "We're out of the business," said James McKinney, FCC Mass Media Bureau chief. "We're not going to enforce those standards."

The FCC also deleted its requirement that cable operators provide periodic proofs of performance.

Fowler, sources said, would have preferred that the commission delete the quality

standards and prevent the cities from imposing quality standards of their own.

■ On another front, the FCC deleted the nontechnical application acceptance criteria contained in Section 73.37(e) of the rules. The criteria in question blocked applications for new or improved AM stations except in unserved or underserved areas. An exception to the rules permitted noncommercial broadcasters and minorities to apply for facilities on the 25 U.S. I-A clear channels.

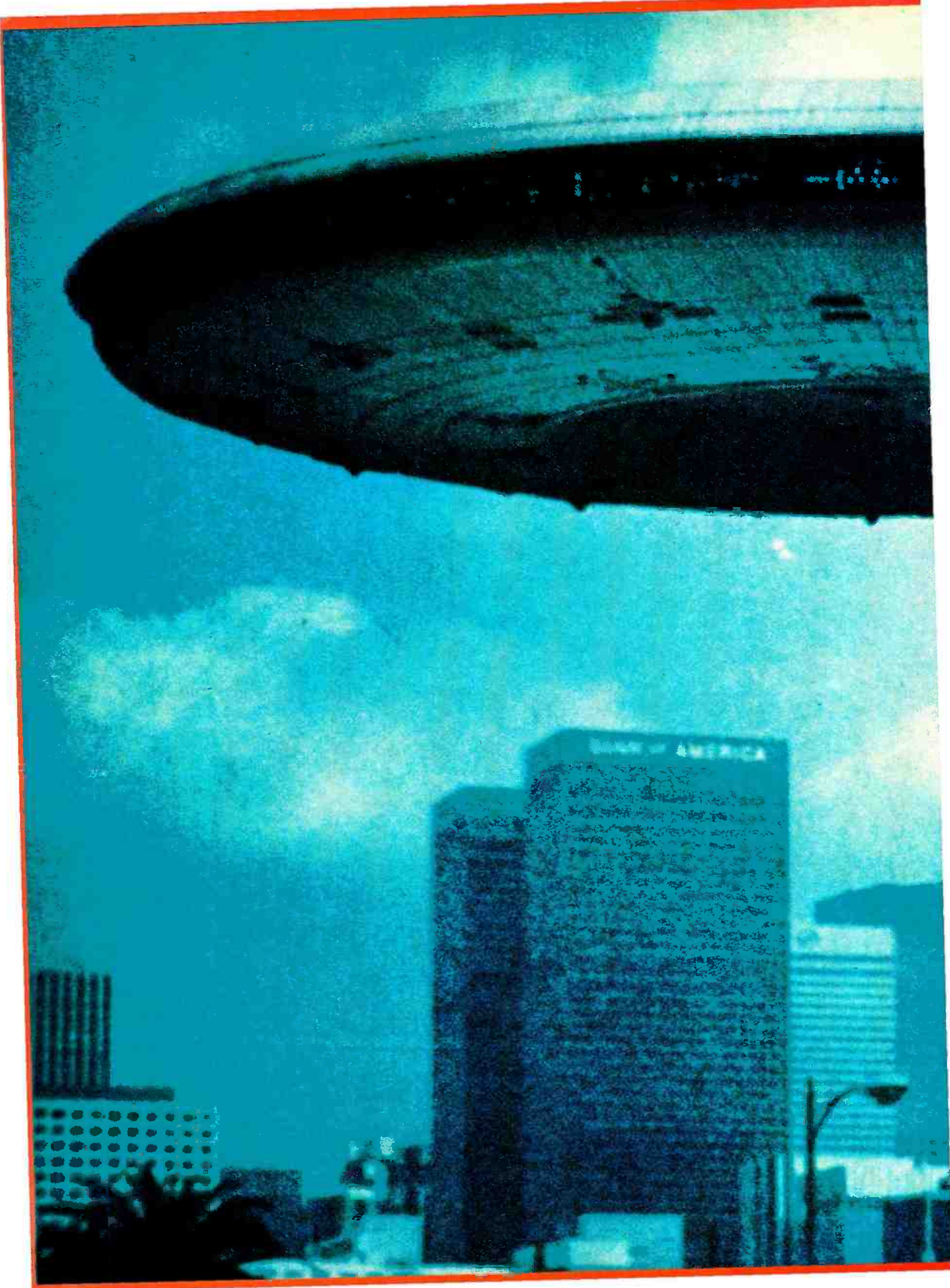
■ The FCC also eliminated or modified field-strength measurements required of AM licensees using directional antenna systems. It eliminated the requirement that skeleton proofs be performed; it modified periodic partial proofs to permit licensees to determine "the most appropriate schedule"; it modified the monitoring points measurement schedule for stations not having approved sampling systems from weekly or monthly to quarterly, and it eliminated its specifications for design and installation of antenna monitor sampling systems. "Specific equipment for sampling systems will no longer be required," the FCC said in a press release. "Instead, the commission will approve any system based on the licensee's stability analysis showing that the selected system is capable of providing accurate signals to the antenna monitor." The changes go into effect Jan. 1.

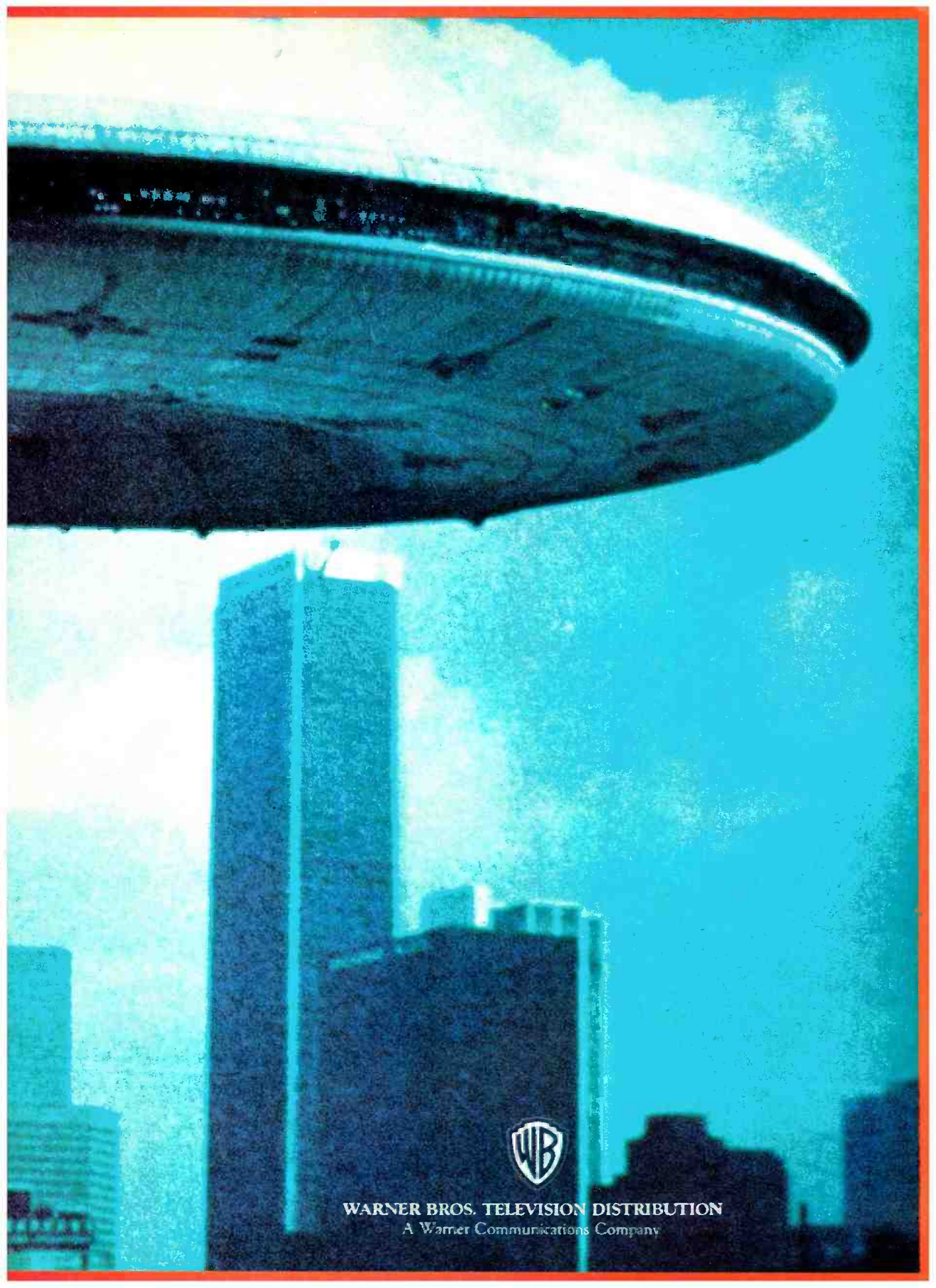
■ The FCC also changed its rules to permit studio-to-transmitter and intercity relay stations to operate on a secondary status on UHF TV channels. (They would be secondary to full-power and low-power television stations. They also would be secondary to current land-mobile authorizations and contingent upon the outcome of pending proceedings aimed at providing further land-mobile sharing of UHF TV spectrum.) At the same time, the commission divided the 950 mhz aural STL/ICR band into "stackable" 25 mhz segments and divided the 1990-2110 and 6875-7125 mhz TV pickup bands into one-mhz "stackable" segments to "provide channel bandwidth flexibility"; established 300 khz as the narrowband criterion for FM stations, 200 khz as the narrowband criterion for AM stations, and retained the 500 khz limit as the wideband criterion. According to the FCC, stations licensed as narrowband will be permitted to lease excess capacity on a primary basis, and other wideband stations may lease excess capacity on a secondary basis "subject to available spectrum for broadcast use." It also revised emission standards to permit single-sideband technologies to be licensed and implemented in the aural STL/ICR without further FCC rulemaking, and it eliminated specific instructions on design and implementation of remote control systems, requiring them only to be capable of controlling the broadcast transmitter.

■ In addition, the commission proposed to delete standards governing quality of FM stereo signals. It further proposed to delete restrictions on the permissible forms of modulation for FM subcarrier operation and limitations on the amount of permitted cross-talk in the main broadcast channel from subsidiary services. □



AN EXTRAORDINARY ENCOUNTER





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Reiss's PPV service set for Nov. 28 launch

Request Television has affiliate universe of 110,000 cable homes

Armed with program commitments from nine major studios and a charter affiliate universe of 110,000 addressable cable homes, the pay-per-view service Request Television (formerly The Exchange) plans to launch on Nov. 28. The service will offer primarily first-run theatrical films, usually at the same time they're made available to home video, said Jeffery Reiss, chairman and chief executive officer of Reiss Media Enterprises, the operator and principal owner of Request Television. He acknowledged that in some cases home video will release films "a short time" before their availability to Request, but stressed in all cases that the PPV service will have access to first-run theatricals before their release to pay TV.

Request Television has positioned itself as a program transmission service and not what Reiss refers to as a "middleman" that takes a

percentage of the revenues generated by PPV film offerings. Instead of taking that kind of percentage, such as Showtime has proposed to do in its PPV venture, Reiss said Request will charge studios a "flat" transmission fee that will be adjusted regularly to reflect the growing (or shrinking) universe of cable systems affiliated with Request. Cable operators won't pay a fee to Request to participate in the service, said Reiss, but will absorb the costs of implementing systems to deliver the product from the headend to subscribers. The cable operators will split the PPV revenue with the studios.

Group W Satellite Communications has been hired to handle all of Request's technical-service requirements, including the uplinking of what will be the service's daily 20-hour feed (9 a.m.-5 a.m.) from Stamford, Conn., via GWSC's transponder 12 on Galaxy 1. Home Team Sports, GWSC's regional sports network serving the Washington and Baltimore markets, has been using

that transponder for transmission and will shift to Satcom 4, transponder 22.

The signal will be scrambled, using MA/Com's VideoCipher II equipment. Reiss said Request would provide cable affiliates with headend decoders at no charge. While it will be up to affiliates to decide how to deliver the films to subscribers, Reiss said his company is recommending that systems put in place an impulse PPV mechanism to make ordering product as easy as possible for the subscriber. He also endorsed impulse systems based on "store forward" technology, where an add-on unit is connected to an addressable converter with a return telephone loop. Those units are priced in the \$30-to-\$40-range, Reiss said. Jerrold and Pioneer now have "store forward" systems on the market, he said, and Scientific-Atlanta is expected to introduce its own in the first quarter of 1986.

Nine film companies have signed separate multiyear and nonexclusive PPV transmis-

Syndication Marketplace

■ **Fries Distribution** has cleared *Fries Frame 1*, a package of 27 made-for-television films, in 75 markets. Terms are cash sales with the average contract five runs over five years. Fries plans to introduce another made-for-television package, *Fries Frame 2*, consisting of 21 films, which will be sold for the same terms. Among titles in the first package are "The Burning Bed," starring Farrah Fawcett; "Bill," starring Mickey Rooney, and "Adam," starring Daniel Travanti. The second package includes "Do You Remember Love," starring Joanne Woodward; "Tough Love," starring Lee Remick and Bruce Dern, and "Martian Chronicles," starring Rock Hudson. Lou Wexner, vice president, creative services, said that while both packages are available immediately, some titles will be delayed in their scheduling due to their multiple runs on the networks. Among clearances for *Fries Frame 1* are KCBS-TV Los Angeles, WFBN(TV) Chicago, WWSG-TV Philadelphia, KTVU(TV) San Francisco and WXNE-TV Boston. ■ **20th Century Fox** has cleared *Fox 6*, a package of 26 theatricals, in 27 markets covering 41% of the country in a little over three weeks of sales. The package is available for telecasts beginning next February, and is being sold for cash for six runs over five years. Among titles are "The Young Lions," starring Marlon Brando; "The Comancheros," starring John Wayne, and "Move Over, Darling," starring Doris Day. Of the 13 dramas, six comedies, six musicals and one western, 20 are in color and six are in black and white. Clearances include WPHL-TV Philadelphia, KSTW(TV) Seattle, KUSA-TV Denver, WDLZ(TV) Miami and WATL-TV Atlanta. ■ **ITF Enterprises**, in association with Gaylord Productions and Transcom Media, has cleared 65 episodes of the animated strip *Adventures of the Galaxy Rangers* on 49 stations covering 55% of the country for the fall of 1986. Tom Battista, president of ITF, says the show is a "high-tech western in space" set to a *Miami Vice*-type rock and roll stereo score. Producers of the show are Abe and Rob Mandell, former producers of *The Muppet Show*. The show will be pre- and post-produced in New York, with animation being done in Japan. Terms of the sale are cash plus barter, with ITF withholding one minute. The show is being offered in three-year deals, with five runs apiece in years one and two, and unlimited runs in year three. Battista said additional episodes may be produced if the show performs in the November 1986 ratings book. Currently the show is cleared on such stations as KCOP(TV) Los Angeles, WPWR-TV Chicago, WPHL-TV Philadelphia, KBHK-TV San Francisco, WSBK-TV

Boston and WXON(TV) Detroit. ■ **LBS Communications** will launch a 90-minute block of children's programming for 1986 called *Kideo TV*. The block is intended for use on weekend mornings. The joint venture between LBS, Mattel Toys and producer DIC Audiovisual will consist of three half-hours: *Rainbow Brite*, based on Mattel's toy which recently set an industry sales record and will also be the subject of a Warner Bros. movie set for a Thanksgiving release; *Popples*, a "brand new TV family in all-new stories and adventure," and *Ulysses 31*, the most popular children's program of all time in Europe, according to LBS. There will be 13 half-hours of each of the three programs in its first year, and 10 more in its second. One-year deals will be on a barter basis with stations getting four minutes and LBS getting two and a half minutes per program in the second and third quarters of 1986 and the first quarter of 1987. During the fourth quarter of 1986, stations will get five minutes and LBS will get one and a half. ■ **Group W Productions** has cleared *He-Man and She-Ra—A Christmas Special* in 109 markets covering 81% of the country. Available for one run between Nov. 27 and Dec. 11, the one-hour Filmation production involves characters from the two strips, and a variety of new ones. Distribution is on a barter basis with stations and Group Weach getting three minutes of advertising time. Clearances include WNEW-TV New York, KCOP(TV) Los Angeles, WFLD-TV Chicago, WGBS-TV Philadelphia and KBHK-TV San Francisco. ■ **Blair Entertainment** has cleared 156 episodes of *Cisco Kid* in 78 markets, and 130 episodes of *Death Valley Days* in 42 markets. Both are sold on a cash basis and are colorized for their syndicated offerings. Blair also says the "unprecedented popularity" of President Ronald Reagan, actor or host in 21 of the show's episodes, sparked over \$1 million in sales for *Death Valley Days*. Among recent clearances for *Cisco Kid* are WDIV(TV) Detroit, WDLZ(TV) Miami, WTAE-TV Pittsburgh, KTLA-TV Shreveport, La., and KPVI(TV) Pocatello, Idaho. The latest clearances for *Death Valley Days* include WPWR-TV Chicago, KTVT(TV) Dallas, KPHO-TV Phoenix, KJTL(TV) Wichita Falls, Tex., and WXXV-TV Biloxi, Miss. ■ **Syndicast** reports that it has cleared *College Basketball's Top 10* in 24 markets covering 25% of the country. Hosted by Bill Fleming, the half-hour program looks at the College Basketball Writers Association's pre-season poll results. The window for the show's one run is Nov. 30-Dec. 15. Among clearances are KABC-TV Los Angeles, WXIA-TV Atlanta, KWT(TV) Oklahoma City and KXTV(TV) Sacramento, Calif.

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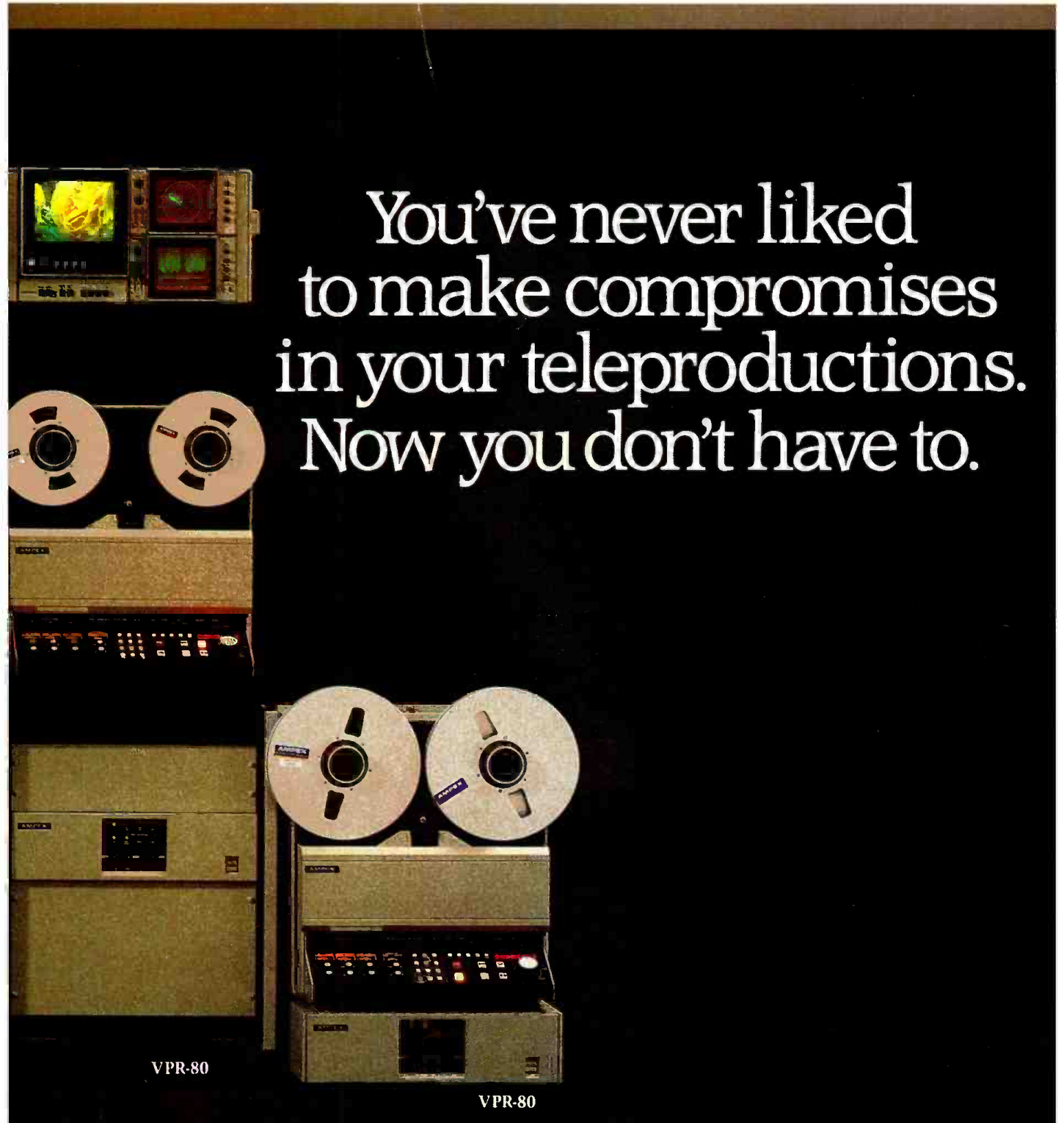
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prises, including Columbia Pictures, Lormar, MGM/UA, New World Pictures, Paramount, 20th Century Fox, Universal, Walt Disney and Warner Bros. Those deals are not, Reiss emphasized, license agreements. Licensing is to be negotiated directly between the film companies and each cable system, which is how PPV has worked so far. Reiss said that by keeping that relationship status quo in the age of satellite PPV, studios and cable systems could continue to draw the revenue splits they've been accustomed to, which have been tied to the perfor-

mance of individual films (but usually have fallen in the 50%-range for each party).

The nine studios will share transponder time on a rotating basis with each company receiving half a week to exhibit films every five weeks. At that rate it is estimated that subscribers will have access to between 120 and 150 films annually via Request. In the first few months of operation, such films as "Bedknobs and Broomsticks" (Disney), "Brewster's Millions" (Universal), "Godzilla 1985" (New World), "Police Academy 2" (Warner), "View to Kill" (MGM/UA),

"White Christmas" (Paramount), "Beverly Hills Cop" (Paramount) and "St. Elmo's Fire" (Columbia) will be exhibited via Request.

Among the initial cable affiliates are Cablevision Service Co. (Exeter, N.H.), Centel Cable (Lima, Ohio, and Richmond, Ky.), Daniels (Baton Rouge), Gill Cable (San Jose, Calif.), Heritage Communications (Bartlett, Collierville, Lakeland and Germantown, all Tennessee); and Telescripps Cable (Chamblee, Ga.). Currently, said Reiss, systems with a combined subscriber

World Series gives ABC week's ratings edge

ABC captured its first prime time victory of the 1985-86 season, propelled by the final five games of a World Series in which the Kansas City Royals overcame a 3-1 lead by the St. Louis Cardinals in the seven-game series. The seventh game, an 11-0 blowout by Kansas City, was the highest-rated program of the week, knocking *The Cosby Show* out of the top spot for the first time this season.

For the week of Oct. 21-27, ABC had a 22.2 average rating and a 34 average share based on Nielsen's National Television Index. NBC had a 16.3/25 and CBS a 16.1/25. ABC's victory came by the widest margin scored by any network this season. It was also the season's highest-rated weekly win. All five of the week's World Series games ranked in the top 10. CBS had three top-10 shows, while NBC had two.

World Series broadcasts dominated every half-hour of their broadcasts, with the exception of 8-9 p.m. on Thursday, during which *Cosby* (29.4/3), and *Family Ties* (26.7/39) prevailed for NBC. CBS and NBC ran their regular schedules opposite the five nights of baseball on ABC.

The seven-game average for the series was 25.3/39, making it the most highly rated series since 1982. Along with its five nightly wins, ABC took Monday (a night off for the series) as its Monday Night Football, at 9-12:27, reported its highest ratings this season. The Chicago Bears victory over the Green Bay Packers also tied for 11th place among the week's 66 programs.

In season-to-date ratings, NBC now has an 18.1/28, CBS a 16.9/26, and ABC a 16.4/26. According to NBC, this season's ratings represent an average 8% improvement over last season for ABC, a 5% improvement for NBC and a 1% improvement for CBS. NBC also said that its ratings are not up dramatically because it carried the World Series last year.

HUT (homes using television) and combined network ratings and shares were both up. The World Series was played a week earlier last year. Compared to the same week last year, when HUT's were 62.2, they rose 4% to 64.7. Rating were up 14%, to 54.6, compared to 47.7 last year, and shares were up 10%, to 84.3, compared to 76.6 last year.

■ On Monday, a night off for World Series play, ABC dominated 9-11

p.m., winning every half-hour with *Monday Night Football*. CBS took 8-8:30 with the first half of *Scarecrow and Mrs. King* (19.1/29), but ABC took 8:30-9 with the second half of a *MacGyver* special (14.3/22). At 9-11 the NBC Monday Night Movie, *Love on the Run*, scored a 15.4/23. CBS placed second for the night.

■ Game three of the World Series on Tuesday scored a 25.4/38 to rank fourth for the week and give ABC the night. Its pre-game lead-in got a 15.8/26. The 8-9 slot went to CBS with *Daffy Duck Special* (13.4/20), the first in a series of replacements for the canceled *Hometown*. The NBC regular schedule of *A-Team* (19.8/30), *Riptide* (16.9/24) and *Remington Steele* (15.2/23) ranked second for the night.

■ Game four of the World Series (24.7/38) was the sixth-ranked program of the week. NBC's regular schedule of *Highway to Heaven* (18.9/29), *Helltown* (16.3/24) and *St. Elsewhere* (16.3/26) brought that network second place. CBS's Wednesday night schedule ranked third for the night.

■ In addition to winning 8-9 p.m. opposite the fifth-ranked fifth game of the World Series (24.9/38), NBC was a strong second during Thursday's second prime-time hour with its comedy block of 13th-ranked *Cheers* (20.8/30) and 22d-ranked *Night Court* (18.3/26). *Knots Landing* on CBS was second at 10-11. ABC won the night, and NBC came in second.

■ CBS took Friday night with a strong performance from its regular schedule, including the eighth-ranked *Dallas* (22.7/37). CBS's *Twilight Zone* (14.5/25) captured both half-hours of the 8-9 time period. At 10-11, 15th-ranked *Miami Vice* (19.8/34) beat its closest competitor, CBS's *Falcon Crest* (17.9/30). NBC placed second for the night.

■ Saturday's sixth game of the World Series was the lowest rated of the week's games at 24.2/41, but still managed to come in seventh for the week and give ABC the evening. NBC's schedule, featuring the 21st-ranked *Golden Girls* (18.6/31), ranked second for the night.

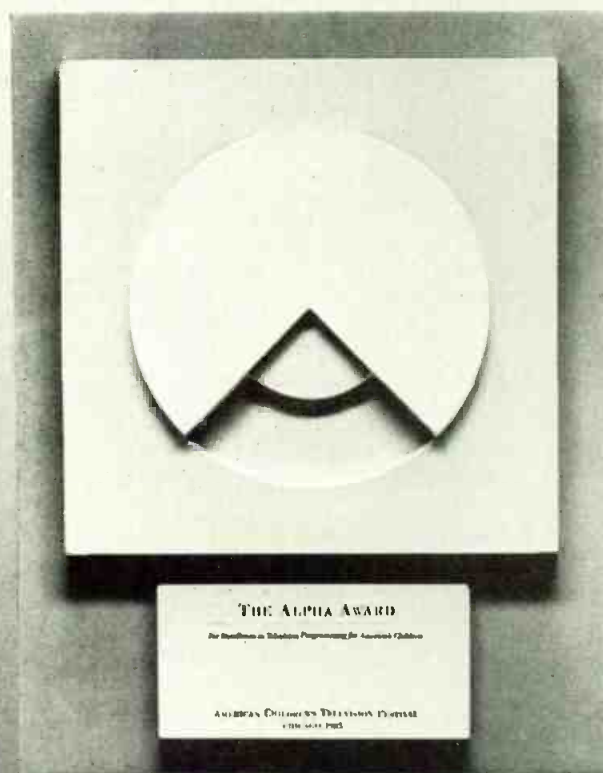
■ Despite ABC's domination of Sunday, with the seventh and final game of the World Series, CBS's *60 Minutes* (22.3/33) and *Murder, She Wrote* (21.1/29) ranked ninth and 10th, respectively. CBS ranked second on the whole for the night, and NBC was third.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Baseball, World Series #7	ABC	32.6/47	24.	Falcon Crest	CBS	17.9/30	47.	Ripley's Believe It Or Not	ABC	13.5/21
2.	The Cosby Show	NBC	29.0/43	25.	Crime of Innocence	NBC	17.2/26	48.	Daffy Duck Special	CBS	13.4/20
3.	Family Ties	NBC	26.7/39	26.	Crazy Like A Fox	CBS	17.2/25	49.	Hunter	NBC	13.2/22
4.	Baseball, World Series #3	ABC	25.4/38	27.	Hill Street Blues	NBC	17.0/28	50.	Trapper John, M.D.	CBS	13.2/21
5.	Baseball, World Series #5	ABC	24.9/38	28.	Riptide	NBC	16.9/24	51.	Equalizer	CBS	12.9/21
6.	Baseball, World Series #4	ABC	24.8/38	29.	Cagney & Lacey	CBS	16.8/27	52.	Mr. Belvedere	ABC	12.8/22
7.	Baseball, World Series #6	ABC	24.2/41	30.	Picking Up Pieces	CBS	16.8/25	53.	Webster	ABC	12.7/22
8.	Dallas	CBS	22.7/37	31.	227	NBC	16.5/27	54.	Misfits of Science	NBC	12.6/20
9.	60 Minutes	CBS	22.3/33	32.	Facts of Life	NBC	16.4/28	55.	Children of the Night	CBS	12.4/21
10.	Murder, She Wrote	CBS	21.1/29	33.	St. Elsewhere	NBC	16.3/28	56.	Knight Rider	NBC	12.0/21
11.	Football, Green Bay-Chicago	ABC	21.0/35	34.	Hell Town	NBC	16.3/24	57.	Diff'rent Strokes	ABC	11.5/19
12.	Kate & Allie	CBS	21.0/31	35.	World Series Pregame #4	ABC	16.0/27	58.	Charlie & Company	CBS	11.5/17
13.	Cheers	NBC	20.9/30	36.	World Series Pregame #3	ABC	15.8/26	59.	Silver Spoons	NBC	11.4/17
14.	Newhart	CBS	20.2/29	37.	Love on the Run	NBC	15.4/23	60.	Benson	ABC	11.2/18
15.	Miami Vice	NBC	19.8/34	38.	Remington Steele	NBC	15.2/23	61.	George Burns Comedy Week	CBS	11.1/17
16.	A Team	NBC	19.8/30	39.	Gimme a Break	NBC	14.9/27	62.	Airwolf	CBS	11.0/19
17.	Scarecrow & Mrs. King	CBS	19.1/29	40.	Twilight Zone	CBS	14.5/25	63.	American Almanac	NBC	10.8/16
18.	Knots Landing	CBS	18.9/29	41.	Amazing Stories	NBC	14.4/20	64.	Star Crazy	CBS	10.6/16
19.	Highway to Heaven	NBC	18.9/29	42.	Alfred Hitchcock Presents	NBC	14.4/20	65.	Spenser: For Hire	ABC	9.0/15
20.	World Series Pregame #7	ABC	18.9/28	43.	MacGyver	ABC	14.3/22	66.	Punky Brewster	NBC	8.9/14
21.	Golden Girls	NBC	18.6/31	44.	Magnum, P.I.	CBS	14.2/21				
22.	Night Court	NBC	18.3/28	45.	World Series Pregame #6	ABC	13.6/27				
23.	Simon & Simon	CBS	18.1/28	46.	World Series Pregame #5	ABC	13.5/22				

*Indicates premiere episode

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WTTW and CEN congratulate the people who produced the ten programs selected to receive an Alpha Award.

11

WTTW/Chicago

CEN

universe of about three million addressable homes offer PPV programming either on a regular or occasional basis. According to an estimate by Paul Kagan & Associates, he said, the universe of addressable cable homes will grow from nine million this year to more than 24 million in 1990 and more than 40 million by 1995. PPV revenues have been projected to grow during the same period from \$35 million to close to \$1.9 billion. Reiss believes Request's affiliate universe will grow from the current 110,000 to perhaps a million or more within the next year. If things go according to plan, he said, Request may make a profit in its first year of operation.

Reiss said last week that he is the principal

owner of Request, but there are a number of minority partners who have invested in the venture, including his father-in-law, television and movie executive, Norman Lear. Other minority partners in Request include Bill Daniels of Daniels & Associates; Paul Kagan; Jerry Maglio, executive vice president, Daniels; Washington attorney Jay Ricks; Robert Rosencrans, president of cable system operator Columbia International Inc.; Daniels Vice Chairman John Saeman, and former National Cable Television Association President Tom Wheeler, now a media consultant. In addition to his investment in Request, Wheeler has played a major consulting role in getting the service up and running.

Reiss was the founding president of Showtime and later the Cable Health Network which was subsequently merged into Lifetime. At a press conference in New York last week, he said that Request would be marketed to backyard dish owners and that cable affiliates would be given the opportunity to market the PPV service to dish owners in their franchise areas. He said Request will also offer marketing support to affiliates in the form of such materials as 30- and 60-second promotional spots (to be delivered by satellite), bill stuffers, ad slicks and guide listings. Retail pricing will be up to the operators to decide, he said, but estimated that the average film will cost the subscriber between \$3 and \$5. □

New kids in the animation blocks

Syndicated cartoons take chunk of advertising revenues that networks monopolized

Syndicated animation has been taking a bite out of children's programming advertising revenue that the three television networks have traditionally had largely to themselves. The increase in the number of shows like *Thundercats* and *He-Man* is contributing to flat or marginally increased prices for advertising in the networks' Saturday morning schedules, even though many of the new programs are appearing on independents during weekday early fringe times. (Part of the networks' problems in the fourth-quarter scatter market [BROADCASTING, Oct. 14] can be attributed to animated syndicated shows filling their availabilities early with business that otherwise might have gone to the accustomed blocks of network children's shows.)

There are 19 syndicated animation shows on the market (see box, below) and more competition is on the way. Telepictures has announced that its *Comic Strip*, a two-and-a-half-hour animation block, will debut in 1987 (BROADCASTING, Oct. 7). And LBS Communications said it will premiere a 90-minute animated block for weekends next April. The project, *Kideo TV*, will be produced by DIC Enterprises in association with Mattel. Worldvision already sells the 90-minute *Funtastic World of Hanna-Barbera* for Sunday mornings. In addition to

traditional weekend fare, a number of syndicators are said to have afternoon strips in the works, despite projections that the syndicated marketplace will thin out.

The true effect of all this new competition on the networks' Saturday-morning schedules is not yet fully understood.

At ABC, Squire Rushnell, vice president for long-range planning and children's entertainment, sees creative pressures.

"From a creative point of view," he said, producers of syndicated children's shows have created an overload of orders of shows from animation houses. "The same studios are taxed to the hilt [in their capacity to produce programming]," said Rushnell. (A half-hour of animated programming currently costs anywhere from \$225,000 to \$300,000 to produce.) Judy Price, vice president for children's programming at CBS, said the increase in demand on animation houses might help to upgrade the quality of that product.

But Price sought to differentiate the animation found on the networks and in the syndication market, saying network standards were higher. "I'm concerned that we're lumped with the syndicated shows. They tend to operate without the same sense of purpose," she said, adding that the syndicated shows contain "more violence and more product orientation."

ABC's Rushnell also mentioned that aspect of syndicated animation at a Center for Communication seminar on children's pro-

gramming. Syndication "paints the [children's programming] industry in a bad light," often resulting in the networks being blamed for its mistakes, he said. "The rough part of that is that the networks are really the place where you're going to find the most quality."

In a way, the standards upheld by networks for children's animated programming and the advertising appearing in it have helped the syndication market to develop, authorities concede. Advertising executives said that it was not uncommon for advertisers to skirt network standards departments by going to syndication first. Kaki Holt, director of advertiser sales at Worldvision, said there is "no question that network standards are supporting syndication."

In addition to quality, another concern of Rushnell's is network viewership. If audience levels erode, advertisers may shift more spending to syndication programs. (That supposition is borne out in conversations with advertising agency executives who say they are recommending buys in both syndicated and network programming.)

But syndication is not necessarily the primary explanation for the slide in network ratings, according to NBC research. Gerry Jaffe, vice president for research at NBC, said Saturday rating declines are only a part of the overall network rating decline. "It's the same syndrome that has affected all day-parts," he said. For the 1969-70 season, the combined three-network Saturday-morning

First-run advertiser-supported syndicated children's shows

Show	Dist/Prod	Markets/% of U.S.		Episodes/runs	Barter terms: local/national
		homes			
<i>Thundercats</i>	Telepictures/Rankin-Bass	110/85%		65x12	3.5/2.5 and 4/2 in 4th quarter
<i>G.I. Joe</i>	Tribune/Claster	104/87%		65x8-12	4/2
<i>Fat Albert</i>	Group W Prods/Filmation	61/68%		65 x unlimited	5/1 (cash +, until fall '86, then cash)
<i>She-Ra, Princess of Power</i>	Group W Prods/Filmation	120/84%		65x8	4/2
<i>He-Man and the Masters of the Universe</i>	Group W Prods/Filmation	111/81%		65 x unlimited runs over fours	5/1 (cash plus)
<i>M.A.S.K.</i>	LBS Commun/DIC Audiovisuel	80/80%		65x4	5/1 (cash plus)
<i>Inspector Gadget</i>	LBS Commun/DIC Audiovisuel	100/80%		86x3	4/2
<i>Healthcliff</i>	LBS Commun/DIC Audiovisuel	75/75%		65x4	5/1 (cash plus)
<i>Superfriends</i>	LBS Commun/Hanna-Barbera	100/76%		110	Time banking
<i>The Funtastic World of Hanna-Barbera</i>	Worldvision/Hanna-Barbera	91/76%		17x3	12/6
<i>Jetsons</i>	Worldvision/Hanna-Barbera	87/78%		65x4	4/2
<i>Jayce and the Wheeled Warriors</i>	SFM/DIC Audiovisuel	87/80%		65x8	4/2
<i>Tranzor Z</i>	TEN/3B	58/NA		65 x various	4/2
<i>Gobots</i>	Television Pgm Ent/Hanna-Barbera	106/80%		65x8	4/2
<i>The Transformers</i>	Claster/Claster	139/91%		65x8	5/1 (cash plus)
<i>Voltron</i>	World Events/World Events	75/76%		125xunlimited	5/1 (cash plus)
<i>Terrahawks</i>	Syndicast/PTE-Anderson Burr	70/60%		39x1	3.5/2.5
<i>Robotech</i>	Harmony Gold/Harmony Gold	93/82%		85xnegotiable	4/2 (cash or barter)
<i>Kids Incorporated</i>	MGM-UA/Lynch Biller-Hal Roach	123/85%		26x2	3.5/2.5



ABC's Ewoks



CBS's Muppets



NBC's Smurfs

Saturday morning schedule on the three networks

	ABC	CBS	NBC
8-8:30	The Bugs Bunny/Looney Tunes Comedy Hour	The Berenstain Bears	Snorks
8:30-9		Wuzzles	Gummi Bears
9-9:30	Ewoks/Droids Adventure Hour	Jim Henson's Muppets, Babies and Monsters	Smurfs
9:30-10			
10-10:30	The Super Powers Team: Galactic Guardians	Hulk Hogan's Rock 'n' Wrestling	Punky Brewster
10:30-11	The 13 Ghosts of Scooby Doo		
11-11:30	Scooby's Mystery Funhouse	CBS Storybook	Alvin and the Chipmunks
11:30-12	The Littles	Dungeons & Dragons	Kidd Video
12-12:30	ABC Weekend Specials	Land of the Lost	Mr. T
12:30-1	American Bandstand	The Charlie Brown and Snoopy Show	Spiderman and His Amazing Friends
1-1:30		The Get Along Gang	
1:30-2		Pole Position	

Above times are approximate. ABC runs the five-minute *ABC Fun Fit* at 10:25 a.m. and 11:25 a.m. CBS runs *In the News* at 8:28 a.m., 8:58 a.m., 11:56 a.m., 12:26 p.m., 12:56 p.m. and 1:26 p.m. Open spaces in the schedule are not programmed at the network level.

ratings/shares were 18.7/89; for the 1984-85 season, combined ratings/shares were 14.5/57. NBC research also shows that the bulk of that decline has occurred since the 1978-79 season. Combined network ratings fell from 17.6 in that year to 16.6 in the 1979-80 season. For the five weeks of the season so far, NBC has a rating of 5.9, CBS 4.5 and ABC 4.0.

This year, syndication programming will gather an estimated \$62.5 million to \$65 million of the \$250 million to \$260 million total children's advertising billings, according to network executives.

The inroad in advertising revenue is reflected in the amount of programming syndicators now produce. According to an SSC&B report, while children's programming on the networks has expanded only slightly in the last 10 years (from 23 to 26 hours), "only 60% of children's programming is sold by the networks versus 100% before." The report goes on to say: "Because syndicated programs are able to carry more commercials, the tremendous expansion in the supply of commercial time has resulted in annual network CPM increases of less than 3% over the last two years."

But those restraints on cost-per-thousand "are not bad," according to Jerry Dominus, vice president of sales for the CBS Television Network. He said CBS has not been hurt significantly from what he said was nearly a doubling in advertising inventory.

Advertising agency executives said they have seen similar checks on rate increases at ABC and even NBC, which has been winning the Saturday morning audience since 1982. Saturday morning, like other network dayparts, suffered from slow movement in the fourth-quarter scatter market. According to NBC senior vice president for finance Donald Carswell, 93% of that network's Saturday morning is now sold for the fourth quarter. Compared to last year, this year's fourth-quarter sales were described as flat. An ABC spokesman said the network was approaching a sellout for its Saturday-morning schedule. CBS would not comment on

the status of its fourth-quarter sales for the time period, but, according to one agency executive, inventory still existed for CBS and ABC. He said the networks were still experiencing slight problems with that daypart and that "decent deals" could still be struck.

In addition to increased inventory, advertising executives from agencies and syndication companies say the networks were hurt by changes in the timing of the selling season. Donald Stump, vice president for media sales at Telepictures, said a number of syndicators entered NATPE with animated projects that had gained enough clearances to be "firm go's." When advertising agency budgets were announced in mid-March, the syndicators who already had projects in hand had a jump on the networks which had not yet announced their schedules. "Everybody feels that the networks were kind of asleep at the switch," said Stump. "The networks announced their schedules and nothing happened for three or four weeks," he said. Syndicators earned many of the early buys, including those of toy advertisers. For example, Stump said, few availabilities exist among national minutes of Telepictures' *Thundercats*.

Dancer Fitzgerald Sample's Mel Conner confirmed that the early entry of syndicated shows in this year's market caused toy advertisers to buy there. Whereas other children's advertisers, such as cereals, have more flexibility as to when they place buys, toy advertisers tend to buy early for fear of being locked out of the market. Thus, he said, they went for the lower-priced syndicated vehicles that were on the market earlier.

At LBS Communications, distributor of the new first-run animated series *Mask*, Mike Weiden, vice president for advertising sales, said sales are up: "We sold considerably more than last year." And Weiden doesn't think the dearth of new programming will cause a shakeout. "The failure rate [in syndication] won't be worse than on the networks," he said. □

NPR launches 'Weekend Edition' over complaints from some members

New show seen as unnecessary by few who say all that's needed is expansion of current 'Morning Edition'

A new Saturday morning program "about the American weekend" was scheduled to debut on National Public Radio last Saturday (Nov. 2), to the chagrin of some NPR members who felt the noncommercial network should simply extend its successful weekday

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gland. Mary Yellan
mid a clientele of thieves and
murderers her truest friend is her
uncle's roguish, but charming
brother. Costars: Patrick
McGoohan, Billie Whitelaw. (Part 1
of 2)
USA MOVIE "Targets" (1968) Boris
Karloff, Tim O'Kelly. An aging hor-
ror-movie star tries to reason with
a murderous sniper at a drive-in
movie theater.
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morning show, *Morning Edition*, to Saturdays.

Called *Weekend Edition* and hosted by NPR correspondent Scott Simon, the weekly news magazine, as NPR is calling it, will "blend news coverage and analysis with interviews and features."

At the NPR board meeting last month, a representative of Rocky Mountain Public Radio (RMPR) presented a resolution criticizing NPR's decision to create a new program instead of offering *Morning Edition* on Saturdays. (The latter is NPR's award-winning morning news program, which has been on the air six years this month). Carl Matthusen, general manager of KJZZ(FM) Phoenix, and a member of RMPR, said RMPR viewed NPR's decision to move forward with the new show "as one ignorant of both the stations' wishes and the competent evaluation procedures as judged from a station's level."

Also expressing reservations about *Weekend* were NPR board members Valena Williams and Doug Vernier. The latter said he has heard comments from other NPR members "of the nature" of those expressed by RMPR. There is a feeling, he said, that NPR's staff and resources could be used more efficiently.

But at the same board meeting, NPR President Douglas Bennet made his case for *Weekend*, saying that a new program is more promotable, that *Weekend's* format and theme music were not "wildly different" from those of *Morning Edition*, and that NPR needed to experiment with new types of programming. The "real value," he said, is not in reinventing the wheel, "but in experimenting with new types of wheels. . . . Let's give this one a try and see what comes from it."

According to *Weekend's* executive producer, Jay Kernis, the new program will provide breaking news stories along with context and perspective of news events. "But, Saturday morning is a time when people also think about home and family; when they turn their attention to personal matters like health and finance; when they want to unwind with good movies, theater, art, books, and of course, sports. This program will be about the American weekend," Kernis said.

Simon, whose reports for NPR have included coverage of civil conflicts and elections in El Salvador, an American Nazi party rally in Chicago and a profile of Mother Theresa at her home for the dying in Calcutta, will also be *Weekend's* chief correspondent.

Among those who will contribute regularly to the new program: veteran journalist Daniel Schorr, reporting on major news events and national affairs; Ira Flatow, presenting features on science and health; *CBS Morning News* reporter and former NPR business correspondent, Robert Krulwich, commenting on "our lives and times"; Los Angeles *Herald-Examiner* reporter Elvis Mitchell, reviewing movies and television and radio programs, and *Philadelphia Daily News* reporter John Schulian, who will cover sports.

Funding for the program has been provided by the Corporation for Public Broadcasting, the NPR News and Information Fund and NPR member stations. □

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Fowler tells BFM he has achieved his major goals

While indicating his work is nearly done, FCC chairman tells broadcasters there are still issues to be confronted

Don't count on more major deregulatory initiatives from the current FCC.

In remarks during a question-and-answer session with officials of the Broadcast Financial Management Association in Washington last week, FCC Chairman Mark Fowler, whose term expires next June, said: "The things that I really wanted to accomplish as chairman, I feel that I by and large have."

But it wasn't as if Fowler believes there are no battles for the industry to fight. Indeed, Fowler encouraged broadcasters to seek deletion of the provision of the Communications Act requiring comparative license renewal procedures. "I think this sounds more like Moscow than the USA to have this provision in American law that provides for a person's business to be confiscated... because somebody promises to do a good job," Fowler said. "I hope that broadcasters will over a period of time be able to engineer enough political clout so they can go and have what I think is a notably Marxist notion, which is in the Communications Act, excised. The sooner the better. That's one thing I think is very, very important."

Fowler also said he was "gratified" by news that CBS and Hollywood are trying to work out a compromise on the commission's network syndication and financial interest rules. (The FCC's proposal to delete those restrictions was derailed by strong opposition from Hollywood, which had the support of President Reagan and significant players on Capitol Hill.) Fowler, however, said it would be "interesting" to see where ABC and NBC will stand on the compromise. "So far, I don't perceive that ABC has embraced it," Fowler said. "Whether NBC will or not, I really don't know. We'll have to see how this unfolds."

Nonetheless, Fowler thought it "interesting" that those compromise efforts had been going on. Also interesting to Fowler was that RCA and MCA had reportedly been discussing merger possibilities, even though those discussions have apparently fallen through. That those talks existed appeared to be an indication that there may be a "marketplace need for vertically integrated companies that not only distribute programing but also produce it, which is kind of what we were saying... when we instituted the [network syndication/financial interest] rulemaking," Fowler said. "I'm gratified by that."

In his prepared remarks, Fowler said

broadcasters no longer have to look at the commissioners as witch doctors who use rubber stamps marked "renewed" and "not renewed" as their own brand of video voodoo. "At the same time, broadcasters can't ward off evil spirits—and by that I mean new competitors in the marketplace—by building great bonfires made of pleadings here at the FCC and hoping the fire of their rhetoric will lead to some sort of spontaneous combustion of protectionism," Fowler said.

"This marketplace approach is good news for the entrepreneurial among you here today," he said. "I'm talking about those companies that thrive in a competitive market, who spot trends and make those trends their own trends, who operate as a business—with the full range of incentives and punishments that nonregulated industries are forced with and operate with. You are the ones who have found this easing of regulation a welcome." □

Bottom Line

ABC cuts film. Theatrical film activities of American Broadcasting Companies will be discontinued, company announced last week. Operating within ABC Motion Pictures, which will continue to produce made-for-television product, theatrical operations had already closed their New York office recently, according to one ABC official. Within past four years, unit reporting to Brandon Stoddard, president of ABC Motion Pictures, had released six motion pictures, which included critically acclaimed films: "Silkwood" and "Prizzi's Honor." ABC President Frederick S. Pierce said "the complexities of the theatrical marketplace prevented us from achieving our financial expectations." □

Choice of Freedom. Continuing dispute over control of Freedom Newspapers continues with new offer made for family-owned company by one-third owner, Harry S. Hoiles. Initial offer at \$96 share for two-thirds of company held by other descendants of founder Raymond Cyrus Hoiles was rejected Aug. 29. Offer was increased to \$98 on Oct. 1 and was rejected by same margin. New offer of \$108 was made Friday, Oct. 25 and raises total value of purchase offer to \$770 million, indicating total value of Santa Ana, Calif.-based publisher and group owner at close to \$1 billion, including shares already owned by Harry Hoiles. Peter Kent, head of broadcast group at New York-based investment banker, Henry Ansbacher Inc., said it has asked other Hoiles family members to respond to offer by mid-November. New offer asks that if proposal is rejected, two-thirds majority buy out Harry Hoiles at same price, or swap some of company's properties for stock. □

Public access in reverse. Rogers Cablesystems announced it has withdrawn initial public offering (IPO) by wholly owned subsidiary, Rogers Cablesystems of America, due to weakness of general market for IPO's. Offering ("Top of the Week," Aug. 19) was intended to raised over \$50 million for Canadian-based parent company, which currently has until Feb. 28, 1986, to meet request of certain lending banks to reduce overall corporate indebtedness. Graham W. Savage, Rogers's vice president, investment planning, said company has several other options to reduce debt by about \$100 million (U.S.) including planned sale of certain cable systems. □

One-quarter upmanship. Battle for Times Fiber Communications Inc. appears to have been won by group headed by its former chairman, Lawrence J. de George. LPL Investment Group's \$15.25 bid topped \$15 bid made by certain of company's current management, and was accepted by Insilco Corp., which owns two-thirds of Times Fiber's shares. Other shareholders would receive all cash, under current proposal. Insilco would receive cash except for \$20 million in preferred stock.

Barter study by INTV, SRA under way

Results of research into growing phenomenon will be revealed at INTV convention

The growth of barter syndication—the acquisition by television stations of programing in exchange for advertising time rather than cash—and its impact on television stations will be the subject of a study commissioned by the Association of Independent Television Stations and the Station Repre-

sentative Association.

According to INTV, barter syndication "has seen rapid growth over the last five years... The number of barter shows offered at the annual INTV and NATPE conventions has nearly tripled while national advertisers' spending on barter has jumped from less than \$100 million to nearly \$500 million." The growth has "met with mixed reactions," INTV said, adding that "by offering advertisers an additional television vehicle for national advertising, barter competes head-to-head with network advertising sales, and, according to one point of view, with national spot sales as well. At the station level, barter reduces the inventory a sta-

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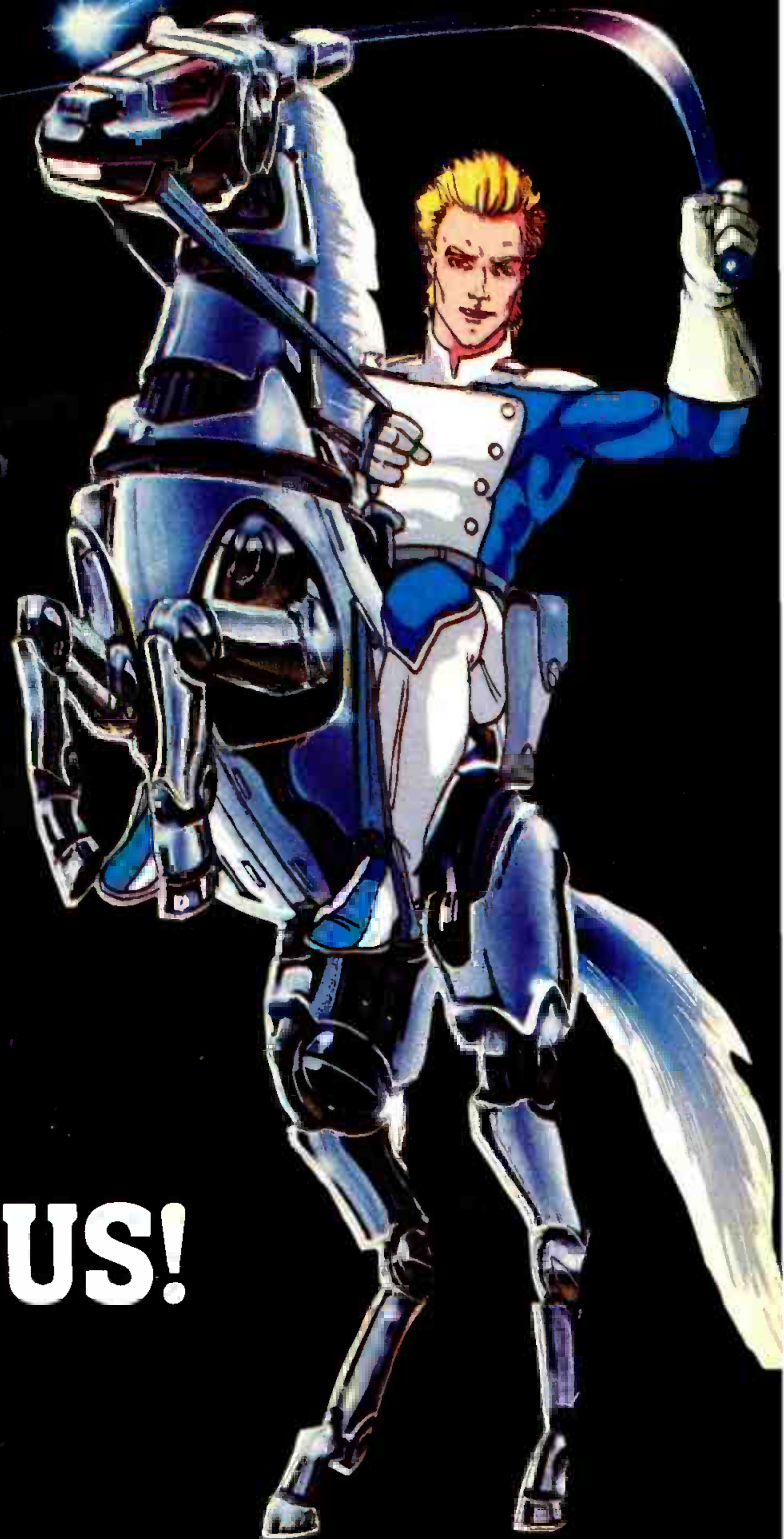
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tion has available for spot and local sales while at the same time reducing cash outlays for programing."

The survey will focus on the stations, according to INTV President Preston Padden. "For us, the critical issue is the impact of barter at the station level," Padden said. The survey will take both a "macro perspective" of the amount of barter that "is likely to be out there in five years," and a "micro analysis" to gauge the implications of barter for an individual station, Padden said.

SRA President David Allen, who is also president of Petry Television, said the study will cover three issues that "will determine

the future of barter": demand for barter opportunities among national advertisers; the willingness of stations to take barter programing, and the profitability of barter for program distributors.

Said Allen: "Barter's viability depends on the combination of these three things. Its recent growth has been predicted largely on the need to manage costs: the cost of programing at the station level, the cost of network television at the advertiser level and the cost of program production at the syndicator level. Barter depends on this ad hoc relationship among stations, advertisers and program distributors."

(Petry Inc. has just completed a pilot study of the impact of barter and cash/barter programs on the local marketplace [BROADCASTING, Oct. 28], concluding that television stations should avoid "those marginal or mediocre programs that attempt to incorporate barter into their fee arrangements.")

The study, to be conducted by the Cambridge, Mass.-based Butterfield Communications Group (a broadcast management consulting firm), was begun last week and is to include interviews with syndicators, advertisers, agencies, station management and networks. Its results will be presented at INTV's annual convention in January. □

For **ABC** and **RCA**, see "In Brief," Oct. 21. ■

Nonrecurring gain from sale of WHYN-AM-FM Springfield, Mass., increased third-quarter net income of **Affiliated Publications** by \$2.1 million. Decline in net income, excluding gain from station sale, was caused by increased losses attributed to company's equity ownership in McCaw Communications. Affiliated said higher McCaw losses were due to cellular radio start-up expenses in seven markets. ■ **Cable TV Industries** had operating loss of \$99,000 in second quarter. Los Angeles-based company reported net income of \$102,000 in second quarter of previous year. Mark A. Engler, president, said most recent loss was "attributed primarily to intense price competition in our main marketplace—distribution of cable construction materials—and increased general, administrative and sales expenses, including facility rents, freight and cash discounts taken by customers." ■ Excluding extraordinary gain of \$7.6 million recorded in last year's third quarter from sale of stock, net income of **Capital Cities Communications** increased 9%. Costs of merger with ABC and recent acquisitions reduced net income for most recent quarter by \$2.1 million, while sale of New Jersey newspaper operations raised figure by \$800,000. Broadcasting revenue was up 7%, to \$67.9 million, while operating income of division slipped 1%, to \$31.1 million. Operating income for company was up 8%, to \$67.3 million. ■ **Dow Jones** said interest costs from 32% purchase of Telerate Inc. were recorded in third quarter, although Dow Jones's share of Telerate earnings will not be recorded until fourth quarter. Company said that excluding effect of Telerate acquisition, net income would have increased 8%. Dow Jones said Information Services Group (on-line data) "experienced strong revenue growth during third quarter." Advertising in *The Wall Street Journal* was off 7% on per-issue basis. Company said sharpest declines were in classified advertising, with ads from banks, computer companies and office equipment manufacturers also down from last year's third quarter. Operating income was up 6%, to \$50.4 million. ■ Operating income for **Dun & Bradstreet** was \$132 million, up 20%. Company said Nielsen Media Research showed "slight increase" in revenue, despite divestiture of Compucon—which provided communications, engineering and market-research services to telecommunications industry. ■ **General Instrument** posed net income of \$11.5 million in second quarter of previous year. Net loss of \$9.9 million before taxes compares to previous pre-tax gain of \$19.9 million. Company called slump in semiconductor industry most significant negative factor but also noted that Broadband Communications segment (including cable television products) "continues to be adversely affected by sluggish order input and continuing competitive price pressure." ■ **Gulf + Western** noted that net income in previous year included \$32.7 million from sale of company's securities portfolio. It also noted that interest expense rose more than 50% in just-completed year due to financing of Prentice-Hall Inc. acquisition, whereas investment of \$1 billion proceeds from sale of Consumer and Industrial Products Group did not take place until Sept. 12 (fiscal 1985 ended July 31). Company said

Fifth Estate quarterly earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
ABC	Third	\$706,819	-35	\$28,859	-38	\$1.02
Affiliated Pub.	Third	\$88,606	8	\$7,212	13	\$0.59
Cable TV Ind.	Second	\$8,338	9	(\$66)	NM	\$0.02
Capital Cities	Third	\$248,218	8	\$33,444	-12	\$2.55
Dow Jones	Third	\$249,725	7	\$26,951	2	\$0.42
Dun & Bradstreet	Third	\$674,670	11	\$77,125	15	\$1.01
General Instr.	Second	\$201,502	-25	(\$3,876)	NM	(\$0.12)
Gulf + Western	Fourth	\$431,900	1	\$77,300	4	\$1.09
	Year	\$1,677,200	12	\$234,300	-10	\$3.31
Robert Halmi	First	\$6,274	90	\$1,381	121	\$0.08
Jacor Comm.	Second	\$2,924	289	(\$225)	NM	(\$0.04)
LIN	Third	\$41,269	15	\$8,691	17	\$0.32
Meredith	First	\$116,523	2	\$15,910	53	\$1.68
RCA	Third	\$2,182,600	6	\$93,900	20	\$1.10
Satori Ent.	Year	\$4,371	39	\$342	NM	\$0.14
Sony	Third	\$1,474,380	13	\$73,772	-9	\$0.32
TCA Cable TV	Third	\$9,906	28	\$1,550	80	\$0.23
Times Fiber	Third	\$26,041	19	\$28	NM	\$0.00
Westinghouse	Third	\$2,608,900	2	\$148,600	14	\$0.85

* Percentage change from same period year before. ** Earnings per share. Parentheses indicate loss. NM means not meaningful.

Entertainment and Communications Group had lower operating income "as record results from Paramount Television only partly offset a decline in motion picture revenues and the adverse impact of video-game operations, which have been shut down." ■ **Jacor Communications** reported net loss of \$26,000 in second quarter of 1984. ■ Third-quarter net income for **LIN Broadcasting** was affected by several developments, including sale of radio paging operations; increased cellular telephone operating losses (pre-tax) and recent conversion of subordinated notes for common stock. On comparable basis, company said net income would have increased by 33% for quarter. Operating income for LIN rose 21%, to \$16.2 million. ■ Income from operations for **Meredith Corp.** declined 1%, to \$10.8 million. Net income was up primarily from \$6.1 million gain from sale of radio stations. Company said major weakness was in magazine ad sales, and that next-quarter earnings are projected to be slightly below those of comparable period last year. ■ **Satori** reported net loss of \$100,253 in fiscal 1984. Company said improved revenue was attributable to television syndication and home video markets. Syndication division contributed 20% of revenue in fiscal 1985 (ending May 31), compared to 1% in previous year. New York-based programing company also noted decline in interest expense, from 11% to 6% of revenue. ■ **Sony's** earnings-per-share is for depository share (all figures are translated from Tokyo foreign exchange market rate as of July 31, 1985). Operating income increased 6%, to \$147.5 million. ■ Operating income before depreciation for **TCA Cable TV** was up 23%, to \$4.3 million in third quarter. ■ **Times Fiber** had net loss of \$2.7 million in third quarter of 1984. Company said it would review several product lines in fourth quarter "in light of current demand." ■ Operating profit for **Westinghouse** increased 20%, to \$178.1 million.

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Stock Index

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
BROADCASTING						
N ABC	117 7/8	117		7/8	0.74	17 3,377
N Capital Cities	193 1/2	191 1/2	- 2	- 1.04	333	2,513
N CBS	113 1/2	114 3/4	+ 1 1/4	+ 1.08	19	2,656
O Clear Channel	16	15 3/4	- 1/4	- 1.58	22	46
O Gulf Broadcasting	3/4	11/16		5/8	9.09	33
O Jacor Commun.	3 5/8	3 3/4	- 1/8	- 3.33		20
O LIN	35 1/2	35 7/8	- 3/8	- 1.04	24	936
O Malrite	11 3/4	12	+ 1/4	+ 2.08	14	98
O Malrite 'A'	11	11			13	46
O Orion Broadcast	1/32	1/32				2
O Price Commun.	10 1/8	10 1/8				59
O Scripps Howard	45	44	- 1	- 2.27	27	464
N Storer	90 1/8	89 1/4	- 1/4	- 0.98		1,708
O SunGroup Inc.	3	3				4
N Taft	77	78	+ 1	+ 1.28	15	694
O United Television	24 3/8	24 3/4	+ 1/2	+ 1.51	76	266

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
BROADCASTING WITH OTHER MAJOR INTERESTS						
N A.H. Beio	45 3/4	47 5/8	+ 2 1/8	+ 3.93	20	529
A Adams Russell	26 7/8	26 3/8	- 1/2	- 1.89	17	165
A Affiliated Pubs	50	48	- 2	- 4.16	21	612
N American Family	24 7/8	25 7/8	+ 1	+ 3.86	12	743
O Assoc. Commun.	28 1/4	28 1/4				134
N Chris-Craft	54	55 3/4	+ 1 3/4	+ 3.13		344
N Gannett Co.	55 5/8	56 3/4	+ 1 1/8	+ 1.98	18	4,462
N GenCorp	54	55 1/4	+ 1 1/4	+ 2.26	30	1,181
O Gray Commun.	103	103			17	51
N Jefferson-Pilot	46 3/8	46 3/8			7	1,405
N John Blair	22 5/8	27 1/2	+ 4 7/8	+ 17.72		181
O Josephson Intl.	7 7/8	8	+ 1/8	+ 1.56		37
N Knight-Ridder	34 7/8	35 1/2	+ 5/8	+ 1.76	15	1,953
N Lee Enterprises	39 7/8	41	+ 1 1/8	+ 2.74	18	515
N Liberty	29 3/4	30	+ 1/4	+ 0.83	13	301
N McGraw-Hill	43 3/8	45 3/8	+ 2	+ 4.40	14	2,185
A Media General	77 1/2	77 1/8	- 3/8	- 0.48	14	541
N Meredith Corp.	65	63 1/4	- 1 3/4	- 2.76	14	614
O Multimedia	26 1/2	24 3/4	- 1 3/4	- 7.07	12	441
A New York Times	43 5/8	44 1/2	+ 7/8	+ 1.96	15	1,747
O Park Commun.	22 3/4	22 3/4				21 313
N Rollins	26 3/8	26 1/8	- 1/4	- 0.95	32	385
T Selkirk	20 3/8	21 1/2	+ 1 1/8	+ 5.23	44	165
O Stauffer Commun.	100	95	- 5	- 5.26	16	100
A Tech Operations	60	59 1/4	- 3/4	- 1.26	8	46
N Times Mirror	47 1/8	46	- 1 1/8	- 2.44	13	3,042
N Tribune	46 5/8	47 1/8	+ 1/2	+ 1.06	16	1,889
A Turner Bcstg.	11 7/8	13 1/2	+ 1 5/8	+ 12.03	24	258
A Washington Post	114 1/2	110	- 4 1/2	- 4.09	14	1,467

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
PROGRAMMING						
O Barris Indus	16 1/4	15 1/4	- 1	- 6.55	41	139
N Coca-Cola	72 1/4	71 1/4	- 1	- 1.40	14	9,466
N Disney	89	89 3/8	+ 3/8	+ 0.41	49	2,912
N Dow Jones & Co.	37 1/2	37 5/8	+ 1/8	+ 0.33	18	2,417
O Four Star	4 3/4	4 3/4				5 3
A Fries Entertain.	8 1/8	8 3/8	+ 1/4	+ 2.98	14	27
N Gulf + Western	44	44 1/2	+ 1/2	+ 1.12	13	3,087
O King World	21 3/4	21 3/4				27 221
A Lorimar	36 3/4	37	+ 1/4	+ 0.67	9	281
N MCA	51	54	+ 3	+ 5.55	43	3,789
N MGM/UA	25 5/8	25	- 5/8	- 2.50		1,273
N Orion	9 7/8	10 1/8	+ 1/4	+ 2.46	29	93
O Reeves Commun.	10 1/2	10 3/4	+ 1/4	+ 2.32		130
O Sat. Music Net.	16 1/4	14 1/4	- 2	- 14.03		110
O Telepictures	17 3/4	17 5/8	+ 1/8	+ 0.70	13	138
N Warner	34 3/8	35 1/2	+ 1 1/8	+ 3.16		2,093
A Wrather	19 1/4	19 3/8	+ 1/8	+ 0.64		136

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
SERVICE						
O BBDO Inc.	45 3/4	45 3/4				13 293
O Compact Video	6 5/8	6 1/8	- 1/2	- 8.16		28
N Comsat	29 3/4	31 3/8	+ 1 5/8	+ 5.17	9	538
O Doyle Dane B.	20 1/4	19 1/4	- 1	- 5.19	13	107
N Foote Cone & B.	54	54 3/4	+ 3/4	+ 1.36	11	203
O Grey Advertising	189	185	- 4	- 2.16	29	114
N Interpublic Group	39	40	+ 1	+ 2.50	13	424
N JWT Group	29 7/8	29	- 7/8	- 3.01	16	269
A MovieLab	7 0	7 1/4	+ 1/4	+ 3.44		11
O Ogilvy & Mather	39 7/8	39 3/4	- 1/8	- 0.31	13	362
O Sat. Syn. Syst.	6 1/2	6 1/4	- 1/4	- 4.00	14	37
O Telemation	5 1/2	5 1/2				5 6
O TPC Commun.	5 5/8	5 5/8				6 6
A Unifil Video	7 3/4	6 7/8	- 7/8	- 12.72	22	16
N Western Union	10 1/4	10 1/2	+ 1/4	+ 2.38		250

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
CABLE						
A Acton Corp.	1 3/8	1 1/8	- 1/4	- 22.22		8
O AM Cable TV	1 3/4	1 3/4				6
N American Express	46	44 1/2	- 1 1/2	- 3.37	15	10,196
N Anixter Brothers	16 7/8	16 3/4	- 1/8	- 0.74	17	306
O Burnup & Sims	7 1/8	7 1/2	+ 3/8	+ 5.00	4	63
O Cardiff Commun.	1 5/8	1 5/8			5/8	6.25 106 4
O Comcast	20 1/8	19 1/2	- 5/8	- 3.20	29	399
N Gen. Instrument	15 1/4	14 5/8	- 5/8	- 4.27		491
N Heritage Commun.	18 7/8	18 5/8	- 1/4	- 1.34	37	274
O Jones Intercable	6 1/8	5 3/4	- 3/8	- 6.52	29	60
T Maclean Hunter X	13 1/8	12 7/8	- 1/4	- 1.94	18	483
A Pico Products	1 3/4	2 1/8	+ 3/8	+ 17.64		6
O Rogers Cable	9 3/4	8 5/16	- 1 7/16	- 17.29		222
O TCA Cable TV	26 3/4	25	- 1 3/4	- 7.00	33	178
O Tele-Commun.	32 3/4	32 5/8	+ 1/8	+ 0.38	363	1,540
N Time Inc.	55 1/8	55 3/4	+ 5/8	+ 1.12	16	3,452
N United Cable TV	30 1/4	30 5/8	+ 3/8	+ 1.22	49	457
N Viacom	54 1/4	58 1/2	+ 4 1/4	+ 7.26	24	864

	Closing Wed Oct 30	Closing Wed Oct 23	Net Change	Percent change	P/E	Market Capitali- zation (000,000)
ELECTRONICS MANUFACTURING						
N 3M	77 1/2	77 1/2				12 8,862
N Allied-Signal	43 3/4	43 1/4	- 1/2	- 1.15	8	6,885
N Arvin Industries	26 1/2	26 3/8	+ 1/8	+ 0.47	9	309
O C-Cor Electronics	6 0	6 3/4	+ 3/4	+ 11.11	600	17
O Cable TV Indus.	2 5/8	3	+ 3/8	+ 12.50	26	7
A Cetec	7 1/4	7 1/8	- 1/8	- 1.75	12	15
O Chyron	8 0	8				22 81
A CMX Corp.	1 3/8	1 3/8				5
A Cohu	8 5/8	8 3/4	- 1/8	- 1.42	7	15
N Conrac	13 3/4	14 3/4	+ 1	+ 6.77	6	82
N Eastman Kodak	43 5/8	42 7/8	- 3/4	- 1.74	12	9,852
O Elec Mis & Comm.	3 7/8	11	+ 7 1/8	+ 64.77		15
N General Electric	58 1/4	59 1/2	+ 1 1/4	+ 2.10	11	26,539
O Geotel-Telemet	1 3/8	1 3/8				22 4
N Harris Corp.	24 5/8	26	+ 1 3/8	+ 5.28	12	990
N M/A Com. Inc.	17 3/8	17	- 3/8	- 2.20	17	756
O Microdyne	6 0	6 1/8	+ 1/8	+ 2.04	75	27
N Motorola	31 1/4	32	+ 3/4	+ 2.34	13	3,719
N N.A. Philips	33 7/8	33 3/4	- 1/8	- 0.37	8	978
N Oak Industries	2 1/4	2	- 1/4	- 12.50		58
N RCA	47 1/2	45 1/4	- 2 1/4	- 4.97	12	4,260
N Rockwell Intl.	34 5/8	35	+ 3/8	+ 1.07	8	5,164
N Sci-Atlanta	10 1/8	10 1/2	+ 3/8	+ 3.57	14	235
N Sony Corp.	18 3/8	17 1/4	- 1 1/8	- 6.52	13	4,243
N Tektronix	52	52 7/8	+ 7/8	+ 1.65	13	1,076
A Texscan	1 3/8	1	- 3/8	- 37.50		9
N Varian Assoc.	25	25 3/8	+ 3/8	+ 1.47	16	553
N Westinghouse	43 3/4	41 1/8	- 2 5/8	- 6.38	13	7,641
N Zenith	16 7/8	16 7/8				10 389

Standard & Poor's 211.14 210.69

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.

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RIDING GAIN

O N R A D I O

Meeting results

The Radio Advertising Bureau's board of directors, at its semiannual meeting in Palm Springs, Calif., denounced Arbitron's tactics in unveiling its plan to expand continuous measurement to 75 radio markets four times a year beginning next summer ("Riding Gain," Oct. 21). The board passed a resolution saying it is "unanimously concern[ed] by Arbitron's sudden unilateral action which potentially changes the way radio stations in the top 75 markets do business." It added: "We will survey our members in the markets affected and make their feelings known to the leadership of Arbitron." The RAB is not alone on the issue. Many broadcasters, including the National Radio Broadcasters Association, have expressed displeasure over the way Arbitron handled the situation. NRBA said it was "very disappointed" with Arbitron's action, saying it was made "without any apparent consultation with the radio industry at large, nor with its own Advisory Council." In other action, the RAB board asked its staff to prepare budgets for seven proposed media usage studies. Of the seven, one will be selected for an "all-industry radio effectiveness" study in 1986. According to an RAB spokesman, the association was thinking about matching or challenging grants "to stimulate radio research among clients and at the local/regional level [group operators and local radio associations]." The grant program is expected to be in place by early next year.

Bill Clark, RAB board member, president of Shamrock Broadcasting's radio division and NRBA chairman, discussed interassociation relations and denied "any possible NRBA competition with RAB." Citing NRBA survey data indicating radio operators want sales and marketing help, Clark said "NRBA does not intend to become competitive with RAB, and we do not intend to duplicate the



On the stairs. Members of the Radio Advertising Bureau met in Palm Springs, Calif., for the association's 35th annual meeting. Present were, first row (l-r): Carl Wagner, Taft Broadcasting; Richard Harris, Group W Radio; Dean Sorenson, Sorenson Broadcasting; Jack Clements, Mutual Radio, and Danny Flamberg, RAB. Second row: Frank Boyle, Eastman Radio; Barbara Crooks, Blair Radio; Mike Lareau, Grace Broadcasting; Roger Berk, Group One Radio, and Bill Stakelin, RAB. Third row: Toney Brooks, Sandusky Radio; Gary Stevens, Doubleday Broadcasting; Ellen Hulleberg, Interep; Bob Galen, RAB, and Ken Swetz, Katz Radio. Fourth row: Steve Berger, Nationwide Radio; J. Ray Padden, RAB; Lester Smith, Kay-Smith Enterprises, and David Morris, Texas Coast Broadcasting. Fifth row: Alex Williams, Great Trails Broadcasting; Don Kidwell, Cox Radio; Paul Fiddick, Multimedia Radio; Jack Sampson, Sampson Communications, and Richard Buckley, Buckley Broadcasting. Sixth row: Arthur Carlson, Susquehanna Broadcasting; Gery Swanson, Swanson Broadcasting; Bill Shriftman, RAB, and William Clark, Shamrock Broadcasting. Seventh row: Richard Monahan, member emeritus; Steve Bellinger, Prairieland Broadcasting; Robert Hoskings, CBS Radio; Cary Simpson, WTRN(AM) Tyrone, Pa., and Jerry Lyman, RKO Radio.

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services provided to stations by RAB."

In housekeeping actions, the RAB approved plans to relocate its New York headquarters from 485 Lexington Avenue to 304 Park Avenue. The board approved the association's proposed \$6-million budget for 1986 and elected four new board members: Allen Shaw, executive vice president of Beasley Broadcasting; Herb McCord, vice president/radio, Greater Media; Marty Beck, chairman, Beck-Ross Communications, and Nick Verbitsky, president, The United Stations. Re-elected to senior leadership positions were Dick Harris, president of Group W Radio, who will serve his second year as RAB board chairman; James Arcara, executive vice president, radio, Capital Cities Communications (vice chairman of the board), and Carl Wagner, executive vice president for radio and cable of Taft Broad-



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- ✓ PLAN NRBA MEETINGS & RECEPTION 9/13
- ✓ CONGRATULATIONS TO BLAIR RADIO'S:

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SEPTEMBER -

- ✓ 1ST BRN STATION ADVISORY BOARD MEETING 9/11-NAB/NRBA
- ✓ SEND CONGRATS NOTE TO NEWLY ELECTED CHAIRMAN,
CLARKE BROWN, JR. (GM-KSON, SAN DIEGO)
- ✓ DISCUSS BRN MEDIA PLUS CONCEPT WITH BOB LION
USING ALL JOHN BLAIR & Co. RESOURCES

OCTOBER -

- ✓ ANNOUNCE REPRESENTATION OF NEW CLIENT STATIONS -
BOB LAPPIN'S WMAS AM/FM SPRINGFIELD, MA
SANDUSKY'S KLSY, SEATTLE, WA
- ✓ 1ST BRN NATIONAL SALES CONFERENCE 10/6-8 NY
- ✓ DISCUSS FM MUSIC IDEA EXCHANGE WITH CHET TART (SAN ANTONIO 10/24)
- ✓ NOTE TO DICKIE ROSENFELD RE: 25 YRS-KILT
- ✓ SUBSCRIBE TO BIRCH PROFILES ON RADIO, ALL MKTS.
- ✓ CONGRATS TO LISA MORRISON / KAREN WALD RE: 1ST
YEAR ANNIVERSARY VENDOR SALES
- ✓ LOOK FOR NEW QUARTERLY RESEARCH REPORT TO
STATIONS (LORI ADELSBERG)
- ✓ PREPARE FOR ANNOUNCEMENT

casting (chairman of RAB's finance committee). Board members now occupy 45 of the 50 seats authorized under the RAB's by-laws

Exchange listing

TM Communications, Dallas, which became a public company Oct. 14 when its merger with Oklahoma City-based Video Image was approved by stockholders of both firms ("In Brief," Oct. 28), is trading on the NASDAQ exchange under the symbol of TMCI, effective Nov. 1. The new partnership also involves Harbor Acquisition, a Dallas-based venture capital group which, according to TMC, has agreed to invest substantial equity funds in the merged cor-

poration. Pat Shaughnessy continues as president of TMC and becomes chief executive officer. John Hazleton, chairman of Video Image, retains the same title at TMC and becomes a board member. John Simonelli, president of Video Image, becomes a board member.

Individual talk

ABC Radio will begin marketing its Talkradio service on an ad-hoc basis in January with each program offered individually instead of in a complete package of talk-formatted shows, said ABC Radio Networks President Ed McLaughlin.

"Stations will now have the flexibility of

carrying as many ABC Talkradio programs as they desire. What is not cleared by one station will then be offered to other radio stations in the same market," McLaughlin said. He said the new marketing plan will only affect markets without current Talkradio affiliations. "Existing Talkradio affiliates will be protected," he said.

ABC Talkradio, which offers a daily telephone call-in programming schedule, currently is affiliated with 98 stations. "Many talk-formatted stations have been interested in some of our programs, but not the entire package. With our new marketing approach, we'll be able to service more talk stations with our shows," said McLaughlin. ABC Talkradio was launched in May 1982. According to an ABC Radio spokesman, the network is expected to turn a profit by the end of 1986.

The current weekday lineup (NYT) is as follows: Dr. Susan Forward, 10 a.m. to noon; Owen Spann, noon to 2 p.m.; Michael Jackson, 2 to 4 p.m.; Dr. Toni Grant, 4 to 7 p.m. (Monday through Thursday) with Dr. David Viscott's show in that time slot on Fridays; Ira Fistell, midnight to 3 a.m. and Ray Briem, 3 a.m. to 6 a.m.

Additionally, Dr. Dean Edell's program, which has been heard every Saturday on Talkradio, will be part of the regular weekday lineup beginning in mid-November.

Tape talk

Mixed reactions were heard at a Senate Copyright Subcommittee hearing last week on the Home Audio Recording Act (S. 1739), which has been proposed by Senator Charles McC. Mathias (R-Md.). The bill would place a royalty fee on audio tapes and recording machines as a means of compensating copyright holders.

Jack Battaglia of Tandy Corp., which manufactures tapes and consumer electronic products, said he was "outraged that Congress would consider taxing my company and our millions of customers for the benefit of the big recording companies and superstar singers. . . ." Former FCC Chairman Charles Ferris, representing the Audio Recording Rights coalition, said that "the record industry is dead wrong in its simplistic view of home taping as resulting in enormous lost sales." George David Weiss, songwriter and president of the Songwriters Guild of America, said while some singer-songwriters have large incomes, most "just earn a living, sometimes more, often less." Stanley M. Gortikov, president of the Recording Industry Association of America, testified, however, that "the problem has reached crisis proportions" and that it has caused the amount of new music released into the marketplace to decline over the past six years. Representative Bruce Morris (D-Conn.), who has sponsored a similar bill in the House (H.R. 2911), said both pieces of legislation provided a "realistic solution to the problem of home taping."

According to the bill the fee would allow "unrestricted home taping of copyrighted music" and impose a royalty fee on audio recording tapes and audio recording machines. The "royalty rate on blank tape would be one cent per minute of playing time, adjustable every five years by the Copyright Royalty Tribunal." Mathias said the bill wouldn't affect the "current status" of video home tapings and is not "a precursor of similar legislation on videotaping."



Pictured at TM's Dallas headquarters after voting to go public are TMC officers (l-r): Tom Merriman, vice president/music director; Lee Arbuckle, vice president/regional manager; Neil Sargent, senior vice president/programming; Anne Bendalin, secretary/treasurer; Shaughnessy; Jim Kirk, vice president/creative director; Buddy Scott, senior vice president/productions; Bob May, vice president/marketing, and Don Turner, financial consultant and board member. (Not pictured is Doyle Peterson, vice president/regional manager.)

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WBYU	WWNO	WTPI
KSCB	WBYG	WDJQ
KVTT	WGER	CKDS
WHTC	WZPR	KMNT
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Networks press ahead with SNG

CBS and ABC have launched regional feeds; NBC begins trial news exchange

It's not a reality yet, but the news organizations of the three broadcast networks are continuing their efforts to implement satellite news gathering services for their affiliates nationwide. NBC has launched a trial news exchange service using the network's Ku-band system among stations in the mountain and Pacific time zones. Last Monday (Oct. 28), CBS launched a satellite news feed for its affiliates in the West, and ABC is expected to launch a similar feed shortly.

NBC's news exchange trial is supposed to last three months, said Art Kent, vice president, news operations, NBC News. The trial will be rolled out to a national exchange service in February, if all goes well technically and the network receives a sufficient commitment from the affiliate body by that time, said Kent. When it is fully operational, the NBC affiliate news exchange will have seven full-time transponders dedicated to it, including six full-time transponders on RCA Americom's K-2 bird, plus one or two occa-

sional-use transponders and one full-time transponder on SBS-3.

But those plans don't help NBC's Louisiana affiliates, several of which have joined together to share the costs of a C-band feed, originating out of New Orleans where Louisiana Governor Edwin Edwards and others are on trial facing charges of corruption. The trial is expected to last another four to six weeks. According to Phil Oakley, news director, WRBT-TV Baton Rouge, five NBC affiliates (including WRBT-TV, KPLC-TV Lake Charles, KTAL-TV Shreveport, KALB-TV Alexandria, KTVE-TV Monroe) and one CBS affiliate (KLFY-TV Lafayette) are sharing the cost of the daily one-hour feed, which enables each station to transmit live shots and packages during the evening newscasts. Oakley said the nearest NBC Ku-band uplink at this time is in Houston. If they had gone that route, it would have cost considerably more because an AT&T link would have been needed to get the material from New Orleans to Houston. If NBC had a Ku-band uplink in New Orleans, however, that would have been the cheaper route, he said.

As for the C-band technology, Oakley

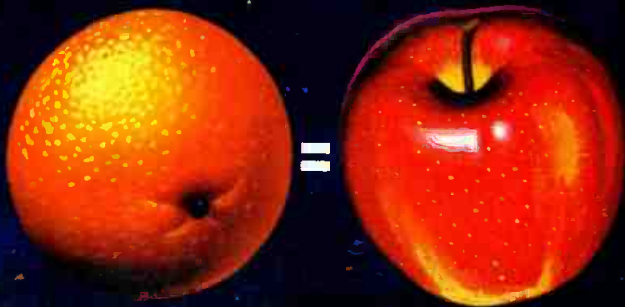
sees it as neither an interim alternative to Ku-band nor a technology on its last legs. Instead, it will probably supplement Ku-band for some time to come. "I see it as a piece of the larger [satellite] pie," he said.

At CBS, Robert Horner, vice president, news services, reported the CBS affiliate in Salt Lake City, KSL-TV, has been designated the Western region's main hub. KSL-TV will feed mountain time zone stations within the Western regional network. The network's Portland, Ore., affiliate, KOIN-TV, has been designated the "sub-hub" that will feed stations in the Pacific Northwest. The CBS affiliate in Sacramento, Calif., KXTV(TV), has been designated the sub-hub that will feed the remaining Western-region stations in California, Nevada and Arizona. For the first month, stations will receive one half-hour feed in time for their evening newscasts. Starting in December, a second half-hour feed will be added in time for late-night newscasts. The feeds will be transmitted on Telestar 302, transponder 10-V.

CBS has already launched Southeast and Southwest regional feeds. The regional feeds are C-band-based, like the network's satellite system, but will have Ku-band downlinks at regional hubs to receive stories from the field. So far, in the three regions, just over 70% of the affiliate stations have joined and Horner expects that number to rise to at least 80% within the next couple of months. He said that three more regional feeds, two covering the Midwest and the Northeast, completing national distribution, should be in place by next spring.

ABC's Don Dunphy, director of affiliate news services, said the network would launch a Pacific-mountain regional feed (C-band, like the network system, with Ku-band receive capability) by December. A Southwest feed is up and running. Remaining regional feeds, said Dunphy, covering the Midwest, Northeast and Southeast, will be put in place over the next eight or nine months. □

How many times
have you
heard this one?



UPI players scheduled to meet this week on company's bidders

Reuters among five finalists for financially troubled wire service

UPI management, the Wire Service Guild, representatives of a group of the company's unsecured creditors and investment advisers, will meet this week, sources involved have indicated, to see if they can agree upon

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From a reader's letter to the Westchester-Rockland Newspapers

Area doctors combat despite Gulliver sales
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Yankees lose in 9th to Brewers, 4-3/61
Cardinals slip by Mets in 10, 1-0/61

THE REPORTER DISPATCH

THURSDAY, SEPTEMBER 12, 1985

GANNETT WESTCHESTER NEWSPAPERS

75 CENTS

LOCAL AT A GLANCE

Rent board grants increases
Housing board grants an increase of 10 percent for rents in the city of New York.

Fox Lane High School to face charges
Fox Lane High School is facing charges for the use of the school building as a day care center.

Grants awarded for Hudson PCB study
The Hudson River PCB study has been awarded grants from the state and federal governments.

LIFESTYLES
New book explores jealousy

SPORTS
Stress is sought for Eastchester athletes

WEATHER
Clear, cool

WATER WATCH
47.1% pollution

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Crash fuels bus fight

Opposition to garage renewed after accident on Rte. 202

By Michael Staccione
The controversy over the proposed bus garage on Route 202 in Yonkers has been renewed after a crash on the highway last week. The crash, which occurred on a busy morning, resulted in the death of a young child and the injury of several others. The accident has reignited the debate over the location and construction of the bus garage, which has been a contentious issue for some time.



4,192

Local boy scores with Pete Rose's hit

By Bob Seligman
A young boy named Jimmy Amann, 11, scored a home run for his team in a game against the Yankees. The hit was a tribute to Pete Rose, who was in the lineup for the Yankees. Amann's home run was the winning run for his team.

FLORIDA TODAY
SPACEPORT FLIGHT GUIDE
WEATHER REPORT

Mixson the one? Wayne isn't sure

By Bob Seligman
The race for governor is heating up, and the question of who will be the next governor of Florida is a topic of much discussion. Some believe that Governor Jeb Bush is the front-runner, while others believe that Governor Lawton Chiles is the more likely candidate.

Beaches under siege

By Bob Seligman
The beautiful beaches of Florida are being threatened by pollution and litter. Many of the beaches are now closed to the public, and the state is taking steps to clean up the mess. The state has hired thousands of workers to pick up trash and clean up the beaches.

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Storming surf nips our coast

By Bob Seligman
The Atlantic Ocean is storming, and the waves are nipping at the coast of Florida. The storm is expected to bring heavy rain and strong winds to the state. The state is taking steps to prepare for the storm, including closing schools and businesses.

Orbiting Syncom 4 conks out

By Bob Seligman
The Syncom 4 satellite, which has been orbiting the Earth since 1967, has conked out. The satellite was launched by the United States and was used for communications and television broadcasting.

HEADLINES

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Brevard jail: no gilded cage

By Bob Seligman
The Brevard County Jail is not a gilded cage for the inmates. The jail is a place where inmates are kept in custody, and they are not given special treatment. The jail is run by the Brevard County Sheriff's Office.

Midnight Rambler

By Bob Seligman
A woman in a red dress was seen walking alone at midnight in a park. The woman was seen by several people, but she did not seem to be afraid. The police are looking for information about the woman.

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FLORIDA SPOTLIGHT

'Bobby' Bechtel
A young boy named Bobby Bechtel was seen walking alone at midnight in a park. The boy was seen by several people, but he did not seem to be afraid. The police are looking for information about the boy.

FLORIDA SPOTLIGHT

'Bobby' Bechtel
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A WORLD OF DIFFERENT VOICES WHERE FREEDOM SPEAKS

GANNETT

a single bidder for the company. The sources said a list of about 20 prospective buyers has been whittled to five. They include Telecom Plus, a Boca Raton, Fla., telecommunications firm; the UPI Acquisition Group, headed by Mexico City-based newspaper publisher and broadcaster Mario Vasquez Rana; the Bell Group, an Australian-based conglomerate; an investor group headed by Houston developer Joe Russo, and Reuters, the third-largest wire service after Associated Press and UPI. Two weeks ago Reuters retained the services of Merrill Lynch to assist it with its bid for UPI.

Sources were reluctant to say last week which sides were favoring which bidders. But a major factor being considered is the willingness of bidders to pay off UPI's unsecured debts, now totaling about \$28 million, although that figure could rise substantially within the next month as additional claims are filed. The deadline for filing such claims was Oct. 31. But the bankruptcy court in Washington hearing the UPI reorganization case extended that deadline—for current and former employees only—until Nov. 30. Only Telecom Plus has agreed, said a source who has seen the bids, to pay off all of the unsecured debt, no matter what the total comes to. The source said that two other bidders, the Bell Group and the Russo investor group, have agreed to pay off, in full, certain unsecured creditors but have questioned the claims of some creditors and have remained uncommitted to paying off any additional claims.

The Wire Service Guild has given signals to other parties involved that it may file additional unsecured claims on behalf of employees totaling \$10 million or more. Dan Carmichael, secretary-treasurer of the Wire Service Guild, said last week that "it is true that we have substantial claims that have not been filed." He would not say how much the claims amounted to, but said that "we will file all legitimate claims within deadline." There were reports last week that the guild intended to use the additional claims as bargaining chips with the winning bidder when a new labor pact is negotiated. Carmichael declined to comment on the reports.

Meanwhile, the two principal owners of UPI, Douglas Ruhe and William Geissler, have filed a petition in the Washington District Court asking it to rule that a consent order they signed in May in which they gave up certain stockholder rights is invalid and unconstitutional. In the consent order, they agreed to hand over the day-to-day operations of UPI to the company's current chairman and chief executive officer, Luis Nogales. Bankruptcy Court George Bason also ruled in September that the consent order effectively prohibited the two owners from participating in the reorganization process with company management, the Wire Service Guild and company creditors.

In the petition, the two owners said they erred in signing the consent order and said they would not have done so if they had understood the bankruptcy court would interpret the document as excluding them from

the reorganization process. They also said that, as it turns out, their stock could be a lot more valuable than they believed at the time of the signing and that they were not properly compensated in exchange for giving up certain stockholder rights. "In light of [Ruhe's and Geissler's] mistake concerning the effect of the [consent order] on their shareholder rights, the unexpected and dramatic increase in the value attributed to the company, and the harsh consequences" of receiving no consideration, the petition said, the two owners were entitled to relief. Their exclusion, said the petition, "would deprive them possibly of millions of dollars that they might otherwise realize." In addition to ruling that the consent order is invalid, Ruhe and Geissler asked the district court to rule that their views be considered in whatever company reorganization plan is submitted by Nogales to the bankruptcy court. □

Senate prepares to open doors, sort of

Rules Committee approves legislation that gives radio full coverage, allows TV coverage on test basis

The prospects for broadcast coverage of the Senate moved a step closer to reality last week when the Senate Rules Committee approved legislation (S. Res. 28) that would, if later adopted by the full Senate, provide immediate gavel-to-gavel radio coverage. It would also permit in-house television coverage of the chamber on a test basis.

The bill passed 8-1 (Senate Majority Leader Robert Dole [R-Kan.] voting against it) after a lengthy debate on whether or not Senate rules changes should also be made. The committee adopted an amendment (6-3) that deleted the measure's original provisions that would have overhauled Senate procedures. The bill's author, Senate Minority Leader Robert Byrd (D-W.Va.), couldn't persuade his colleagues to consider procedural changes to streamline Senate procedures. The majority of the committee felt it should be considered separately and later. The bill, as amended, calls on the committee to determine later any alterations to the rules necessary to facilitate broadcast coverage.

"It [the amendment] gives members more time to reflect upon rules changes," said Senator Albert Gore (D-Tenn.), who offered it. During the TV test period (Senate sources say the experiment is to run from three to six months), Gore added, the committee would be "charged with the task of reflecting on rules changes."

According to Gore's amendment, at the end of the test period, the committee and the full Senate will vote again on whether to make the TV signal available to the public. And the committee can reconsider its decision on radio coverage at any time during the test period. Like Byrd's resolution, the Gore amendment would authorize the cameras to focus only on the presiding officer and speakers, with Senate staff in control of the

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cameras. The broadcast coverage, Gore estimated, would cost about \$2.5 million a year.

Like Gore's amendment, S. Res. 28 also called for a test period (Byrd advocated starting with radio-only coverage and eventually moving to gavel-to-gavel TV) before live coverage would become available to the public. Under S. Res. 28, both the majority and minority leaders would decide jointly what matters would be covered, and rules changes would be designed to insure equality of coverage for both parties.

Byrd introduced several other resolutions earlier this year containing proposals for limited broadcast coverage and new Senate procedures (S. Res. 2 and S. Res. 29). Last week, he offered S. Res. 245, which, unlike the others, called for "gavel-to-gavel" television and radio coverage as well as more rules changes. Byrd said he revised the legislation again, because he concluded after committee hearings on TV in the Senate, that "if we are to have television and radio coverage, it should be from gavel to gavel."

The minority leader, an aide later said, was not disappointed with the outcome. "He would have liked the whole package," the aide said. Nonetheless, Byrd plans to push Dole to bring the measure up and will continue to press for the rules changes, the aide said. A measure (S. Res. 81) introduced by Senator William Armstrong (R-Colo.) that would authorize gavel-to-gavel coverage, with cameras operated by Senate employees, as in the House, was also not considered. During the markup, Dole expressed concern about separating the rules changes from TV and radio coverage. The majority leader said he had a "big problem" with the separation of the two. Dole also cast further doubt on the chances for passage of the measure when he told reporters later that the resolution "is



Dynamic duo. The Huntley-Brinkley of noncommercial television—Robert MacNeil and Jim Lehrer—marked their 10th anniversary as a news team last week at a reception in Washington sponsored by AT&T, their national underwriter of the past five years. The MacNeil-Lehrer partnership, which is currently seen five days a week by about 12 million viewers on *The MacNeil/Lehrer NewsHour* on PBS, began with the half-hour *Robert MacNeil Report* on Oct. 20, 1975 (on noncommercial WNET(TV) New York), with Lehrer as Washington correspondent. In December of that year, PBS began national distribution of the program, and the following year, in September 1976, *The MacNeil/Lehrer Report* premiered on 180 PBS stations. On Sept. 5, 1983, *NewsHour* premiered on the noncommercial network.

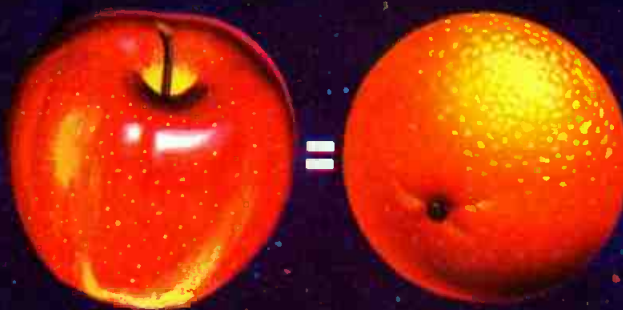
MacNeil said he was proud of the past 10 years because the two had helped "in some way to define public television itself. . . [by] not aping what commercial television can clearly do better," or making the size of the audience the "prime measure" of a program's success, but "calculating ways to use the medium that will stretch its potential." Said Lehrer: "Abbott and Costello held together 19 years, so did Fibber McGee and Molly. Huntley and Brinkley managed 14, Martin and Lewis, 10 years. . . , Fred Astaire and Ginger Rogers, a mere six years. . . Bill Kurtis and Phyllis George, six days. . . Robin and I are still going strong after 10 years." Lehrer also said earlier that "years ago, when we stated all of this, a lot of people in TV told us that Americans wouldn't sit and watch it. That was hogwash. If we have done nothing else, we have affirmed the American television viewers' appetite for thoughtful, responsible television journalism." Pictured (l-r): Charles L. Brown, AT&T chairman; MacNeil, and Lehrer.



News from NBC. It's certainly not clear that ABC and CBS have given up on the notion of establishing a one-hour evening newscast. But NBC appears to have thrown in the towel. In a luncheon speech to the Broadcast Financial Management Association in Washington last week, NBC News President Larry Grossman said a one-hour network evening news wasn't going to happen. Grossman's remark came amidst yet another ventilation of NBC's proposal to launch a cable news service (BROADCASTING, Oct. 28).

Grossman also said that technological developments had led to "explosive changes" in electronic news. "We used to report yesterday's news; now we report it as it is happening," Grossman said. But he stressed the importance of the fundamentals of fairness and clarity. "We have got to remain fair or we're dead no matter how fancy we are," Grossman said.

How about
this one?



not on our must list."

Additionally, committee members voted on permitting radio coverage on an in-house basis instead of broadcasting to the public, but that amendment failed 6-3. Senate Rules

Committee Chairman Charles McC. Mathias (R-Md.), who favors broadcast coverage, announced that the three major networks and CNN have discussed with Rules Committee staff the possibility of providing

gavel-to-gavel coverage with no cost to the Senate. Mathias indicated there would be further discussions. That offer received little enthusiasm and Senator Wendell Ford (D-Ky.) voiced strong objections to the idea. □

TELECASTINGS

TV stereo

It appears television's reach now extends beyond the visual.

A newly formed New York-based music company, Tee Vee Tunes, has produced a collection of 65 television theme songs from the 1950's and 1960's on a double album that, according to its producer, Steve Gottlieb, is selling well. It contains TV themes for shows ranging from *The Flintstones* and *The Jetsons* to *Secret Agent Man* and *Hawaii Five-O*. The album is appropriately titled "TV's Greatest Hits."

"This music is great music and the consumers have always loved it," said Gottlieb, a 28-year-old graduate of Harvard Law School. "Some of the greatest musical talent in the country wrote these themes," he said, citing composers John Williams and Quincy Jones, as examples. The new album has no suggested list price, but it's currently selling in stores for around \$17.

Gottlieb noted that his company invested \$250,000 in the production of "TV's Greatest Hits." Tee Vee Tunes is also handling the retail distribution of the album because, said Gottlieb, some of the major record labels were not interested. Gottlieb said he wanted the album to represent "the encyclopedia" of television theme music.

The 65 selections are 50% original, which Gottlieb describes as "the way people will remember the songs," with the rest "recreations."

Gottlieb, who has appeared on NBC's *Today Show*, predicted "TV's Greatest Hits" will soon turn gold—the sale of 500,000 records. He refuted the notion that the album is only a novelty and that it won't have mass appeal. "We are selling to a lot of 15-year-old teen-agers, who don't remember many of these shows because they are not in syndication today," he said. Gottlieb added that radio stations have begun to play some of the selections during their morning-drive shows.

Gottlieb said he's working on a follow-up television theme album as well as a home video that would feature clips from the shows.

Station signing

NBC said it signed KIEM-TV in the 182d market of Eureka, Calif., as a primary NBC affiliate. The station had been a CBS affiliate. Sources said CBS would probably sign KVIQ-TV Eureka, primarily a secondary NBC affiliate, as an affiliate. NBC now has 207 primary affiliates.



Cooper hosting the awards



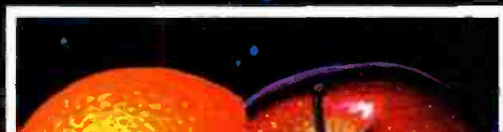
Children's honors. NBC and Showtime/The Movie Channel were among those receiving Alpha Awards at the first biannual American Children's Television Festival held in Chicago. Co-founded by noncommercial WTTW(TV) Chicago and the Central Education Network, the festival "promotes excellence in television programming for America's children."

James Jimirro, founder of The Disney Channel, and actor Jackie Cooper were among the festival's speakers. Jimirro told those attending the festival that improvement of children's television requires constant effort. He said the American Children's Television Festival is "lighting a very bright candle for improving children's TV and encouraging it to serve kids better."

Pictured (l-r) front row: James Fellows, CEN president; Valentine Kass, ACTF festival director (holding an Alpha Award); William J. McCarter, president and general manager, WTTW(TV) Chicago.

Winners pictured, second row (l-r): Chuck Stepner, *One to Grow On*, NBC; Ellen Rodman, vice president, corporate communications, Children's Television Workshop (director's award for *Sesame Street*); Sam Newbury, *Mister Rogers' Neighborhood*, Family Communications Inc., Pittsburgh; Sarah M. Luft, *The New Image Teen Theater*, KPBS-TV San Diego; Dolores Morris, director of children's programs, ABC, which won a directors' award for its *Afterschool Specials*; Cecily Truett and Larry Lancit, *Reading Rainbow*, Great Plains National/Nebraska ETV, and WNED-TV Buffalo, N.Y., in association with Lancit Media Productions. Second to last row (l-r): Twila Ligett, *Reading Rainbow*; Jackie Cooper; Lee Polk, *Wonderworks*, WQED(TV) Pittsburgh; Squire Rushnell, vice president, ABC long-range planning, children's programming, and Dick Ingebrand, *Faerie Tale Theater*, Showtime/The Movie Channel. Back row (l-r): Steve Rabin, *Out of Time*, Educational Film Center, Annandale, Va.; Christopher Pray, *Home Turf*, KRON-TV San Francisco (NBC affiliate); Burr Tillstrom (holding puppets Kukla & Ollie), and Jay Rayvid, *Wonderworks*.

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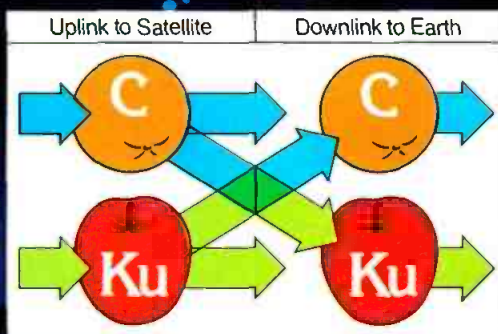
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Home satellite industry lobbies official Washington

Congressmen address group worried over cable's scrambling plans; Wirth says he'll hold hearings

At the urging of the National Cable Television Association, some 200 cable industry representatives went to Washington two weeks ago to lobby Congress on several issues of vital concern to the industry. Foremost in the minds of their representatives and senators, they found, was the industry's current push to scramble the cable programmers' satellite feeds. "The scrambling issue is hot," said NCTA's Ed Merlis.

If the issue was hot then, it is even hotter now. At least three times as many representatives of the home satellite industry—manufacturers, distributors and dealers of backyard dishes—were in Washington last week to express to Congress their concerns about the cable industry's scrambling plans, which, they believe, threaten to retard the heretofore rapid growth of their industry.

In addition to lifting much of the regulatory burden placed by municipalities on cable systems, the Cable Communications Policy Act of 1984, which was signed into law by President Reagan a year ago, made clear that the reception of unscrambled cable programming with home dishes was legal. But, with widespread scrambling of cable services in the offing, the home satellite interests are concerned that, once the cable services are scrambled, a dish owner will be unable to buy or lease a single descrambler and subscribe to them at "fair and reasonable" rates.

The home satellite industry's lobbying effort, organized by the Satellite Television Industry Association (SPACE), culminated last Tuesday in a rally on Washington's grassy Mall staged, symbolically, near the Smithsonian's Air and Space Museum and, strategically, within walking distance of the Capitol and congressional office buildings.

The rally, which was televised for home dish owners, featured speeches by several members of Congress and SPACE officials, who voiced the concerns of the industry and urged the over 600 in attendance to make those concerns known to their elected officials.

At the rally, the home satellite proponents learned that their lobbying efforts had already begun to pay off. House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) promised to hold hearings on scrambling "early next year."

"While you have a lot to celebrate given the tremendous strides your industry made last year in being brought legally within the Communications Act, there are some public policy issues which remain to be thought through," Wirth said. "I know that you are all here today in an effort to see that Congress will take another look at the issues surrounding the scrambling of satellite programming issues. . . . After we have a full year of experience under the new act, I think we will be in a position to better evaluate how well we are achieving the goals the legislation set out to meet."

Wirth, an ally of the cable industry, was careful not to promise anything more than hearings. Indeed, he is on record opposing two pending House bills strongly endorsed by the home satellite industry as solutions to its scrambling problem.

Tom Tauke (R-Iowa), a member of Wirth's subcommittee who pressed for the hearings, said announcement of hearings is significant. "It sends a signal that Congress is concerned about what's happening out there in the marketplace. In a sense, it is Congress raising its eyebrow. . . ."

How big is the home satellite industry? At the rally, SPACE Executive Director Chuck Hewitt said that 1.6 million dishes are now in place and the number is growing at a rate of over 85,000 a month. However, the First Communications Group, which publishes an industry newsletter, puts the number at 1.25 million and the growth rate at between 60,000 and 65,000 a month.

Opposition to the home satellite industry is a "knee-jerk reaction," SPACE Chairman Taylor Howard told the SPACE members on the Mall. Cable operators and broadcasters don't understand the industry, he said. "When they understand that this is the wave of the future, they are going to ride with us on the crest instead of stopping the wave. . . . We are the wave."

Howard touched upon one reason why cable operators might want to slow the growth of the home dish industry. Consumers in cable areas, he said, are buying dishes because satellite television provides them with choices, "many, many channels that can't be . . . [provided] in a wired manner."

The Cable Communications Act said dish owners have the right to receive an unscrambled cable services without authorization (without charge) as long as the service hasn't set up a "marketing system" to authorize reception of the service. If a marketing system has been set up, the dish owners must get authorization before he tunes in to the service.

The home satellite industry's lobbying ef-

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forts focus on three pieces of legislation. The first, H.R. 1769, introduced by Representative Judd Gregg (R-N.H.), would impose a two-year moratorium on scrambling. So far, it has picked up 45 co-sponsors.

The second, H.R. 1840, is more complex. Introduced by House Telecommunications Subcommittee member Billy Tauzin (D-La.), it is designed to insure that scrambled programming is available to dish owners at "reasonable prices." The legislation would prohibit discrimination against dish owners in the marketing and pricing of programming and, under certain circumstances, require the FCC to step in and set the prices for such programming. It also expands the definition of "satellite cable programming" to include broadcast programming transmitted by satellite. It now has 42 co-sponsors.

The third, S. 1618, was introduced by Senator Albert Gore (D-Tenn.), who, as a congressman last year, was responsible for inserting the provision into the Cable Communications Policy Act that, in his own words last week, makes it "indisputably legal" to receive programming on backyard dishes. S. 1618, a companion to H.R. 1840, has two co-sponsors.

The first to appear at the rally, Gore called the passage of the Cable Communications Policy Act a "great victory." But, he said, it was only the beginning. "Now that the large commercial interests... are feeling threatened by this new democratic... technology available to all, now that they realize the threat that it could pose," he said, "they are circling the wagons and are trying to shut off



Wirth, Howard, Hewitt, Tauzin, Tauke and Rose

your access to the TV signals."

The programmers have a "legal right" to scramble, but they also have an obligation to sell the signals at "fair and reasonable prices," not just to large cable companies, but also to the "small family farmer," he said. "If they are going to sell that scrambled signal to large cable companies, they've got to be required to bargain in good faith with the dish owner."

The marketplace will not insure a square deal for the dish owners, he said. "The major programmers of premium programming are all owned by cable companies. And those that are not owned by cable companies have been threatened by some of the large multiple system operators who have told them, 'Either you scramble or we are going to deny you access to the most lucrative market from which you are now receiving cash flow...'. That ought to be illegal. In my opinion, it already is under the antitrust laws, but the antitrust laws are very difficult to get enforced. So we need legislation."

"If and when scrambling does occur," said Tauzin, "the home satellite viewer ought to have... access to that programming and pay for it at fair and decent rates just like other Americans who may be on a cable." Asked what would constitute "fair and decent rates," Tauzin said rates comparable to those charged by cable systems.

With the Cable Communications Policy Act, Congress deregulated the cable industry, he said. "We told local governments, 'No longer can you regulate the cable in terms of its content or its price,'" he said. "We did that with the view that Americans had a free competitive choice... the cable or home satellite dishes. If the encryptors... are allowed to scramble their signals without providing a fair opportunity for the home satellite viewer to access... [them] at a fair price, we will have deregulated a monopoly in America. We will have said to cable, 'Nobody can deregulate your prices and terms of service and, guess what, consumers have no right to seek an alternative

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conduit to receive the programing' . . . Congress did not mean to deregulate a monopoly. Congress meant to create a competitive environment."

Tauzin made clear that he believes that "signal-starved" dish owners—those without a full complement of network broadcast signals—have as much right to scrambled broadcast programing as they do to scrambled cable programing. All three networks plan to scramble their satellite feeds.

People outside the reach of broadcast stations are paying for broadcast programing through the purchase of products advertised on the stations, Tauzin said. They "are going to the supermarket everyday, buying the soap . . . then not having the opportunity to see the soap opera," he said. "There is something wrong with that."

For the home satellite market to thrive in the post-scrambling environment, Tauzin said, programers must use the same scrambling system. "If the marketplace develops so that every pay television signal has a different decoder then that marketplace will have effectively denied free choice to Americans," he said.

Tauke also said Congress is concerned about "some" who continue to suggest that reception of satellite signals is wrong and "others" who are scrambling their services part time even though descramblers aren't yet available. Congress doesn't appreciate such activities, he said. "We think they ought to stop. And if the marketplace doesn't work effectively, then we are willing to consider legislation to make it work better."

Charles Rose (D-N.C.), a co-sponsor of both House bills, suggested that all Americans have a right to programing transmitted by satellite because their tax dollars made satellite communications possible. "I see

hundreds and hundreds of earth stations all over the countryside. I know that America wants to receive television programing through this technology and that they will not be denied." □

Changing Hands

PROPOSED

WKJN(FM) Hammond, La.; WSSL-AM-FM Greenville, S.C., and WJDX(AM)-WMSI(FM) Jackson, Miss. □ Sold by Keymarket Communications to Sterling Communications Corp. for \$24,250,000, comprising \$20 million cash and \$4,250,000 note. **Seller** is Aiken, S.C.-based station group of five AM's and eight FM's owned by Kerby Confer and Paul Rothfuss. **Buyer** is owned by W. Lawrence Patrick, Eric D. Becker, Becker's brother, Douglas L. Becker, Steven M. Taslitz and Rudolph Hoehn-Saric. Patrick is chief operating officer of Gilmore Broadcasting Corp. and president of Patrick Communications, Washington-based consulting firm. He was former senior vice president of the National Association of Broadcasters. Others are Baltimore-based venture capitalists in health care, real estate and securities. WKJN is on 103.3 mhz with 100 kw and antenna 1,000 feet above average terrain. WSSL is on 1440 khz full time with 5 kw. WSSL-FM (licensed to Gray Court, S.C.) is on 100.5 mhz with 100 kw and antenna 1,280 feet above average terrain. WJDX is on 620 khz with 5 kw day and 1 kw night. WMSI is on 102.9 mhz with 100 kw and antenna

1,800 feet above average terrain. **Broker: Blackburn & Co.**

KAAL-TV Austin, Minn. □ Sold by KAAL-TV Inc. to The Wooster Republican Printing Co. for \$13,250,000 cash. **Seller** is owned by News-Press & Gazette Co., St. Joseph, Mo.-based publisher and station group of six TV's, principally owned by David S. Bradley and family. It publishes St. Joseph News-Press and St. Joseph Gazette. **Buyer** is owned by Albert E. Dix and family. It is Wooster, Ohio-based publisher and station group of three AM's, three FM's and one TV. It publishes seven newspapers in Ohio and owns cable systems in Gouveneur, N.Y., and Woodland Park, Colo. KAAL-TV is ABC affiliate on channel 6 with 100 kw visual, 10 kw aural and antenna 1,049 feet above average terrain. **Broker: Blackburn & Co.**

WMRN-AM-FM Marion, Ohio □ Sold by The Marion Broadcasting Co. to Marion Radio Co. for \$2.8 million cash. **Seller** is owned by Robert C. Kanuth, John P. Courtright and George C. Joachim, who have no other broadcast interests. **Buyer** is principally owned by John L. Laubach and his wife, Suzanne, Robert H. Burstein and Larry O. Garrett. It is Erie, Pa.-based station group of two AM's and three FM's, principally owned by Laubach and Burstein. WMRN is on 1490 khz with 1 kw day and 250 w night. WMRN-FM is on 109.5 mhz with 25 kw and antenna 340 feet above average terrain.

KCOL-AM-FM Fort Collins, Colo. □ Sold by Beef Empire Broadcasting Co. to KCOL Corp. for \$2.5 million, comprising \$1.5 million cash and remainder note at 11% over five years. **Seller** is principally owned by E.F. Huse Jr. It also owns WJAG(AM)-KEXL(FM) Norfolk, Neb. **Buyer** is principally owned by Jack Minkow. It has no other broadcast interests. Minkow owns Broadcasting Asset Management Corp., Chicago-based consulting firm. He is former vice president and general manager of WRIF(FM) Detroit and WLS-FM Chicago. KCOL is on 1410 khz full time with 1 kw. KCOL-FM is on 107.9 mhz with 100 kw and antenna 470 feet above average terrain. **Broker: Robert L. Heymann Jr.**

KNAT(TV) Albuquerque, N.M. □ Sold by Albuquerque Broadcasting Co. to Trinity Broadcasting of Arizona Inc. for \$2,250,000 cash. **Seller** is principally owned by *Tonight* show host Johnny Carson (44.6%), playwright Neil Simon (27.9%), singer Paul Anka (11.1%), *Late Night* talk show host David Letterman (5.6%), entertainer Joan Rivers (4.5%), *Today* show medical consultant Dr. Art Ulene and five others. It has no other broadcast interests. **Buyer** is Santa Ana, Calif.-based nonprofit station group of nine TV's headed by Paul Crouch. KNAT is independent on channel 23 with 1,191 kw visual, 119 kw aural and an-

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WKYV(TV) Vicksburg, Miss. □ Sold by Red Carpet City Broadcasting Corp. to Capitol Radio Corp. for \$2 million cash. **Seller** is equally owned by C. Alfred Dick and David R. Price. Dick has interest in WALI(AM)-WROG(FM) Cumberland, Md., and owns WCHU(AM) Soddy-Daisy, Tenn. Price owns WKPG(AM) Port Gibson, Miss. **Buyer** is Savannah, Ga.-based station group of one FM and three TV's owned by J.C. Lewis. WKYV is independent on channel 35 with 5,000 kw visual, 500 kw aural and antenna 722 feet above average terrain.

WHBO(AM) Tampa, Fla. □ Sold by Buccaneer Broadcasting to Metroplex Communications for \$1.4 million. **Seller** is owned by Dr. Gordon Page, who has no other broadcast interests. **Buyer** is Cleveland-based station group of three AM's and five FM's owned by Norman Wain and Robert Weiss. WHBO is on 1040 khz with 5 kw day and 1 kw night.

WSAL-AM-FM Logansport, Ind. □ Sold by from Logansport Broadcasting Corp. to Logansport Radio Corp. for \$850,000. **Seller** is owned by Glenn L. Miller, who has no other broadcast interests. **Buyer** is equally owned by John P. Jenkins and John McDermott. McDermott has interest in Bloomington Broadcasting Corp., Bloomington, Ill.-based station group of three AM's and four FM's. Jenkins is a former owner of International Tapetronics. WSAL is on 1230 khz with 1 kw day and 250 w night. WSAL-FM is on 102.3 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Blackburn & Co.*

WJSO(AM) Jonesboro and WJSO-FM Elizabethton, both Tennessee □ Sold by Thomas C. Mottern, receiver to Eaton P. Govan and Berton B. Cagle for \$780,000 cash. **Seller** is receiver for Mountain View Broadcasting, which has no other broadcast interests. **Buyer**, Govan, with his father, owns WEPG(AM) South Pittsburg, Tenn., and is sole owner of WDNT(AM)-WLCY(FM) Dayton, Tenn. Cagle is former vice president and general manager of WDEF-AM-FM Chattanooga. WJSO is on 1590 khz full time with 5 kw. WJSO-FM is on 99.3 mhz with 3 kw and antenna 79 feet below average terrain.

WZZT(FM) Johnstown, Ohio □ Sold by Kramer Communications Inc. to Cable Entertainment Inc. for \$750,000, comprising \$375,000 cash and remainder note at 10% over six years. **Seller** is owned by Joanne and Roger Kramer, who have no other broadcast interests. **Buyer** is owned by Lorenzo Crowley. It operates cable channel in Indianapolis. WZZT is on 103.1 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: Burt Sherwood Inc.*

WWKQ(AM)-WDFP(FM) Battle Creek, Mich. □ Sold by WVOC Inc. to WCLS Inc. for \$525,000, comprising \$275,000, cash and remainder note at 10% over 10 years, with interest-only payments first year. **Seller** is owned by Donald F. Price, who has no other broadcast interests. **Buyer** is owned by Robert G. Liggett, who owns WHNN(FM) Bay City, WFMK(FM) East Lansing, WLHT(FM) Grand Rapids, all Michigan, and KTYD(FM) Santa Barbara, Calif. WWKQ is daytimer on 1500 khz with 1 kw. WDFP is on 95.3 mhz

with 3 kw and antenna 270 feet above average terrain.

WBFD(AM)-WRAX(FM) Bedford, Pa. □ Sold by Bedford Broadcasting Co. to B&N Broadcasting Inc. for \$400,000, comprising \$350,000 cash and remainder note at 10.25% over two years. **Seller** is owned by Paul D. Imgrund, who has no other broadcast interests. **Buyer** is owned by Bernard Rock, who has no other broadcast interests. He is former owner of cable systems in Bedford and Everett, both Pennsylvania. WBFD is daytimer on 1310 khz with 5 kw. WRAX is on 100.9 mhz with 3 kw and antenna 205

feet above average terrain.

WRCI-FM Midland, Mich. □ Sold by Wolverine Radio Co. to Josi Broadcasting Corp. for \$340,000, comprising \$140,000 in cash and \$200,000 in promissory note at 7.5%. **Seller**, Ted A. Peloubet is debtor in possession of station and has no other broadcast interests. **Buyer** is principally owned by Thomas J. Beauvais and Gregory P. Theokas who own Detroit-based advertising agency. WRCI is on 93.5 mhz with 3 kw and antenna 300 feet above average terrain.

For other proposed and approved sales see "For the Record," page 76.

A taste of vindication for Bernie Mann

Speech to Indiana Broadcasters, response from major agency back NRBA's president's position

National Radio Broadcasters Association President Bernard Mann—the subject of loud and prolonged criticism for a speech advising radio broadcasters to go over the heads of advertising agencies and directly to clients if they want to increase their share of ad budgets (BROADCASTING, Sept. 16)—has come in for a vocal defense. And perhaps more importantly, the nation's leading advertising agency has gone out of its way to consider the merit of his argument.

The controversy began at this year's Radio Management and Programing Conference, in Dallas, when Mann (the head of Mann Media) declared that "Radio is not gaining

for several reasons and one of them is because we permit too much of our business to come at the discretion of ad agencies. The self-interest of agencies prevents them from treating us fairly and equally," Mann said. Moreover, "ad agencies are not known for having an enormous amount of backbone. And they are often delighted to do whatever the client wants. On the other hand, clients know what a group of 'snake oil salesmen' most agencies are. That's why clients change them so often," Mann added.

James Duncan, of Duncan Media Enterprises, Kalamazoo, Mich., told the Indiana Broadcasters Association this month that Mann had come in for a bad rap at the hands of industry leaders. "Haven't you felt the same way at least once in your career? Haven't you felt the same frustrations? Per-

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haps 'snake oil salesman' was a poor choice of words. I think I would have paraphrased a famous statement by Mark Twain that 'God was just practicing when he made fools and idiots—then he made media planners and buyers.'

Duncan went on to note that "so there's Bernie Mann with his neck stretched out a mile, saying publicly those things which the rest of us have said privately. What do other leaders in the industry do? Instead of supporting Mann or at least saying 'Oh that Bernie, he's such a kidder' they chop off his neck and one of his legs. Bill Stakelin of the Radio Advertising Bureau says 'Bernie clearly doesn't know what he is talking

about. If he did he'd realize that agencies are our friends and allies, not our adversaries.' With friends like these who needs enemies? Is Doyle Dane a friend? They spend \$1.3 billion yet only 2% goes to radio. Is Young & Rubicam a friend? They are a \$2.8 billion agency yet only 5% goes to radio. Is Ogilvy & Mather an ally to radio? They spend \$2.4 billion yet only 3% goes to radio.

"What does all this mean? I think it shows that some of our industry leaders are somewhat out of touch with the people they represent. . . . I wish the RAB, SRA and National Association of Broadcasters had said, 'Bernie has raised an important issue. I think his word choice left something to be desired but

his thesis deserves considerable thought."

Independently, Mann was contacted by Joseph W. Ostrow, executive vice president, Young & Rubicam, and invited to New York to express his views of the radio-advertising agency relationship. "While it would be easy to jump on the bandwagon and say we disagree [with the Mann speech], and that agencies really care about local radio, that would be both too glib and not particularly productive," Ostrow wrote. "It is my belief that where there is smoke, there may be some fire." That meeting occurred last week, and is expected to lead to further discussions and perhaps a pilot project to demonstrate radio's productiveness. □

Law & Regulation

The way it was and wasn't at WARC '85

Post-conference analysis finds rough edges and loose ends; Dougan says work was impeded by political jockeying

In the U.S., the impressions left by the recently concluded first session of the Space WARC have grown no brighter with the passage of time. It is recalled as a session driven by politics and ideology. Conflicts that emerged in Geneva seem at least as sharp six

weeks later. What's more, there is no little confusion as to what was accomplished in the session's five and a half weeks—indeed, the U.S. contributed to the uncertainty with a post-conference statement reserving the right to depart from the basic agreement reached—as well as to what is to be done in advance of the second session, in 1988.

Those impressions emerged from a day-long "Post-Analysis of WARC '85," sponsored by the Washington Program of the An-

nenberg Schools (BROADCASTING, Oct. 29). But for all of that, there was no sign the U.S. is prepared to write off either the conference or the International Telecommunication Union, the sponsoring organization. Ambassador Diana Lady Dougan, U.S. coordinator and director of the State Department's Bureau of International Communications and Information Policy, even talked of the U.S. taking the lead "in giving new life" to the "spirit of trust and compromise that has enabled ITU to tackle the world's telecommunications problems over 120 years."

It wasn't only the U.S. that left Geneva less than pleased. Edward DuCharme, director of WARC activities for Canada's Department of Communications, pointed out what he said was the problem Canada faces as a result of the conference's adoption of a dual approach to planning the fixed satellite services. The expansion C- and Ku-bands are to be set aside for arc allotment planning, while "improved procedures," involving periodic multilateral planning meetings, would be used to coordinate countries' requirements in the conventional portions of those bands. The dual approach was intended to satisfy developing countries' insistence on guaranteed access to the geostationary orbit while preserving, to the degree possible, the flexibility of the present system.

But DuCharme said "the fragmentation" of the bands allocated to the fixed satellite service and the decision to regulate the two segments through different regulatory regimes "will create a considerable administrative burden for countries like Canada." He also said the two regimes will limit the flexibility he said was intended when the General World Administrative Radio Conference, in 1979, expanded the frequency bands allocated to the fixed satellite service. The decisions at the first session bothered DuCharme for another reason: He sees them as part of a continuing trend toward "centralization of spectrum management." If the plan develops as proposed, he said, countries will not pick their own slots. "We will go to multilateral meetings, and ask for posi-



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tions, and the meeting decides."

The U.S., too, had problems with the compromise. It issued a statement declaring its view that the 800 mhz of bandwidth that had been set aside for allotment planning was excessive—it had sought a limit of 300 mhz in the expansion C-band—and reserved the right to authorize satellite systems in any of the frequencies currently allocated to the fixed satellite service. And Ambassador Dean Burch, who headed the U.S. delegation, said at the Annenberg conference the two sets of expansion bands "are essentially lost to the U.S. as far as heavy use is concerned."

Later, U.S. officials sought to take some of the edge off Burch's remarks. They noted that two U.S. international systems—International Satellites Inc and PanAmerican Satellite Corp.—already conditionally authorized by the FCC to operate in the Ku band—will not be affected by the compromise. They also noted the U.S., under the compromise, will be entitled to at least one orbital position with a minimum of 800 mhz—all in all, not an insignificant resource, one State Department official observed. They also noted that provisions could be written into the plan to enable developed countries to use slots assigned to countries that permit them to remain fallow. Still, former FCC Commissioner Henry Rivera, who served on the U.S. delegation, said that, because of the U.S. declaration, the compromise "is on shaky ground."

One of the U.S.'s main concerns, clearly, was expressed by Dougan in the sharpest attack yet by an American official on the manner in which the work of the conference was conducted—her statement that the work "was, in effect, held hostage by a handful of delegates who seemed prepared to jeopardize the interest of the majority in pursuit of their own narrow ideological goals." Burch, too, talked of the "political problems" he said proved more troublesome than the technical ones. David Markey, outgoing head of the National Telecommunications and Information Administration, said ITU conferences—once largely technical and free of politics—are becoming increasingly politicized as "communications become more important to governments."

Rivera, too, noted that the political quotient of ITU conferences has increased along with the number of ITU's member countries; it now stands at 161, the majority developing countries. An official of one of the latter, Armando Vargas-Araya, minister of information and communications, of Costa Rica, put in a good word for politics. "I don't think politics is bad—we live with it every day," he said, adding, "The exercise of distributing a good is the essence of politics." He said the conference in that respect had been successful.

The Annenberg conference also provided a forum for the continuing debate between the U.S. and the International Telecommunications Satellite Organization over what the first session of the Space WARC did regarding the treatment of multiadministration satellite systems, like Intelsat and Eutelsat. Language was adopted to insure that the requirements of countries using such systems would be accommodated. But the U.S. con-



DuCharme



Dougan



Burch

cerned that language offered by Switzerland would afford multiadministration satellite systems priority over the U.S.'s emerging systems that intend to offer international service, persuaded the conference to adopt an amendment. The amendment is designed to make clear that—as the U.S. expressed its understanding in a post-conference statement—the principles adopted do not grant a preference in any way to any multiadministration satellite system "with respect to any other satellite systems planned or established by an administration to fulfill its telecommunications requirements."

Dougan, in her luncheon remarks, said that giving a multiadministration system "a higher status than national systems would be an unacceptable infringement on the sovereignty of all nations."

Gilbert Carter, Intelsat counselor who had attended the Space WARC as an observer, recited the background of the Space WARC's action on the multiadministration satellite system matter that the Intelsat secretariat had provided members of the organization's Assembly of Parties at its meeting last month (BROADCASTING, Oct. 21): The Algerian delegate, Nourredine M. Bouhired, had proposed an amendment to make it clear the conference intended to grant Intelsat-type multiadministration satellite systems a preference over private systems offering international service but had withdrawn it after, Carter said, the Algerian had been assured it would be "a redundancy." Carter said it was clear a majority of the countries at the Space WARC did not intend the multiadministration satellite system language to cover domestic satellite systems like those that have been authorized by the FCC to

provide international service.

Indeed, Carter ascribed the failure of the conference to accept a compromise the U.S. had proposed for use of the C-band to its support of its separate satellite systems.

But to Frank Urbany, an associate administrator of NTIA who served as a vice chairman of the U.S. delegation, the introduction of the multiadministration satellite system matter at the Space WARC was "politically inspired." He said no one challenged the usefulness of multiadministration satellite systems—"that was a red herring." The issue was raised, he said, as a "way to block the separate satellite systems; it made the work of the conference more difficult." And while Urbany agreed that up to 30 countries—both developed and developing—signed documents favoring a preference for Intelsat-type systems, he dismissed the leading sponsor (Switzerland) as a country with a "a genius for making chocolate and cuckoo clocks but not for international telecommunications." Furthermore, he said, "Reading the results of the conference as a whole, one has to conclude there is no priority [for multiadministration satellite systems]."

Rivera noted that that conflict over the manner in which multiadministration satellite systems are to be treated under the plan adopted is not the only uncertainty bequeathed to the second session. The first session had ended in the early morning hours of Sept. 16, a couple of days late, with many critical details left unresolved. Another uncertainty is how many allotments and how much bandwidth are to be accorded countries under the arc allotment plan to be developed. And certainly the "improved procedures" for coordinating requirements in the

October, 1985

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Butler



Carter

conventional C- and Ku-bands were barely sketched. "The first session showed that there are profound disagreements over these issues, and reaching a compromise will not be easy," Rivera said.

The ITU secretary general, Richard Butler, talked of the "unique character and complexity" of the first session, and of the "great deal of work" to be done in advance of 1988. However, while he said he was confident the tasks would be completed, others were not as sanguine. "The second session rests on the success of the intersessional work by the IFRB [International Frequency Registration Board], and I'm gloomy about the prospects of the resources being provided about the work being done on time," said Michael Davies of the United Kingdom's Ministry of Trade and Industry, who was a member of the UK's delegation to the Space WARC.

There are a couple of potentially crippling problems to be faced. One is technical: Were the instructions on which the IFRB is to act adequate? DuCharme thought they were. But Richard Shrum, of the State Department, disagreed. He thought some were "vague." And then there is the question of the funds that will be needed to carry out the work. DuCharme said he thought ITU member countries at the administrative council meeting in June should be prepared "to take on additional expenses," a prospect the U.S., for one, is not likely to regard favorably. Its policy has been to hold budgets of United Nations agencies to increases only at the level of inflation.

Grim as the assessment of the first session was, the remarks of Dougan, who has been as critical of the ITU as any in the Reagan administration, must have been reassuring to Butler. She acknowledged that decisions at ITU meetings are "inherently" political. "We cannot afford to be pessimistic, dismissive or passive," she said. □

Appeals court asks FCC to rethink license renewal case

Commission had denied petition, without hearing, filed when Viacom changed format of its WLTW(FM) New York from jazz to C&W

A panel of the U.S. Court of Appeals in Washington said the FCC had gotten its standards confused when it rejected a petition to deny and renewed the license of Viacom International's WLTW(FM) New York (formerly WRVR) without a hearing. The panel, in an opinion written by Judge Antonin Scalia, said that while the statute says the commission must look into the possibility of fire when there is a good deal of smoke, the commission has said it will look into the possibility of fire "only when it is shown the existence of fire." The panel remanded the case to the commission for another look.

Citizens for Jazz on WRVR Inc. had filed its petition in 1981 after the station changed its format from jazz to country and western and filed for license renewal. The switch occurred six months after the commission had granted Viacom's application to acquire the licensee, Riverside Broadcasting Co., from Sonderling Broadcasting Corp. In that application, Viacom said it would continue the station's format under which 60% of the air time was devoted to jazz music.

The court case revolves around Citizens' allegation that Viacom had misrepresented its programming intentions in the transfer application. As evidence, Citizens presented an affidavit from a former station employee who said that an official of Sonderling and a lawyer for Viacom had told her before the transfer application was granted that Viacom would change the format. Citizens also offered what the panel said was circumstantial evidence. For its part, the licensee submitted affidavits from the Sonderling official and the Viacom lawyer denying making the statements attributed to them, and denying as well knowledge of an impending change in format before the transfer. Riverside also submitted affidavits of top officials stating that format changes were not proposed until June 1980, three months after the transfer

was completed.

The commission denied the petition to deny renewal without a hearing, then denied a petition for reconsideration. But Citizens, on appeal, claimed, and the panel agreed, that the commission had used the wrong standard in ruling against it. The commission held that the petitioner had failed to present evidence to establish "clear, precise and indubitable" proof of misrepresentation. That, the court said, is the standard for deciding whether to deny the license renewal. The correct standard for determining whether to order a hearing, the court said, is whether the evidence offered raised a "substantial and material question of fact."

In remanding the case to the commission, the panel did not order the commission to hold a hearing, only to check for fire, according to Scalia's metaphor, in the presence of some smoke. Nor does the opinion change anything in what the commission has already done. The opinion, Scalia said, "is not meant to cast doubt upon the validity of past commission decisions denying evidentiary hearings, or to establish a new and more stringent standard for such denials."

Joining Scalia in the opinion were Judge John Bork and Senior Judge George E. MacKinnon. □

FCC, NCTA ask court to rehear pole fee case

Petitioners say Federal Pole Attachment Act does not violate due process clause of Fifth Amendment

The FCC, the National Cable Television Association and two cable companies have petitioned the U.S. Court of Appeals for the Eleventh Circuit to rehear the case in which a three-judge panel of the court declared unconstitutional the 1978 law authorizing the FCC to regulate pole attachment fees (BROADCASTING, Oct. 14). The decision stunned the cable industry, for the law was enacted in response to the industry's complaints that utility companies were taking advantage of their control of the poles to extract unreasonably high attachment rates. The petitioners are seeking rehearing by the full 12-member court.

The case had gone to court on the appeals of three utility companies complaining about the reduction the commission had ordered in the rates they charged several cable systems that had strung cable on their poles. But rather than review the rates, the panel unanimously held that the Federal Pole Attachment Act violated the due process clause of the Fifth Amendment because it authorizes an administrative agency rather than the courts to determine the "just compensation" to be paid.

The petitioners for rehearing—which include Group W Cable Inc. and Cox Cablevision Inc.—argued that the law does not provide for "a taking" that would trigger the concerns of the Fifth Amendment since the law does not require the power companies to

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make their poles available to cable systems. They say it provides for rate regulation only after the power companies decide to make their poles available.

Furthermore, they say, even if the regulation constitutes "a taking," the Constitution does not prevent Congress from authorizing the commission to determine just compensation initially—provided the commission's determinations are subject to judicial review. And, the petitioners note, they are.

What's more, the petitioners note that the question of whether the commission is authorized to determine just compensation had not been argued by any of the parties to the hearing.

Counsel for the petitioners appear confident rehearing will be granted. If not, they may petition the Supreme Court. □

Senators zero in on Hollywood's role in drug abuse

Congress hears what production community is doing to deglamourize drug use on television and in movies; producers form Creative Coalition Against Drug Abuse

Hollywood's role in combating drug abuse, particularly through depictions in movies, fell under congressional scrutiny at a Senate hearing where representatives of the creative community testified about some of the activities Hollywood is engaged in to "deglamourize" the use of drugs and alcohol in television programming and films.

Much of the hearing focused on the movie rating system. Parents and religious groups have called for inclusion of a warning (SA for substance abuse) for any film that "takes into consideration the depiction of substance abuse without negative consequences."

Motion Picture Association of America President Jack Valenti announced that MPAA's rating board is "now considering and will doubtless approve" a new guideline: "In response to increasing parental concern for the drug menace in America, effective immediately, no film that involves drug use will be rated less than PG-13: Parents strongly cautioned. Some material may be inappropriate for children under 13."

Last March, the Senate Permanent Subcommittee on Investigations also convened a hearing on the portrayal of drug use on television programs. Subcommittee Chairman William Roth Jr. (R-Del.) repeated his interest in the media "speaking out against drugs." Roth said: "It is undeniable that the media—television, films, radio—have a tremendous impact on our youth.

"At the March hearing, I spoke of a different kind of star war—a war waged by the stars. I meant by that to draw attention to the power that stars have over our young people to commend those stars who were speaking out against drugs." The chairman also emphasized he is "very sensitive to the First Amendment concerns here." What the subcommittee is looking into, he concluded, is



Valenti



Shatner



Roth

what the entertainment industry itself is doing and "what more it can do on a voluntary basis."

One actor using his star power to get the word out is William Shatner of the weekly TV series, *T.J. Hooker*, who appeared at the hearing. Shatner is a national spokesman for PRIDE (Parents Resources Institute on Drug Education) and a participant in the Juvenile Justice Connection Project. Shatner suggested Congress establish a "kind of clearinghouse to identify those celebrities who want to put their celebrity to work in this cause and that you then marry them to worthwhile national and grass-roots projects dedicated to putting out the raging fires of narcotic addiction."

Shatner was, however, opposed to any censorship. "I do not believe you can effect positive statements in motion pictures by censoring negative statements. You can't encourage film artists to incorporate strong antidrug material by punishing those misguided or unthinking instances in which characters or scenes imply that drug usage

can be socially acceptable or even recreational. You can't inspire someone with a cattle prod," he said.

Although most of Valenti's testimony focused on the movie rating system, he also announced the formation of the Creative Coalition Against Drug Abuse, which includes both television and movie representation. "The purpose of our creative coalition will be to each year award laurels to those producers of film and television programs whose creative efforts most advance the goal of reducing the use of drugs among the young in this country," Valenti said.

Members of the coalition: Merv Adelson, Lorimar Productions; Arthur Barron, Gulf & Western Entertainment; Ralph Baruch, Viacom; Mel Blumenthal, MTM Enterprises; Barbara Corday, Columbia Pictures Television; Barry Diller, 20th Century Fox Film Corp.; Michael Eisner, Walt Disney Productions; Lewis Erlicht, ABC Entertainment; Rich Frank, Walt Disney Productions; Charles Fries, Fries Enterprises; Mel Harris, Paramount TV Group; Sal Iannucci, Aaron

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Spelling Productions; Harris Katleman, 20th Century Fox Television; Alan Ladd Jr., MGM/UA Entertainment; Sherry Lansing, Jaffe-Lansing Productions; Arthur Price, MTM Enterprises; Frank Price, MCA Motion Picture Group; Lee Rich, Lorimar; Frank Rothman, MGM/UA Entertainment; Herman Rush, Columbia Pictures Television

Group; Arthur Ryan, Technicolor Inc.; Terry Semel, Warner Bros.; Alan Shayne, Warner Bros. Television; Aaron Spelling, Aaron Spelling Productions; Lea Stalmaster, 20th Century Fox; Anthony Thomopoulos, ABC Broadcast Group; Grant Tinker, NBC; Frank Wells, Walt Disney Productions, and Suzanne De Passe, Motown Productions. □

Zappa zaps Congress in new song

Musician incorporates audio from porn rock hearing testimony in new album due for Nov. 15 release

The battle over so-called "pornographic rock lyrics" escalated last week on Capitol Hill as news of rock musician Frank Zappa's latest shot at members of the Senate Commerce Committee broke. His new album (slated for release Nov. 15), *Frank Zappa Meets the Mothers of Prevention*, features a song called "Porn Wars," which incorporates statements the members made during a September hearing on rock lyrics.

Remarks from seven members of the committee including Chairman John Danforth (R-Mo.), Ernest (Fritz) Hollings (D-S.C.), Paul Trible (R-Va.), Paula Hawkins (R-Fla.), J. James Exxon (D-Neb.), Slade Gorton (R-Wash.) and Albert Gore (D-Tenn.) are used in the 12-minute song. Also included are statements from witnesses testifying on behalf of the Parents Music Resource Center (Tipper Gore, Senator Gore's wife and PMRC second vice president, and the Rev. Jeff Ling, consultant to the group), which is pressuring the record industry to clean up "offensive" lyrics and to establish a rating system for albums.

Zappa is an ardent critic of the PMRC: his hostile testimony during the hearing, against a rating system, raised the ire of Commerce Committee members. The song, combines the members' statements with electronic music... it's a technique, said one source familiar with its production, that enables Zappa to alter the frequency of their voices. It creates the effect of an "operatic version" of the hearing, the source said.

Highlights of the song include:

□ Hollings saying, "outrageous filth" and "maybe I could make a good rock star, I don't know."

□ Trible repeating the word "rape."

□ Senator Gore stating, "I respect you as a true original and as a tremendously talented musician."

□ Hawkins stating over and over again, "fire and chains and other objectionable tools of gratification in some twisted minds."

□ Ling quoting from some of the lyrics he cited at the hearing as "offensive."

The song ends with Hollings's remarks at the conclusion of Zappa's testimony: "We haven't got them whipped on this one yet. We've got a bear by the tail here... Jesus." Zappa also has a video of "Porn Wars" in the works. Tapes of the album were on their way to the senators last week.

Reaction to the song on Capitol Hill was limited since no one had heard it yet. One Hill aide said he thought the members would "take it with a grain of salt." Gore, said a spokesman, "has no reaction."

Trible, an aide said, had this to say, "When the founding fathers guaranteed the right of free speech, that did not guarantee good taste always follows." Hawkins and the PMRC had no comment. □

Mpre MMDS winners. Using lotteries, the FCC last week tentatively granted construction permits for multichannel multipoint distribution services in 15 cities. The tentative winners for the two four-channel blocks of frequencies in each market follow:

■ **Baltimore:** Johanna S. DeStefano, Ralph V. DeStefano, James W. Feasel, Susan L. Gay and Andrew G. Gay, 156 Lazelle Road, Worthington, Ohio, 43085; Multi-Micro (DBA), 11631 South Mohave, Phoenix 85044, Dale E. Kipp, owner.

■ **Cincinnati:** Gencom Inc., Three Forest Plaza, 12221 Merit Drive, Suite 800, Dallas 75251; Superior Broadcasting Corp., 27181 Euclid Avenue, Euclid, Ohio 44132, Bruce V. Marec, president.

■ **Decatur, Ill.:** Private Networks Inc., 157 West 57th Street, New York 10019, Billy J. Parrott, president; National Television Co., 2828 Pennsylvania Avenue, N.W., Suite 301, Washington 20007, B. Waring Partridge III, president.

■ **Los Angeles:** Communications Technology Management Inc., 6861 Elm Street, McLean, Va. 22101, Robert L. Schmidt, president; Metrocall/MDS, 2560 Huntington Avenue, Alexandria, Va. 22303, Harry L. Brock Jr., president.

■ **Miami:** Affiliated MDS Corp., One Federal Street, Boston 02110, Matthew Brown, president; Private Networks Inc., 157 West 57th Street, New York 10019.

■ **Milwaukee:** Multi-Point Television Distributors Inc., 2606 East 10th Street, Tucson, Ariz. 85717, Michael Moeller, president; J. Hobart Wilson, 88815 Rhododendron Lane, Mercer Lake, Florence, Ore. 97439.

■ **Philadelphia:** Dominion Leasing Ltd., 84-14 170th Street, Jamaica, N.Y. 11432, Wilbur G. Silverman, president; Northwest Communications Inc., 7900 Germantown Avenue, Philadelphia 19118, G. Russell Chambers, owner.

■ **Pittsburgh:** Pro-Communications Inc., 555 Madison Avenue, New York 10022, Michael J. Specchio, president; Champion Industries Inc., 300 West Mission Drive, Chandler, Ariz., Noel R. Rudd, president.

■ **Portland, Ore.:** Red Portland E Partnership, 2801 McGill Terrace, N.W., Washington 20008, equally owned by American MDS Inc. and National Wireless Video Inc.; Champion Industries Inc., 300 West Mission Drive, Chandler, Ariz., Noel R. Rudd, president.

■ **Providence, R.I.:** Blue Providence E Partnership, 25%-owned by each of Hubbard Broadcasting Inc., Microband Corp. of America, Washington Post Co. and Whitney Communications Corp.; Multichannel Networks, Box 804, Cambridge, Mass. 02238, Peter Lemieux, partner.

■ **St. Louis:** Blue St. Louis E Partnership, 25% owned by each of Associated MDS Corp., Chronicle Broadcasting Co., Hubbard Broadcasting Inc. and Washington Post Co.; Continental Microwave, 1301 Montgomery Street, San Francisco 94133, Quentin L. Breen, owner.

■ **San Francisco:** Kansas City Southern Industries Inc., 114 West 11th Street, Kansas City, Mo. 64105; World Broadcasting Corp., 185 Berry Street, San Francisco, Lillian Lincoln Howell, president.

■ **San Juan, P.R.:** Victor Ginoria Gomez, Box 307, Puerto Rico 00661; International Broadcast Consultants Inc., Box 1076, Camden, Me., 04843, Robert Ruark, president.

■ **Seattle:** Jack G. Hubbard, 8793 Ranch Drive, Chesterland, Ohio 44026; Sherry Rullman, 213 Creighton Circle, Claremont, Calif. 91711.

■ **Washington:** MTD Enterprises Inc., Suite 1130, 1110 Vermont Avenue, N.W., Washington 20005, Charles E. Tate; Contemporary Communications Corp., 145 Huguenot Street, Suite 705, New Rochelle, N.Y. 10801.

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Early efforts toward 1/2-inch standardization

After letter from ABC's Barnathan, Sony and Matsushita hold talks on reaching common format; networks hoping for agreement on 8 mm also

ABC's Julius Barnathan has formally asked Sony and Matsushita, makers of incompatible half-inch electronic newsgathering equipment, to negotiate a single standard system, and the request may be bearing fruit.

Barnathan, president of ABC broadcast operations and engineering, wrote U.S. representatives of the two Japanese manufacturers in October outlining the possibility of a standardized system that would be compatible with existing Sony Betacam gear, yet incorporate advantages of Matsushita's newly developed MII format.

The request has initiated serious talks between the two firms in Japan, although few in the industry hold out great hope for agreement between the previously intransigent manufacturers. Neither has penetrated large portions of the broadcast ENG market since initial standards talks failed and each launched its system in the early 1980's.

Specifics of the ABC proposal were not disclosed, but, according to an ABC source, the letter outlined proposals for standardization in eight to 10 areas, including signal format, tape material and cassette design.

The renewed possibility of an agreement between the two manufacturers was precipitated last April by the introduction of an MII-format videotape recorder at the National Association of Broadcasters' equipment exhibition. MII uses a signal format more similar to Sony's Betacam than to the Matsushita precursor M-format system.

Other advantages of the format, however, such as a slower recording speed which allows for cassettes 60 to 90 minutes in length and improvements in signal quality, are connected with MII's use of metal particle videotape in place of the commonly used metal oxide tape. Metal particle tape is incompatible with both Betacam and M-format recorders, but apparently under review are several alternative tape media, including surfaces such as barium ferrite, which are Betacam-compatible and would retain MII advantages.

Any single compromise format, the ABC source stressed, would have to be compatible with the 15,000 Betacam units Sony claims are in use worldwide, and could require little or no equipment modification. Several different levels of compatibility are possible, however, including options from full record-playback of Beta cassettes to playback only.

Sony is "very enthusiastic" about the pos-

sibility of a standard, Bill Connolly, president of Sony Broadcast Products Group, told BROADCASTING last week. Connolly confirmed that there had been talks between the two companies in Japan and that they had gone beyond initial negotiations to include tentative discussions about using Sony's Beta cassette as part of the standard.

Representatives of Panasonic, Matsushita's U.S. subsidiary, declined to comment on the talks.

Casting some doubt on the potential for half-inch standardization, however, are reports that Matsushita is readying a family of MII products for introduction at next April's NAB convention. Continuing equipment development may mean that the company has already solidified its current approach and would reject delays in product introductions.

As in other sectors of the industry, expectations at NBC on agreement are not high. NBC's own interest in MII has grown over the past several months and the network is known to favor the format over other half-inch options, although it has put off indefi-

nitely its choice for replacement of existing three-quarter-inch U-matic ENG gear.

Steven Bonica, NBC vice president, engineering, told BROADCASTING last week he is "pessimistic" about the talks, although he added that he would like to see the manufacturers standardize.

Talk of small-format standardization has not been linked exclusively in recent days with half-inch formats. Eight millimeter videotape, currently in use as a consumer recording format, has also been the subject of considerations by both network engineering heads and manufacturers, with an eye toward developing it into a broadcast-quality ENG system.

Joseph Flaherty, CBS vice president of engineering development, told BROADCASTING that "now is the time to work on an 8 mm standard."

Others apparently agree. Barnathan has taken an active interest in 8 mm standardization for ENG, first approaching manufacturers at last April's NAB convention in the wake of industry failure last spring to stan-

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andardize a quarter-inch ENG format. NBC, while not as interested in using 8 mm as other broadcasters, has stressed it would not stand in the way of standards efforts by other parties.

Among manufacturers, Ampex has been the most outspoken on its experimentation in possible approaches to a recording format

for 8 mm, although others are known to be carefully gauging developments.

No formal standards effort has yet been proposed, but it is likely a group to study possible approaches will be formed soon within the standards body, Society of Motion Picture and Television Engineers, according to one SMPTE executive. Both CBS and

ABC sources agreed, however, that the success of any 8 mm standardization efforts, whether made within or separate from existing standards bodies, would rely heavily on manufacturer's business interest in developing another format for the now-highly segmented small-format equipment marketplace. □

For the Record

As compiled by BROADCASTING, Oct. 22 through Oct. 30, 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. MP—modification permit. 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

- WXXR(AM) Cullman, Ala. (1330 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Piney Hills Broadcasting Co. from Czarita Ghent (52% before; none after) to Helen V. Millar for \$10,000. Seller has no other broadcast interests. Buyer owns remaining shares. Filed Oct. 23.
- KKDI(AM)-KKBE(FM) Sheridan, Ark. (AM: 1540 khz; 250 w-D; FM: 102.3 mhz; 3 kw; HAAT: 324 ft. [CP: 300 ft.])—Seeks assignment of license from Golden Eagle Communications to Ainsley Communication Corp. for \$25,000. Seller is owned by Cecil J. Koonce and Phillip T. Zeni. It also owns KSZN(AM) Pampa, Tex. Buyer is equally owned by William E. Henslee and his wife, Katherine, and Stephen A. Wilson and his wife, Lynn. It also owns KAUL(AM) North Little Rock, Ark. Filed Oct. 23.
- KCOL-AM-FM Fort Collins, Colo. (AM: 1410 khz; 1 kw-U; FM: 107.9 mhz; 100 kw; HAAT: 470 ft.)—Seeks assignment of license from Beef Empire Broadcasting Co. to KCOL Corp. for \$2.5 million, comprising \$1.5 million cash and remainder note at 11% note over five years. Seller is principally owned by E.F. Huse Jr. It also owns WJAG(AM)-

KEXL(FM) Norfolk, Neb. Buyer is principally owned by Jack Minkow. It has no other broadcast interests. Minkow owns Broadcasting Asset Management Corp., Chicago-based consulting firm. He is former vice president and general manager of WRIF(FM) Detroit and WLS(FM) Chicago. Filed Oct. 23.

- WMMW(FM) Meriden, Conn. (1470 khz; 1 kw-D [CP: 2.5 kw-D; 5 kw-N])—Seeks transfer of control of Sound Media Inc. from George E. Clark and Richard A. Meyers to Jack and Marilyn Lazare for \$585,000. Sellers have no other broadcast interests. Buyer, Jack Lazare, is free-lance producer and former announcer with WNEW(AM) New York. Filed Oct. 11.

- WCJX(FM) Miramar, Fla. (96.3 mhz; 100 kw; HAAT: 1,016 ft.)—Seeks assignment of license from Wodlinger Broadcasting of Miami Inc. to Beasley-Reed Broadcasting Inc. for \$10.6 million, comprising \$8 million cash and remainder note at 9.5% over 42 months. Seller is owned by Constance J. Wodlinger. With husband, Mark, she owns KCCO(AM)-KZZC(FM) Leavenworth, Kan. Buyer is owned by George G. Beasley, president (50%), and Greg Reed, vice president (50%). George Beasley is owner of Goldsboro, N.C.-based station group of six AM's and nine FM's. Filed Oct. 11.

- WQDE(AM) Albany, Ga. (1250 khz; 1 kw-D)—Seeks assignment of license from Dave Mack Broadcasting Co. to Lifeline Radio Corp. for \$300,000, comprising \$250,000 cash and remainder note at 10% over one year. Seller is owned by Virgil C. Landry. It has no other broadcast interests. Buyer is owned by Lifeline Ministries, nonprofit corp. headed by J.W. Keyton. It also owns WJEP(AM) Ochlocknee, Ga. Remainder of stock is principally owned by J.W. Keyton and R.J. Taylor. Filed Oct. 21.

- WSAL-AM-FM Logansport, Ind. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 102.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Logansport Broadcasting Corp. to Logansport Radio Corp. for \$850,000. Seller is owned by Glenn L. Miller, who has no other broadcast interests. Buyer is equally owned by John P. Jenkins and John McDermott. McDermott has interest in Bloomington Broadcasting Corp., Bloomington, Ill.-based station group of three AM's and four FM's. Filed Oct. 16.

- KJJB(FM) Eunice, La. (105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Eunice Broadcasting Inc. from Charles F. Ellis (80% before; none after) to Thomas C. Voinche (20% before 100% after) for \$310,000 cash. Seller

has no other broadcast interests. Buyer is station's general manager. Filed Oct. 17.

- WKJN(FM) Hammond, La.; WSSL-AM-FM Greenville, S.C., and WJDX(AM)-WMSI(FM) Jackson, Miss. (WKJN: 103.3 mhz; 100 kw; HAAT: 1,000 ft.; WSSL(AM): 1440 khz; 5 kw-U; WSSL-FM [licensed to Gray Court, S.C.]: 100.5 mhz; 100 kw; HAAT: 1,280 ft.; WJDX: 620 khz; 5 kw-D; 1 kw-N; WMSI: 1-2.9 mhz; 100 kw; HAAT: 1,800 ft.)—Seeks assignment of license from Keymarket Communications to Sterling Communications Corp. for \$24,250,000, comprising \$20 million cash, and \$4,250,000 note. Seller is Aiken, S.C.-based station group of five AM's and eight FM's owned by Kerby Confer and Paul Rothfuss. Buyer is owned by W. Lawrence Patrick; Eric D. Becker; his brother, Douglas L. Becker; Steven M. Taslitz, and Rudolph Hoehn-Saric. Patrick is chief operating officer of Gilmore Broadcasting Corp. and president of Patrick Communications, Washington-based consulting firm. He is former senior vice president of the National Association of Broadcasters. Others are venture capitalists with previous experience in health care, real estate and securities. Filed Oct. 21.

- WWKQ(AM)-WDFP(FM) Battle Creek, Mich. (AM: 1500 khz; 1 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 270 ft.)—Seeks assignment of license from WVOC Inc. to WCLS Inc. for \$525,000, comprising \$275,000, cash and remainder note at 10% over 10 years, with interest-only payments first year. Seller is owned by Donald F. Price, who has no other broadcast interests. Buyer is owned by Robert G. Liggett, who owns WHNN(FM) Bay City, WMK(FM) East Lansing, WLHT(FM) Grand Rapids, all Michigan, and KTYD(FM) Santa Barbara, Calif. Filed Oct. 18.

- WRCI-FM Midland, Mich. (93.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Wolverine Radio Co. to Josi Broadcasting Corp. for \$340,000, \$140,000 in cash and 200,000 in promissory note at 7.5%. Seller, Ted A. Peloubet, is debtor in possession of station and has no other broadcast interests. Buyer is principally owned by Thomas J. Beavais (50%) and Gregory P. Theokas (48%). They have no other broadcast interests. Filed Oct. 18.

- KAAL-TV Austin, Minn. (ch. 6; ABC; ERP vis. 100 kw; aur. 10 kw; HAAT: 1,049 ft.; ant. height above ground: 1,000 ft.)—Seeks assignment of license from KAAL-TV Inc. to The Wooster Republican Printing Co. for \$13,250,000 cash. Seller is owned by News-Press & Gazette Co., St. Joseph, Mo.-based publisher and station group of six TV's, principally owned by David S. Bradley and family. It publishes St. Joseph News-Press and St. Joseph Gazette. Buyer is owned by Albert E. Dix and family. It is Wooster, Ohio-based publisher and station group of three AM's, three FM's and one TV. It publishes seven newspapers in Ohio and owns cable systems in Gouverneur, N.Y., and Woodland Park, Colo. Filed Oct. 23.

- WKYV(TV) Vicksburg, Miss. (ch. 35; independent; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 722 ft.; ant. height above ground: 523 ft.)—Seeks assignment of license from Red Carpet City Broadcasting Corp. to Capitol Radio Corp. for \$2 million cash. Seller is equally owned by C. Alfred Dick and David R. Price. Dick has interest in WALI(AM)-WROG(FM) Cumberland, Md., and owns WCHU(AM) Soddy-Daisy, Tenn. Price owns WKPG(AM) Port Gibson, Miss. Buyer is Savannah-based station group of one FM and three TV's owned by J.C. Lewis. Filed Oct. 18.

- KNMO-FM Nevada, Mo. (97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Nevada Broadcasting Corp. from William J. O'Brien to Baillon Co. for \$12,000 cash. Seller is trustee for 12 trustholders who also owns KMCM-FM Miles City, Mo. Buyer is owned by Austin J. Baillon and his wife, Caroline. They are presently one of 12 trustholders for station and will become sole owners. Filed Oct. 21.

- KYOT(AM) Great Falls, Mont. (1400 khz; 1 kw-D; 250

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w-N)—Seeks assignment of license from Taylor Broadcasting Co. to Donald D. Kimball and his wife, Deanna, for \$60,000, comprising \$10,000 cash and remainder note at 10% over four years. Seller is owned by Timothy G. Taylor, who has no other broadcast interests. Buyers have no other broadcast interests. Filed Oct. 15.

■ WAGY(AM) Forest City, N.C. (1320 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from James Wall, trustee to WAGY Inc. for \$310,000 cash. Seller is trustee in bankruptcy for Tri-Cities Broadcasting Co. He has no other broadcast interests. Buyer is principally owned by Robert Toney, president. It has no other broadcast interests. Filed Oct. 22.

■ KNAT(TV) Albuquerque, N.M. (ch. 23; independent; ERP vis. 1,191 kw; aur. 119 kw; HAAT: 4,130 ft.; ant. height above ground: 128.5 ft.)—Seeks assignment of license from Albuquerque Broadcasting Co. to Trinity Broadcasting of Arizona Inc. for \$2,250,000 cash. Seller is principally owned by *Tonight* show host Johnny Carson (44.6%), playwright Neil Simon (27.9%), singer Paul Anka (11.1%), *Late Night* talk show host, David Letterman (5.6%), entertainer Joan Rivers (4.5%) and *Today* show reporter, Dr. Art Ulene. It has no other broadcast interests. Buyer is Santa Ana, Calif.-based nonprofit station group of nine TV's headed by Paul Crouch. Filed Oct. 18.

■ WMRN-AM-FM Marion, Ohio (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 1-9.5 mhz; 25 kw; HAAT: 340 ft.)—Seeks assignment of license from The Marion Broadcasting Co. to Marion Radio Co. for \$2.8 million cash. Seller is owned by Robert C. Kanuth, John P. Courtright and George C. Joachim, who have no other broadcast interests. Buyer is principally owned by John L. Laubach and his wife, Suzanne, and Robert H. Burstein and Larry O. Garrett. It is subsidiary of Burbach Broadcasting Co., Erie, Pa.-based station group of two AM's and three FM's; principally owned by Laubach and Burstein. Oct. 16.

■ WZZT(FM) Johnstown, Ohio (103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Kramer Communications Inc. to Cable Entertainment Inc. for \$750,000, comprising \$375,000 cash and remainder note at 10% over six years. Seller is owned by Joanne and Roger Kramer, who have no other broadcast interests. Buyer is owned by Lorenzo Crowley. It leases cable channel 32 in Indianapolis. Filed Oct. 23.

■ KCMA(FM) Owasso, Okla. (106.2 mhz; 100 kw; HAAT: 467 ft.)—Seeks assignment of license from KCMA Inc. to Pathfinder Communications Corp. Seller is owned by Dr. John K. Major, who has no other broadcast interests. Buyer is owned by John F. Dille and family. It is Elkhart, Ind.-based station group of four AM's and four FM's. Filed Oct. 16.

■ KBZY(AM) Salem, Ore. (1490 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of Capital Broadcasting Inc. from James J. Opsitnik to Leroy Dittman for \$25,000 cash. Seller has no other broadcast interests. Buyer is app. for new FM in Bend, Ore. Filed Oct. 11.

■ WBFD(AM)-WRAX(FM) Bedford, Pa. (AM: 1310 khz; 5 kw-D; FM: 100.9 mhz; 3 kw; HAAT: 205 ft.)—Seeks assignment of license from Bedford Broadcasting Co. to B&N Broadcasting Inc. for \$400,000, comprising \$350,000 cash and remainder note at 10.25% over two years. Seller is owned by Paul D. Imgrund, who has no other broadcast interests. Buyer is owned by Bernard Rock, who has no other broadcast interests. He is former owner of cable systems in Bedford and Everett, Pa. Filed Oct. 18.

■ WKAD(FM) Canton, Pa. (100.1 mhz; 500 w; HAAT: 652 ft.)—Seeks assignment of license from Sterling Media Communications Inc. to WKAD Inc. for \$225,000 cash. Seller is owned by Stephen M. Castellano, who has no other broadcast interests. Buyer is owned by Leonard I. Ackerman (80%), Lorraine Bates and her husband, David (15% jointly), and Jarvis Collins (5%). It also owns WECQ(FM) Geneva, N.Y.; WLMB(AM) West Hartford, Conn., and is app. to purchase WLIS(AM) Old Saybrook, Conn. ("For the Record," Oct. 14). Filed Oct. 17.

■ *KTDN(FM) Palestine and KBUB(FM) Brownwood and KAGN(FM) Abilene, all Texas (all unbuilt CP's)—Seeks assignment of license from Waco Educational Broadcasting Foundation to Criswell Center for Biblical Studies for \$15,000 cash. Seller is nonprofit corporation headed by Jim Nabors, trustee. It is applicant for new FM in Bryan, Tex. Buyer is nonprofit corporation headed by Ed Drake, chairman. It also owns KCB1-FM Dallas and is applicant for new noncommercial FM's in Wichita Falls, Texarkana, Dallas and Wooday, all Texas, and for commercial FM in Texarkana, Ark., and is applicant for new TV in Arlington, Tex. Filed Oct. 15.

■ WJAK(AM) Jackson, Tenn. (1460 khz; 1 kw-D)—Seeks assignment of license from Broadcast Dynamics Inc. to Zamar Inc. for \$192,000, comprising \$48,000 cash and remainder note. Seller is owned by Jimmy Exum, who has no other broadcast interests. Buyer is owned by Alfred L. Robertson (40%), Bulah Mae Hannis (40%) and her grandson,

Fred Arch Threet (20%). Robertson is also app. for new AM in Marvell, Ark. Filed Oct. 17.

■ WJSO(AM) Jonesboro and WJSO(FM) Elizabethton, both Tennessee (AM: 1590 khz; 5 kw-U; FM: 99.3 mhz; 3 kw; HAAT: minus 79 ft.)—Seeks assignment of license from Thomas C. Mottem, receiver to Eaton P. Govan and Berton B. Cagle for \$780,000 cash. Seller is receiver for Mountain View Broadcasting. He has no other broadcast interests. Buyer, Govan, with his father, owns WEPG(AM) South Pittsburg, Tenn., and is sole owner of WDNT(AM)-WLCY(FM) Dayton, Tenn. Filed Oct. 23.

■ KIXI-AM-FM Seattle (AM: 880 khz; 50 kw-D; 1 kw-N; FM: 95.7 mhz; 100 kw; HAAT: 1,150 ft.)—Seeks transfer of control of KIXI Inc. from Walter Nelskog, Marc R. Peterson and Bjorn Lih to Thunder Bay Communications Inc. for \$8 million. Sellers have no other broadcast interests. Buyer is principally owned by Earle C. Horton, Gordon Stenback, Cheryl A. Wills and Alva T. Bonda. Wills and Bonda have interest in cable system serving Cleveland. Stenback is general manager of WRMR(AM)-WLTF(FM) Cleveland. Horton is Cleveland attorney with no other broadcast interests. Filed Oct. 11.

■ WJPR(TV) Lynchburg, Va. (ch. 21; independent; ERP vis. 1,148 ft.; aur. 115 kw; HAAT: 1,973 ft.; ant. height above ground: 1,230 ft.)—Seeks assignment of license from Carney Communications of Virginia Inc. to Lynchburg-Roanoke Television Partners Ltd. for \$335,000. Seller is wholly owned by Thomas F. Carney. Buyer is principally owned by Carney (60%) and five others. Filed Oct. 18.

New Stations

Applications

AM's

■ Minnetrista, Minn.—Northern Tier Enterprises Inc. seeks 1600 khz; 1 kw-D. Address: 4037 Park Ave. S., Minneapolis, Minn. 55407. Principal is owned by John D. Lenegrav, who has no other broadcast interests. Filed Oct. 23.

■ Blythewood, S.C.—Michael Gliner seeks 1020 khz; 2.5 kw-D. Address: 1711 Appletree Lane, Fort Mill, S.C. 29715. Principal owns WQCC(AM) Charlotte, N.C., and WIDD(AM) Elizabethtown, Tenn. Filed Oct. 1.

FM's

■ *Hobson City, Ala.—Sable Community Broadcasting Corp. seeks 91.3 mhz; 295 w; HAAT: 462 ft. Address: 611 Church St., 36201. Principal is nonprofit corp. headed by Maudine J. Holloway. It has no other broadcast interests. Filed Oct. 3.

■ *Dothan, Ala.—Calvary Broadcasting Network seeks 91.9 mhz; 3 kw; HAAT: 328 ft. Address: 1020 Hartford Hwy., 36301. Principal is nonprofit corp. headed by James E. Smith. It has no other broadcast interests. Filed Oct. 3.

■ Boulder, Colo.—Regents of the University of Colorado seek 90.7 mhz with engineering data to be submitted in amendment. Address: Campus Box B-3, University of Colorado, 80309. Principal is educational institution headed by Dr. Roy H. Shore. It has no other broadcast interests. Filed Oct. 1.

■ *Warner Robbins, Ga.—Warner Robbins Christian Academy seeks 90.5 mhz; 10 kw; HAAT: 121.5 ft. Address: 2601 Watson Blvd., 31056. Principal is nonprofit corp. headed by Robert A. Woolsey. It has no other broadcast

interests. Filed Sept. 24.

■ Big Lake, Tex.—Charles W. Bowles seeks 98.3 mhz; 3 kw; HAAT: 328 ft. Address: 1st & Florida Sts., 76932. Principal has interest in, and is general manager of, KWGH(AM) Big Lake, Tex. His brother, Jim Bowles, owns KPOS(AM) Post, Tex. Filed Sept. 23.

TV's

■ Opelika, Ala.—Virginia L. Fruits and her husband, Frederic, seek ch. 50; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 477 ft.; ant. height above ground: 420 ft. Address: 14309 Locust St., Olathe, Kan. 66062. Principal is app. for four new FM's and one other TV. Filed Oct. 18.

■ Fort Bragg, Calif.—Virginia L. Fruits and her husband, Frederic, seek ch. 8; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 2,339 ft.; ant. height above ground: 100 ft. Address: 14309 Locust St., Olathe, Kan. 66062. Principal is app. for four new FM's and one other TV. Filed Oct. 18.

■ Fort Bragg, Calif.—Capitol Foothills Broadcasters seek ch. 8; ERP vis. 25 kw; aur. 21.5 kw; HAAT: 2,445 ft.; ant. height above ground: 100 ft. Address: 7120 Calcite St., Diamond Springs, Calif. 95619. Principal is owned by Kathleen Bailey, who also has interest in app. for AM in Placerville, Calif. Her husband, Steven, has interest in app. for new TV in Reno, Calif. Filed Oct. 18.

■ Fort Bragg, Calif.—The Mad River Broadcasting Co. seeks ch. 8; ERP vis. 229 kw; aur. 22.9 kw; HAAT: 2,393 ft.; ant. height above ground: 93 ft. Address: 1640 Fifth St., Suite 203, Santa Monica, Calif. 90401. Principal is principally owned by Garry Spire and Raul Ochoa. It owns KREQ(TV) Arcata, Calif. Filed Oct. 18.

■ *Denver—Colorado Christian College seeks ch. 41; ERP vis. 735 kw; HAAT: 1,152.7 ft.; ant. height above ground: 45 ft. Address: 16075 W. Bellevue Ave., Morrison, Colo. 80465. Principal is nonprofit corp. headed by Gerald Stafford. It has no other broadcast interests. Filed Oct. 17.

■ Steamboat Springs, Colo.—Constance J. Wodlinger seeks ch. 24; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,000 ft.; ant. height above ground: 118 ft. Address: 4350 Johnson Dr., Fairway, Kan. 66205. Principal is owned by Constance Wodlinger. Filed Oct. 16.

■ Islamadora, Fla.—Islamadora Educators Broadcasting Inc. seeks ch. 18; ERP vis. 10 kw; aur. 2 kw; HAAT: 296 ft.; ant. height above ground: 277 ft. Address: 1101 South Olive Ave., West Palm Beach, Fla. 33401. Principal is nonprofit educational institution headed by Claude H. Rhea. Principals also have interest in app.'s for two new TV's in Florida (see below). Filed Oct. 18.

■ Marathon, Fla.—Marathon Educators Broadcasting Inc. seeks ch. 9; ERP vis. 10 kw; aur. 2 kw; HAAT: 295 ft.; ant. height above ground: 277 ft. Address: 1101 South Olive Ave., West Palm Beach, Fla. 33401. Principal is nonprofit educational institution headed by Claude H. Rhea. Principals also have interest in app.'s for two new TV's in Florida (see below). Filed Oct. 18.

■ Atlanta—Acom Television in Action for Communities seeks ch. 57; ERP vis. 400 kw vis.; HAAT: 693.1 ft.; ant. height above ground: 560 ft. Address: 710 Peachtree St., 30308. Principal is Charlene Hood. It has no other broadcast interests. Filed Oct. 18.

■ Batavia, N.Y.—Genesee Communications Inc. seeks ch. 51; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,000 ft.; ant. height above ground: 1,100.25 ft. Address: 9384 Shepard Rd., 14020. Principal is owned by William A. Fortunato, who has no other broadcast interests. Filed Oct. 17.

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Facilities Changes

Applications

AM's

Tendered

- KRKS (990 khz) Denver—Seeks CP to add night service with 500 w; install DA-N, and make changes in ant. sys. App. Oct. 24.
- WHRF (1520 khz) Bel Air, Md.—Seeks CP to change freq. to 830 khz; add night service with 1 kw; install DA-2; change TL, and make changes in ant. sys. App. Oct. 22.
- WXMC (1310 khz) Parsippany, N.J.—Seeks CP to add night service with 360 w. App. Oct. 24.

Accepted

- KMCW (1190 khz) Kensett, Ark.—Seeks MP to change

TL. App. Oct. 23.

- WINI (1420 khz) Murphysboro, Ill.—Seeks CP to decrease nighttime power to 420 w and change daytime TL. App. Oct. 23.
- KELM (1100 khz) Madison Lake, Minn.—Seeks MP to change TL. App. Oct. 23.
- WJIW (980 khz) Cazenovia, N.Y.—Seeks MP to change TL. App. Oct. 23.
- WHBQ (560 khz) Memphis—Seeks MP to augment nighttime DA pattern. App. Oct. 22.

FM's

Accepted

- KBVL (94.7 mhz) Boulder, Colo.—Seeks CP to change TL and change HAAT to 961.04 ft. App. Oct. 24.
- WJBR-FM (99.5 mhz) Wilmington, Del.—Seeks mod. of CP to make changes in ant. sys. App. Oct. 23.
- WSOS-FM (105.5 mhz) St. Augustine, Fla.—Seeks mod. of CP to move SL app. three miles outside St. Augustine city

limits. App. Oct. 28.

- WSOS (105.5 mhz) St. Augustine, Fla.—Seeks CP to change ERP to 2.27 kw. App. Oct. 23.
- WJAD (97.3 mhz) Bainbridge, Ga.—Seeks mod. of CP to change HAAT to 1,000 ft. App. Oct. 23.
- KJOT (105.1 mhz) Boise, Idaho—Seeks CP to change ERP to 52.5 kw and change HAAT to 2,588 ft. App. Oct. 23.
- KLCl (103.1 mhz) Caldwell, Idaho—Seeks CP to change freq. to 103.3 khz; change TL; change ERP to 38 kw, and change HAAT to 2,686 ft. App. Oct. 23.
- WYMG (100.5 mhz) Jacksonville, Ill.—Seeks mod. of CP to change TL; change ERP to 50 kw, and change HAAT to 492 ft. App. Oct. 24.
- *WFXM (88.1 mhz) Frederick, Md.—Seeks mod. of CP to change TL; change ERP to 3.2 kw, and change HAAT to 849.52 ft. App. Oct. 28.
- WCLY (95.5 mhz) Morningside, Md.—Seeks CP to install aux. sys. App. Oct. 28.
- KFMC (92.1 mhz) Centralia, Mo.—Seeks mod. of CP to change TL; change ERP to 1.86 kw, and change HAAT to 400 ft. App. Oct. 24.
- WKSF (99.9 mhz) Asheville, N.C.—Seeks CP to install aux. sys. App. Oct. 28.
- WTOO-FM (98.3 mhz) Bellefontaine, Ohio—Seeks CP to change TL; change ERP to 1.41 kw, and change HAAT to 466 ft. App. Oct. 23.
- WBDN (94.9 mhz) Medina, Ohio—Seeks mod. of CP to change TL; change ERP to 16.2 kw, and change HAAT to 879.04 ft. App. Oct. 23.
- WLER-FM (97.7 mhz) Butler, Pa.—Seeks CP to change ERP to 2.3 kw. App. Oct. 23.
- KODA (99.1 mhz) Houston—Seeks CP to install aux. sys. App. Oct. 23.
- KGOL (107.5 mhz) Lake Jackson, Tex.—Seeks CP to change TL and change HAAT to 1,964.72 ft. App. Oct. 23.
- KQXT-FM (101.9 mhz) San Antonio, Tex.—Seeks CP to increase ERP of first aux. system to 83 kw. App. Oct. 28.
- KQXT-FM (101.9 mhz) San Antonio, Tex.—Seeks CP to second install aux. sys. App. Oct. 23.
- WPMW (92.7 mhz) Mullens, W.Va.—Seeks CP to change TL. App. Oct. 28.

TV's

Accepted

- WAWS (ch. 30) Jacksonville, Fla.—Seeks CP to change ERP to vis. 5,000 kw, aur. 508 kw and change HAAT to 991 ft. App. Oct. 15.
- KPCL-TV (ch. 7) Lake Charles, La.—Seeks CP to change HAAT to 1,999.49 ft. and change TL. App. Oct. 25.
- WBNX-TV (ch. 55) Akron, Ohio—Seeks MP to change ant. App. Oct. 22.

Actions

AM's

- KLBS (1330 khz) Los Banos, Calif.—Returned app. to add nighttime service with 5 kw and change TL. Action Oct. 18.
- WWDC (1260 khz) Washington—Granted app. to make changes in ant. sys. Action Oct. 10.
- WWLS (640 khz) Moore, Okla.—Granted app. to move SL to Norman, Okla. Action Oct. 9.

FM's

- KSUR-FM (99.5 mhz) Greenfield, Calif.—Dismissed app. to change HAAT to 492 ft. and change TL. Action Oct. 15.
- KAZY (106.7 mhz) Denver—Granted app. to change HAAT to 987 ft. Action Oct. 15.
- WAIV-FM (96.9 mhz) Jacksonville, Fla.—Dismissed app. to change TL; change HAAT to 984 ft., and make changes in ant. sys. Action Oct. 18.
- WGLV (97.7 mhz) Micanopy, Fla.—Granted app. to move SL approx. three miles outside of Micanopy. Action Oct. 10.
- WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Dismissed app. to change TL; change HAAT to 1,148 ft., and make changes in ant. sys. Action Oct. 21.
- WJRQ (92.1 mhz) Williston, Fla.—Granted app. to change ERP to 1.7 kw. Action Oct. 11.
- WBUS (96.7 mhz) Newnan, Ga.—Granted app. to move

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 Washington DC 20036
 (202) 775-0057

SL to Madras, Ga. Action Oct. 10.

■ WXFH-FM (99.3 mhz) Mount Zion, Ill.—Granted app. to change ERP to 1.13 kw and change HAAT to 497 ft. Action Oct. 11.

■ WSTQ (97.7 mhz) Streator, Ill.—Granted app. to change HAAT to 328 ft. Action Oct. 11.

■ *KOJC (89.7 mhz) Cedar Rapids, Iowa—Dismissed app. to change TL; change ERP to .5 kw, and make changes in ant. sys. Action Oct. 15.

■ *WHCF (88.5 mhz) Bangor, Me.—Granted app. to change ERP to 100 kw and change HAAT to 1,603.92 ft. Action Oct. 11.

■ KLDN (92.7 mhz) Eldon, Mo.—Returned app. to change ERP to .825 kw; change HAAT to 568.2 ft. and change TL. Action Oct. 10.

■ WPNH-FM (100.1 mhz) Plymouth, N.H.—Dismissed app. to change ERP to 2.33 kw and change HAAT to 364 ft. Action Oct. 15.

■ WAWZ (99.1 mhz) Zarephath, N.J.—Granted app. to change ERP to 23.4 kw and change HAAT to 723 ft. Action Oct. 10.

■ WKSL (94.3 mhz) Greencastle, Pa.—Granted app. to change ERP to 2.49 kw. Action Oct. 15.

■ WWDL-FM (104.9 mhz) Scranton, Pa.—Granted app. to change ERP to .27 kw. Action Oct. 15.

■ *KJIC (89.3 mhz) Pasadena, Tex.—Returned app. to change freq. to 88.1 mhz. Action Oct. 15.

■ KSAQ (96.1 mhz) San Antonio, Tex.—Dismissed app. to change TL and change HAAT to 1,635 ft. Action Oct. 15.

TV's

■ KTZO (ch. 20) San Francisco—Granted app. to change ERP to vis. 3,470 kw, aur. 347 kw and change HAAT to 1,550 ft. Action Oct. 16.

■ WJPR (ch. 21) Lynchburg, Va.—Granted app. to change ERP to vis. 4,986 kw, aur. 499 kw and change HAAT to 1,638 ft. Action Oct. 10.

In Contest

Review board made following decisions:

■ Glendale, Ariz. (Arizona Number One Radio Inc., et al) FM proceeding. Scheduled oral argument for Nov. 8 on exceptions to initial decision of ALJ Joseph Chachkin granted app. of Lee Optical & Associated Companies & Retirement Pension Fund Trust for new FM at Peoria, Ariz., and denying competing apps. of Arizona Number One, Interstate Broadcasting System of Arizona Inc., Newmountain Broadcasting Corp., Compadres Communications Corp. and Diane M. Greenlee. Each party has 20 minutes for argument. Arizona, Interstate, Newmountain, Compadres and Greenlee may reserve part of their time for rebuttal. By letter, Oct. 11.

■ Sand Springs, Okla. (Music Sound Radio Inc., and Will-Can Communications Inc.) FM proceeding. Scheduled oral argument for Nov. 15 on exceptions to initial decision of ALJ John H. Conklin granted app. of Will-Can Communications Inc. for new FM at Sand Springs and denying competing app. of Music Sound Radio. Each party has 20 minutes for argument. Music Sound may reserve part of its time for rebuttal. By letter, Oct. 16.

General counsel made following decision:

■ Rosenberg, Tex. (Pueblo Broadcasting Corp. and Texas 45 Broadcasting Inc.) TV proceeding. Granted request by Texas 45 and dismissed its app. with prejudice; granted app. of Pueblo Broadcasting for new TV station in Rosenberg, and terminated proceeding. By order, Oct. 16.

ALJ Joseph Chachkin made following decision:

■ Conroc, Tex. (Jack Clarke III, et al) TV proceeding. Granted contingent motion for summary decision filed by San Jacinto Television Corp. and resolved air hazard issue in its favor. By order, Oct. 16.

ALJ John H. Conklin made following decision:

■ Brehan and Giddings, Tex. (Bryan Industrial Electronics Inc. and Data Digital Communications) PLMS proceeding. Granted joint motion for leave to amend and settlement agreement and granted app. of Bryan Industrial for new two-way facilities at Brehan; granted app. of Data for new two-way facilities at Giddings, and terminated proceeding. By order, Oct. 17.

ALJ Thomas B. Fitzpatrick made following decision:

■ Long Beach, Wash. (Margaret Ann Cole & Robert Everett

Cole and Leverrier Broadcasting Co.) FM proceeding. Granted joint request for settlement agreement and dismissed app. of Leverrier Broadcasting with prejudice; granted app. of Margaret Ann Cole and Robert Everett Cole for new FM station at Long Beach, and terminated proceeding. By MO&O, Oct. 17.

ALJ John M. Frysiaak made following decisions:

■ Orlando, Fla. (Elim Broadcasting Inc., et al) TV proceeding. By separate orders: granted petition by Highland Communications Ltd. and enlarged issues against Marilyn J. Craig to determine whether Craig can effectuate proposed operation with proposed staff and granted motion filed by Reece Associates Ltd. to permit Reece to enlarge issues to seek specified programming oriented to needs of Black community. By MO&O's, Oct. 17 and Oct. 21, respectively.

ALJ Joseph P. Gonzalez made following decision:

■ Tampa, Fla. (Mary Ann S. Bohi, et al) TV proceeding. Granted motion for summary decision filed by Bay Area Broadcasting Ltd. and resolved financial qualifications issue in its favor. By MO&O, Oct. 16.

ALJ Edward J. Kuhlmann made following decision:

■ Atlantic City (Radio Page Communications, et al) PLMS proceeding. Granted petition for summary decision and dismissed apps. of Ansering Service of Trenton Inc. for PLMS facilities at Stafford Township and Penns Grove; granted apps. of Radio Page for PLMS facilities at Atlantic City, Forked River and Penns Grove, all New Jersey, and terminated proceeding. By MO&O, Oct. 21.

ALJ Edward Luton made following decisions:

■ Charlotte Amalie, V.I. (David A. Rawley Jr., et al) FM proceeding. By separate orders: granted motion filed by Third Angel Corp. and dismissed its app. with prejudice and granted motion for summary decision filed by Trans Caribbean Broadcasting Co. and resolved financial qualifications issue in its favor. By order and by MO&O respectively, Oct. 17.

Call Letters

Applications

Call	Sought by
	New FM's
*KWSF	Grace Through Faith Communications Inc.,

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,639	418	4,257
Educational FM	1,211	173	1,384
Total Radio	9,649	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,821	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Fort Bragg, Calif.

WBRR Donald J. Fredeen, Bradford, Pa.

Existing AM

WHRQ WLGM CRS Communications Inc., Lynchburg, Va.

Existing FM

WJTW WAJP New Horizons Communications Inc., Joliet, Ill.

Grants

Call	Assigned to
	New AM's
KBLA	Ball Broadcasting Co., Ball, La.
KWSA	Western State Broadcasting Co., West Klamath, Ore.
WHBE	Hercules Broadcasting Co., St. Andrews, S.C.
KJMD	Joan Maddox, Laneville, Tex.
WWRS	Mayville-Horicon Radio Co., Mayville, Wis.
	New FM's
KECA	Empire Communications Inc., Fairbanks, Alaska
KBBH	B & B Communications, Holbrook, Ariz.
KSSB	Salton Seas Communications Co., Calipatria, Calif.
KKLA	New Inspiration Broadcasting Co., Los Angeles
WCJX	Constance J. Wbdlinger, Miramar, Fla.
*KIEF	Idaho Educational Broadcasting Foundation, Boise, Idaho
WFXI	James Eugene Hodges, Washington, N.C.
*WYEF	Yorkshire Educational Broadcasting Foundation, Yorkshire, N.Y.
*KPAB	Pat Ann Silva Educational Broadcasting Foundation, Astoria, Ore.
WSBP	Saluda Broadcasters, Saluda, S.C.
KATG	A. Tony Beltran, Hamilton, Tex.
WPBB	Pisces Broadcasting, Romney, W.Va.
*KHEF	Heritage Educational Foundation Wyoming, Buffalo, Wyo.
	New TV's
KMVC	Matlock Communications Inc., Idaho Falls, Idaho
WIIB	Channel 63 Inc., Bloomington, Ind.
*KOZJ	Ozarks Public Telecommunications Inc., Joplin, Mo.
	Existing AM's
WAQI	WGBS Jefferson-Pilot Communications Inc., Miami
KKLC	KPAL Red River Broadcasting Corp., Pineville, La.
WYCV	WKJK Freedom Broadcasting Corp., Granite Falls, N.C.
	Existing FM's
KHEZ	KLZC KDEZ Inc., Crookston, Minn.
WESK	WESQ Argonaut Broadcasting Inc., Camden, Me.
	Existing TV
WGBS-TV	WWSG-TV Channel 57 Corp., Philadelphia

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

RADIO

HELP WANTED MANAGEMENT

National/Regional Sales Manager for high flying AC / Must have excellent track record in national and regional or local sales. Excellent earnings and benefits. Send resume to: Jack Collins, KSMG-Magic 105, 8930 Winds Drive, Suite 500, San Antonio, TX 78239.

Station manager/sales manager: Pro wanted for exciting new broadcast group's first acquisition. Substantial base salary, override, bonus, benefits, car provided plus equity earned through performance. This is your chance to own a piece of the action with no investment necessary. Resume to: Robert E. Kassi, WZMM/WUNI, P.O. Box 6273, Wheeling, WV 26003. EOE.

Sales manager. Group seeking local sales manager for two of our markets in Texas and Arkansas, both are progressive markets with 200,000 population, both are #1 rated stations with hard-working, talented and cooperative staffs. Part of successful and expanding group that tries to promote management from within. Seeking applicants who are genuine, ambitious, stable, and aggressive with at least five to ten years' radio sales experience. Prefer some background in a leading, promotional market, perhaps a successful salesperson or sales manager whose potential is restricted. Starting salary \$24,000/year, converts to commission. Please send complete resume with real earnings. Box U-96.

GSM needed. Are you presently sales manager in a small to medium market? Do you possess people skills, are you highly organized, have you sold successfully? We're a large market, highly rated, large group operation looking for a sales leader. Box V-7.

Experienced general manager for FM in Midwest top 20 market. Must have proven track record in all phases of commercial radio. Opportunity for right person to rebuild station from the bottom up and reap the benefits. Reply in confidence to: LS Broadcasting, P.O. Box 1063, Belleville, IL 62223.

General manager/N. Virginia small market FM. Need dynamic person with strong sales background and ability to manage, for growing area. Send resume and goals to Box V-25.

Sales manager. New York Metro AM/FM seeks hungry, experienced sales pro to lead young sales staff. You must sell local accounts and agencies. We are offering terrific growth potential to right individual. EOE. Reply to Box V-12.

General manager. Minneapolis/St. Paul adult-contemporary AM seeks experienced, energetic, sales-oriented radio professional. Expansion situation requires an aggressive, take-charge individual with strong managerial and people skills. Equally available. EOE, M/F. Resume with references, detailed letter of compensation requirements and outline of operating philosophy to: Steve Moravec, President, The New WTCN, Stillwater, MN 55082.

Southeast group operator is seeking experienced GM and GSM for medium market Florida FM and also medium market Louisiana AM/FM. Excellent benefits and growth opportunities. Salary negotiable. Call Ed Holladay, 601-693-2661. EOE.

SM and AE ready to manage top-notch small market AC/FM. Golden opportunity for take-charge go-getter to grow with a farsighted company. Applicant must be aggressive with strong sales ability and community minded. Duties include promotions, working with local and agency accounts, some production. Salary per experience and commission per productivity. KLXQ-FM, Drawer 231, Uvalde, TX 78802.

General sales manager for WRCN/WRHD, Long Island. Overall responsibility for local sales including hiring, training, supervising sales force. Added responsibilities for developing large national/regional accounts. Experience in Long Island and New York City radio desirable. Individual must have proven ability and growth track record. Excellent compensation package. Send resume, references and letter to President, Box 666, Riverhead, NY 11901. EOE.

GM/sales manager. Central Florida AM proven record of sales and management a must. Resume and references to P.O. Box 3023, Longwood, FL 32779.

HELP WANTED SALES

Need immediately: Aggressive high-energy radio salesperson. Solid, established position open due to move up by current executive. AM/FM ABC affiliate. Resume to Jay Emrick Sales Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301. Equal opportunity employer. M/F.

Sales manager wanted for New Jersey/Pocono, PA station. Excellent compensation package. Forward resume to S.B. Potters, 255 West 34th St., New York, NY 10122.

TV opportunity: WTKK-TV is an independent TV in northern Virginia adjacent to DC. Radio is our competition and you can fit right in. We have a training program, good benefits in a high growth area, with businesses looking for advertising opportunities. Call or write: Bill Kilchenstein, Box 3150, Manassas, VA 22110. 703-631-2310/VA 1-800-533-4411. EOE.

Account executive: Major broadcasting network is looking for an aggressive salesperson to sell in new Chicago sales unit. Ideal candidate should have 1+ years of media sales experience—preferably in radio. Job requires street smarts and aggressiveness. Terrific growth opportunity and earnings potential. Resume to Box U-119. EEO.

General sales manager wanted for AM/FM combo power houses in major market. Have 3 potentially great sales people on staff now. You will need to hire 1 or 2 seasoned veterans to mix with experienced salespeople. We're in a major market in California, a terrific place to live. You'll have to be a hard hitting street competitor. There's gobs of it worth jillions out there. We need someone with the talent to close it and can lead his/her team to closing. Liberal guarantee, commissions, relocation, major medical in place but you gotta have the right stuff. We need a (CLOSER) leader with talent. You should want to make a minimum of \$50,000 per year in commissions alone. Know co-op and agency before you apply. The new owner sold one account paying \$3,000 a month on co-op the 1st week he was out. Only the best need apply. Send face letter and references to Bruce Owens, c/o MBI, P.O. Box 67, Madera, CA 93637.

Central Texas class C KISS-FM, AM country, 50,000 area pop. Big money for AE not afraid of work, 20% commission. New aggressive group. Upward potential with results. Jess Lewellyn, P.O. Box 100, Brownwood, TX 76804. EOE. 915-646-3535.

Florida Gulf Coast 300,000 metro. Radio street salesperson. Long established AM and FM Radio facility has a unique proposition for you. Street sales only. Minimum of 3 years' radio sales experience needed for tough competitive market, which only an experienced pro can handle. The rewards are much more than you would expect. Nothing ventured nothing gained. Resume in confidence to P.O. Box 278, Fort Myers, FL 33902. Equal opportunity employer.

You are nine months away from sales management. You have two/three years' street experience, excellent sales record. You're on the way up, highly creative, good education, need to grow with station group offering opportunity to learn an outstanding sales/marketing system. You understand the need to prove sales leadership, go on to sales manager as the team coach. Equity opportunity. Write Phil Fisher, Box 253, Madison, WI 53701. EOE.

Sales manager. Can you multiply sales through people development? Can you manage independent ego-driven salespeople in a positive style? Does your personal style indicate an excellence in sales ability? If so, we can offer you an opportunity for unlimited income potential and independence as sales manager for WDF. We offer an innovative environment focused on excellence, with a central Ohio company that has earned integrity and displays a sense of purpose. If you have the talents, act now. Call Jim Hopes at 614-387-9345, Monday thru Friday 9AM - 8PM EDT. EOE.

Territory sales manager for Missouri farm station. Capable of running three person sales office. \$24,000 starting salary plus incentives. KMZU, Carrollton, MO 64633. EOE.

Florida! New owners seeking dynamic, experienced sales manager with proven track record for career opportunity. Organization skills and ability to motivate a must! Send resume with references to Bob Gourley, WTTB-AM, 2015 38th Ave., Vero Beach, FL 32960. No phone calls. EOE.

We have an opportunity for you. Mild winter area. High and powerful FM, covers 8000 square miles. Experienced sales person. Guarantee plus commission. If you live in New Mexico or adjacent states we invite you to apply. Excellent opportunity for female sales person. KKHJ-FM, Box 1176, Los Alamos, NM 87544. EOE.

HELP WANTED ANNOUNCERS

Tired of the rat race? New 100kw FM needs warm, dynamic morning personality with a get out there attitude. Solid \$\$\$ for a real pro. If you're ready to settle down, settle in at WQCB-FM. EOE. Tape & resume to WQCB-FM, P.O. Box 273, Brewer, ME 04412.

Announcer/Communicator who can do more than time & temp for AC adult oriented station. Want 2-years experience for #1 station in market. EOE. T&R Allen Strike. WTRC, P.O. Box 699, Elkhart, IN 46515.

South Florida Gulf Coast. Country DJ medium market FM. Tape and resume confidential. P.O. Box 278, Fort Myers, FL 33902. EOE.

AC information station seeks exceptional individual morning personality, captain the morning team, working with news, sports, weather staff. Play 4-6 records per hour, relate to 30-55 audience. T&R to Joe Corcoran, OM, WCAP, 243 Central Street, Lowell, MA 01852. EOE.

DJ. Experienced with excellent voice and production for C&WAM/FM Rio Grande Valley of TX, 20 Miles from ocean 50 Miles from Mexico. Tape to KSOX, 345 South Seventh, Raymondville, TX 78580. EOE.

Wanted: announcer for 5kw. Some experience, dependability a must. Call 314-586-8577, 9 AM to 3 PM CST, above average trained beginners considered.

HELP WANTED TECHNICAL

Large NC market AM/FM seeks self starting engineer experienced in high power FM, AM DA, STL, RPU, satellite, automation, and state of the art audio. Requires SBE certification or general class radiotelephone. EOE. Box U-85.

Experienced FM radio chief needed in Rocky Mountain major market. New equipment in a 1st class facility. STL, SCA, and RPU knowledge required. Contact Corporate Chief Engineer, Box U-121.

Fetzer Broadcasting Service, group owner of two AM and 2 FM stations in west Michigan, seeking chief engineer. Hands-on person with audio and AM directional background desired. Limited travel. Salary plus excellent benefits. Send resume to: Stanton C. Smart, VP, Fetzer Broadcasting Service, 590 W. Maple, Kalamazoo, MI 49008. We are an EOE.

Sunbelt small market seeks chief engineer. 100,000 watt FM; 5,000 watt fulltime directional AM. STL and automation experience required. Call Joe Bell, 919-276-2911, WEWO/WSTS-Laurinburg, NC. EOE. M/F.

Radio/TV broadcast engineer. 3-5 years' maintenance experience required in all phases of radio and TV production equipment. Submit resume, salary history, and references to Box V-24.

HELP WANTED NEWS

Statewide agriculture radio network looking for a strong anchor/reporter. Need journalism degree, good voice, and knowledge of agriculture. Send resume to Box U-58.

Business opportunity for experienced news director/assignment editor. 10-year established weekly news-letter for radio/TV news departments for sales at 1X gross. Nets \$25,000+. Profitable sideline or fulltime. Excellent growth potential. Confidential inquiries: Box U-38.

Radio morning news anchor/street reporter. Two to three years' experience recommended. Send tape and resume to Personnel Director, P.O. Box 119, Topeka, KS 66601.

News reporter and/or director for full service AM in Houston metro. Call John Wagner, KIKR 409—756-5501.

News anchor/reporter opening at Buffalo's all-news radio station, WEBR. This is a challenging position in a great work environment. We require at least two years of professional radio news experience, strong on-air ability, and solid writing and reporting skills. Women and minorities are encouraged to apply. WEBR is an equal opportunity employer. Send resumes and audition tapes to Mike St. Peter, Director of News and Programming, WEBR, 23 North Street, Buffalo, NY 14202. No calls, please.

HELP WANTED PROGRAMMING PRODUCTION & OTHERS

Program director: Market leader AM/FM in central Vermont. Requires PD with strong organizational and people skills. Requires on-air talent, strong promotional orientation for full service A/C AM and demonstrated ability to work with automated/live assist FM. Excellent benefit pkg. EOE. Send resume, tapes, salary requirements to Box U-123.

Program director/morning personality: I am looking for a seasoned combat veteran who knows how to marshal the troops to win the radio wars. Above market salary. Bonus for performance. Stable working conditions. Send tape & resume to: James Hoff, KRED/KPDJ-FM, 5640 South Broadway, Eureka, CA 95501.

SITUATIONS WANTED MANAGEMENT

Successful selling sales manager with excellent track record seeks top 40 East Coast market as GSM. Helped establish underdeveloped FM station into professional market leader. Will recruit, train, and motivate leading sales team for your station. Box U-52.

Manager available with experience in programming, sales, station management, automation, computers, people management. Small/medium markets. Box U-72.

Husband/Wife management: Programming, sales, good at turnaround. 15 years combined, small and medium markets. Strong in sales and controlling expenses. Box U-75.

GM/GSM in top 100 market looking for new GM involvement. Specializing in sales, sales organization, promotion, format and bottom line. Present employer increased billing from 800K to 1.2 million in 1 1/2 years under my management. Unique circumstances necessitate market change. Seeking owners looking to skyrocket FM facility into top contention. Will carry list and personally supervise on street. Aggressive energetic decision maker. 100% relocatable. Box U-86.

Small market management. Looking for small market owner who wants a manager to run the station as if it were his own. I'd like to stay (no rev doors). Experienced, 7 yrs in broadcasting—sales, programming and chief engineer, can save and make you money, let's talk 718—816-5543.

General manager. Major and medium market experience looking to manage station in medium or major size market. Investment for percentage possible. Box V-1.

New England. Experienced GM with track record available, station sold. All sizes markets considered. Box V-20.

Successful, employed GM in the habit of making money, seeking a move up. Northeast preferred. Box V-22.

SITUATIONS WANTED SALES

Experienced sales pro seeks opportunity in Midwest. 12 years' experience. Creative, hard working, driven to win. Former sales manager. P.O. Box 181, Bidwell Station, Buffalo, NY 14222.

SITUATIONS WANTED ANNOUNCERS

Anywhere now! Trained broadcaster. Adult, top 40, MOR, good production. Henry, 201—836-5166.

25 years' experience. Programmer, news director, announcer. Prefer programming on West Coast. Please call 916—273-7274.

Mature announcer/newsman, not a shouter; looking for EL station strong in news. Family man who remembers radio when it was. Phil DeHaan, 406—227-8289.

18 years pro announcer, both radio and television/audio production specialist. Not a floater! Cliff 309—692-0680 after 4 CST.

Top rated talk show veteran, available now. Sometimes controversial, never dull, no profanity, good, not cheap. Box V-19.

Looking to get back into the business. Either small or medium market. Atmosphere and location more important than money. Communications degree. 3 years' commercial experience. 1-604—270-4945.

SITUATIONS WANTED TECHNICAL

Looking for a major market chief? I'm qualified, smart, and love broadcasting. Currently TD at 275,000 cume AM/FM. Box V-14.

SITUATIONS WANTED NEWS

Want news NYC metro area. Currently issue oriented morning drive talkhost at heavy news/community involved AM in Chicago suburbs. Prior FM drive news anchor/reporter. College degree. Strong writing skills. Distinctive voice. Excellent production. Want to relocate. Box U-88.

Young, determined sportscaster looking to break into field. Excellent play-by-play. Great reporter. Will relocate anywhere. Call Adam Hertz; 215—247-6876.

In seven months I've gone from DJ/reporter to assistant news director and now it's time to grow some more. What can I do for you? Box U-112.

Hard working newsmen/sportscaster seeks either. Excellent news delivery, solid reporter, professional PBP. Winner with 7 years experience. Kevin, 408—443-1973.

Anchor/reporter with strong journalism skills wants challenge. 2+ years' professional experience. John 616—527-0454 afternoons.

Top 12 market talk host. 5 years', good ratings. 5 years' news before that. Now in news, interested in return to talk. Box V-16.

News director. Can build ratings and credibility. Management experience. Network voice, strong production. Northeast preferred. Box V-21.

Seven years' experience. Anchor, reporter, assignment editor, producer. Presently instructing journalism at local university. Itching to get back into business. Available in January. Seeking opportunity in Baltimore, Washington, Northern Virginia area. Let's talk, call Greg 401—351-8455.

Capitol Hill reporter, experienced, in place. Seeking major market station for Washington reports. Ready to go live or recorded from Capitol. Ed Connors 800—424-5020.

SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Program-music director. Light rock AC preferred. Trained in management. Varied background. Good credentials. Let's talk. Jim, 601—371-2207.

Seeking a programming position with future. Midwest medium or major market. Ready, willing and extremely able to do the job. Box T-5.

Small market PD-CE combo seeks programming and sales position in Pennsylvania, Ohio or West Virginia. Box U-21.

Creative college grad, BS in administration, 3 1/2 years' on-air college radio plus commercial FM & AM experience, operator experience at local TV. Looking for entry level position radio or TV with opportunity for advancement. Will relocate. Bob Godsil, 817 E. Brooks, Galesburg, IL 61401. 309—343-4558.

TELEVISION

HELP WANTED MANAGEMENT

Operations Manager. ABC affiliate has immediate opening for creative, organized self-starter. Applicant should have solid background in commercial and news production. Applicant should have solid background in commercial and news production. Applicant will also handle programming. Apply to: Ken Gerdes, WGXA-TV, P.O. Box 340, Macon, GA 31297.

Executive producer: TV programming. Strong producer and manager to oversee the content and look to local programming for solid Northwest NBC affiliate. Position requires 3 to 5 years direct experience in hands-on production and people management. Strong writing and critique abilities plus knowledge of current and developing technologies are a must. Send resume and tape to Pat Chappell, Program Director, KING-TV, 333 Dexter Ave., N., Seattle, WA 98109. No telephone calls, please. King Broadcasting Company, an equal opportunity employer, M/F/H.

Local sales manager for #1 station in Providence/New Bedford market. Responsible for sales training of aggressive team. 2+ years' sales management experience preferred. Resumes only to Jim Macfarlan, WJAR-TV, 111 Dorrance St., Providence, RI 02903. EOE.

Marketing manager for NE coastal top 50 affiliate, to be creative force behind staff molding station image through promotion, sales promotion, community relations, employee relations, public affairs, research and graphic design. Send resume, salary requirements and letter, explaining why you should be considered. Box U-122. EOE.

Traffic manager. Top 50 independent seeks hands-on manager who can motivate and meet deadlines. Minimum 3 years' experience. Excellent benefits and competitive salary. EOE, M/F. Send resumes to Box U-103.

Operation manager for leading top 50 independent TV station in Southeast. This is a growth opportunity for a creative video specialist to oversee and manage 15-person department and on-air product. This is an award-winning commercial production unit. Minimum 5 years' experience in TV production/operations. Send resume to Box U-104. EOE, M/F.

Film director. Cleveland's most innovative television station seeks to hire equally innovative film director. Responsibilities include supervising: staff of four, editing of product, quality control of product, continuing training of film editors, and managing the shipping department. All inquiries to R. Afife, Program Director, WOIO/Nineteen, 2720 Van Aken Blvd., Cleveland, OH 44120. Equal opportunity employer.

Traffic manager: top 50 independent seeks experienced traffic manager. Seeking organized, hard-working person to manage columbine traffic system. Traffic experience and good management skills a must, columbine experience a plus. Resume to general sales manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408. EOE, M-F.

Director of engineering: Medium market PBS affiliate has opportunity for experienced individual who wants to join innovative, energetic top management team in New York State's Capital Region. Responsibilities include management of all technical facilities and operations for TV and FM, administration of capital and operating budgets, and participation in corporate planning and decision making as a member of senior management. Strong technical background including BSEE with five year's experience in television engineering. Experience must include evidence of strong leadership and communication skills. Area offers outstanding educational, recreational, and cultural advantages. We offer challenge, state-of-the-art facilities, competitive salary, and unusually attractive benefit program. Send resume with cover letter: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE Previous applicants need not reapply.

Development Director to head 7-9 member department for PTV station serving 43rd market, Charleston-Huntington WV. Responsible for growth of income sources including grants, membership, underwriting, other corporate support, special projects. Degree, track record in fund raising and proposal writing desired. Salary in mid-20's excellent benefits. Resume to William Haley, General Manager, WPHY-TV, Third Ave., Huntington, WV 25701 by November 22, 1985. EOE Employer.

General sales manager for expanding medium market affiliate in attractive midwest city. Must be goal oriented, organized and an outstanding motivator/manager. Send resume and letter describing your style to Box V-10. Replies confidential.

HELP WANTED SALES

Ad sales execs. Storer Cable Communications is seeking qualified individuals for local cable TV ad sales positions in our New Haven, CT system. Applicants should have cable, broadcast, (radio preferred), and/or media direct and agency sales successes. Mail your resume and salary history to: Storer Cable Communications, 190 Whalley Ave., New Haven, CT 06511. Annt: Chris Hackenbrock, Advertising Sales Manager. No phone calls, please. EOE.

Underwriting Specialist for PTV station in beautiful area of Ohio Valley. A contract position with the Friends of WPBY-TV, soliciting underwriting from corporations in the 43rd market, Charleston-Huntington, WV. Pays salary plus commission, conditions negotiable. Great opportunity for person with sales experience and desire to succeed. Resume to William Haley, Gen. Manager, WPBY-TV, Third Ave., Huntington, WV 25701. EOE employer.

General sales manager for small market TV station. Must be highly motivated and able to lead and motivate sales staff. Excellent commission structure & fringes. Send resume to Norman W. Johnson, VP/GM, WAGM-TV, Box 1149 Presque Isle, ME 04769.

Account executive for group owned network affiliate in midwest. Must have television sales experience and qualifications to handle established list of local direct and agency accounts. Send resumes to N. Howland, WEYI-TV, P.O. Box 250, Clio, MI 48420.

Director of advertising and promotion. The Financial News Network is seeking an experienced marketing manager to supervise the development and coordination of the Network's media advertising and promotion. The candidate should have hands-on experience developing promotion and advertising copy and a working knowledge of the development and production of on-air promotional spots and print advertising. The director of advertising and promotion operates from the Network's New York Office and reports to the president of the network. All candidates should have at least three years' experience in a key marketing or advertising position in television. FNN is an equal opportunity employer. Contact: The Office of the President, FNN, 23rd Floor, 600 Madison Ave., New York, NY 10022.

HELP WANTED ANNOUNCERS

Announcers!! Get the inside \$coop on your potential in the radio/TV voice-over business. Info-packed cassette tells all. Send check for \$9.95 to: The Voiceworks, Inc., Box 17115, Greenville, SC 29606. We ship immediately.

HELP WANTED TECHNICAL

Chief Engineer. New 5 million watt station, Stockton, Sacramento. Join professional broadcasters who appreciate a "good chief". You know what it takes to do the job. Call Bill Schuyler or Bob Gordon at 916-921-5858. KSCH-TV, 1111 Howe Ave., Suite 270, Sacramento, CA 95825.

TV studio engineer. Production facility needs engineer with experience in installation, operation, and maintenance of HL-79, BVU-110, 3/4" VCR, Chyron RGU-1&2, CMX Edge, VPR-2&80, Grass Valley 1600-3F. Electronics degree or appropriate broadcast experience. FCC license desirable. Excellent benefits package. EOE/AA. Send resume to: Director, Telecommunications, Utah State University, Logan, UT 84322-8500.

Maintenance engineer. Well established Louisville independent station looking for qualified engineer with hands-on experience to maintain studio, transmitter and control room equipment. Excellent benefits. Ideal situation for person who displays initiative and determination to excel in a city rated among the country's top ten as "Most Livable." Send resume and salary requirements to: Director of Operations, WDRB-TV, Independence Square, Louisville, KY 40203. EOE.

Editor for LA Spanish language TV station needed. Knowledge of BVU 800 editing systems preferred, must be quality control conscious and have good understanding of Spanish. Send resume to G. Naves, P.O. Box 5224, Glendale, CA 91201.

Engineering maintenance supervisor. To head maintenance department in providing maintenance and technical supports for all broadcast equipment including: Ampex switchers, ADO, ACE, AVP-2B's, VPR-80's, AVR-2, RCA TR-60, 61, 70; Chyron CG, and Betacam equipment. Person will be responsible for parts inventory, purchasing and supervising maintenance engineers. Occasional work on 45' remote truck. Qualifications: 3-5 years' maintenance experience, SBE certified or FCC license, trade school or college degree preferred. Years of experience will be counted towards degree. Contact Director of Finance, WYES-TV, 916 Navarre Ave., New Orleans, LA 70124. No phone calls, please. WYES-TV is an equal opportunity employer.

Major market Midwest UHF television station needs chief engineer. Present chief will soon retire. Must be effective manager and competent in union relations. Send resumes to Hammett & Edison, Inc., Box 68, International Airport, San Francisco, CA 94128.

TV maintenance engineer. 30 year VHF NBC affiliate seeking maintenance engineer to assist in maintaining studio and transmitter equipment. Harris transmitters, RCA 2-inch, Ampex 1-inch, Sony 3/4 inch, Vidifont Graphics V, Collins Doppler radar, Vital switcher. Five years' practical experience necessary. Must be able to work unsupervised. Send resume to Bill Holl, CE, KALB-TV, 605-11 Washington St., Alexandria, LA 71301. Phone 318-445-2456. EOE.

Challenging position dealing with state-of-the-art electronic news gathering. Must have ENG cameras, VTR's, editors and microwave maintenance experience. Excellent opportunity for the right individual. Send resume to Chief Engineer, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. EOE.

Transmitter technician sought by San Diego's KPBS stations for newly upgraded TV/FM facility. Participates in the installation and maintenance of all RF systems, including TV and radio transmitters, ITFS network, satellite terminals, and microwave. At least two years' of directly related experience required. A.S.E.E. or A.S.E.T. degree desired. Salary range \$25,236-\$30,360. Excellent benefits. Application should be made to Personnel Services, San Diego State University, San Diego, CA 92182 no later than November 27, 1985. EEO/AA/Title IX employer.

Manager, engineering operations. Responsibility for managing/training operating engineers, supervising broadcast operations, and some production. Minimum 5 years' technical and production operations experience; 2 years' supervisory experience. Send resume to: Theresa Timpson, KQED, Inc., 500 8th St., San Francisco, CA 94103, by 11/01/85. EOE.

Maintenance engineer. Must have two years' hands-on experience maintaining studio and ENG equipment. Contact Lamar Gilbert, 615-971-4343.

Maintenance engineer. UHF CBS affiliate needs self-starter with engineering experience preferred, transmitter experience a plus. WTVX-TV, P.O. Box 3434, Ft. Pierce, FL 33454.

Chief engineer: Opportunity for engineer with strong technical and managerial skills to join a successful full power VHF network affiliate in the beautiful Shenandoah valley. Group owned station offering a competitive benefits package. Send resume and salary requirements to Michael Lennon, General Manager, WHSV-TV, P.O. Box TV3, Harrisonburg, VA 22801.

Director of engineering, California UHF independent. Strong supervisory/technical skills required in transmitter, microwave and studio equipment. Salary DOE, working conditions and benefits excellent. Send resume to Box V-6.

Television electronics technician: Position available immediately in college television facilities. Perform video/audio electronic maintenance and repair; operation of cable, studio and remote equipment. Minimum requirements: two years of college or technical training in electronics or the equivalent; and two years of job experience in corporate cable or broadcast television. Salary \$24,742 plus fringe benefits. Send letter of application and resume to: Mr. James Breault, Dept. of Telecommunications, Ferris State College, Big Rapids, MI 49307. EOE.

Transmitter engineer. UHF network affiliate has immediate opening for transmitter pro. Townsend, 55KW on Ch. 47. Call Frank Pilgrim; 301-742-4747, Salisbury, MD M/F EOE.

Would you like to work in the South Pacific? KVZK-TV now has an opening for Engineer II. This is a two (2) year non-federal contract position with the American Samoa Government. The successful applicant will have maintenance experience in studio and remote production facilities, transmitter-translator installation, 3/4" editing equipment, and other related television broadcast equipment. Applicant must have an engineering degree or equivalent and four (4) years experience in TV broadcasting and/or engineering maintenance. Project engineering experience plus FCC General Class License required. Salary range \$18,449-\$22,349. Per annum. Free transportation, annual and sick leave, low cost housing, medical and other benefits, etc. Airmail completed SF-171 Civil Service Form, resume and copies of degrees, etc. to: Director, Office of Manpower Resources, American Samoa Government, Pago Pago, American Samoa 96799. EOE.

Assistant chief engineer: WFLD Metromedia Chicago seeks an assistant chief engineer. Must have B.S.E.E. or equivalent, experienced in design and construction of television production, distribution and transmission systems. Solid knowledge of digital and transmission systems. Solid knowledge of digital technology and microprocessor applications. Responsible for supervision of technical staff and operations. Send resume to: Jackie Woods, Personnel Coordinator, 300 N. State, Chicago, IL 60610. Metromedia Inc. is an equal opportunity employer.

Technical director/editor. Middle Atlantic major market television station/production house seeks Td. Experience must include CMX or ISC editing, Chyron IV, DVE, 1" set up, 3/4" editing; live audio, and studio camera a plus. FCC license required. Resumes to Box V-2.

Maintenance person wanted by East coast major market television station. Minimum 5 years experience required with TCR100's and 1". Must be willing to work nights. Send resume to Box V-3.

Chief engineer. Midwestern VHF network affiliate seeks aggressive, knowledgeable, dependable, "take charge" chief familiar with state-of-the-art equipment. Pay commensurate with experience, training and ability. Send resume and salary requirements to Box V-23.

HELP WANTED NEWS

Upper mid-west network affiliate in highly-competitive medium market seeks co-anchor for early and late news broadcast. Send resume, tape and salary requirements to P.O. Box 20242, Cherokee Station, New York, NY 10028.

Executive Producer, medium market affiliate with a large staff, latest technology, major group ownership and strong news commitment looking for strong manager to be number two in department. Applicant must be excellent writer and innovative producer who wants to become a news director. College degree and four years experience required. Box U-81.

WSAV television is looking for experienced news photographers. Must have a good driving record and provide excellent references. Send resume with references to: Dave Kirby, News Director, WSAV TV3, Box 2429, Savannah, GA 31402.

Entry positions are available as we expand our news department. If your career goal is to be the best in the business, send resume to: News Director, K TEN, Ada, OK 74820.

Kiplinger fellowships. Broadcast journalists with three or more years' experience are invited to apply to Kiplinger Graduate program in Public Affairs Reporting at Ohio State University. Yearlong program, beginning Sept 24, 1986, leads to master's degree in journalism. Fellows produce news documentary for air. One-week reporting trip to Washington included. The ten appointed receive free tuition and fees plus monthly stipends. Selection is competitive. Applicants should take GRE Dec. 14. Write or call Prof. John Wicklein, Director, Kiplinger Program, School of Journalism, OSU, 242 West 18th Ave., Columbus, OH 43210. Phone: 614-422-2607; 422-6291.

Co-anchor for weeknight newscasts. CBS affiliate, #1 in market. We are seeking an experienced anchor/reporter to complement our male anchor. No calls, please. Send tape and resume to Dave Shaul, WCIA-TV, Box 777, Champaign, IL 61820. An equal opportunity employer.

Weathercaster for 6 and 11 newscasts at small market ABC affiliate in the Southeast. Looking for a hard worker with enthusiasm, a good communicator who has a strong knowledge of weather. Experience with computer graphics helpful. Resumes only. Reply Box U-92. EOE.

10 PM anchor/producer for net affiliate in medium-sized Midwest market. Good opportunity for reporter who wants to anchor. Resume and salary requirements to Box U-111.

Meteorologist. New UHF start-up in Sunbelt is seeking strong, professional meteorologist who can communicate well. Experience with weather graphics is preferred. Send resume and tape to Human Resources Director, Communications Center, 320 North Glenwood, Tyler, TX 75702. EOE.

Meteorologist. Number one station is seeking a dynamic meteorologist. Candidate must know weather and people. We have the latest state-of-the-art equipment. If you are currently looking for a new challenge and a chance to learn and grow with our meteorology staff, then send videotape and resume to Billye Gavitt, KWTU, P.O. Box 14159, Oklahoma City, OK 73113. On air experience a must. EOE, M/F.

Reporter needed for Spanish-language TV news magazine. Two years' experience in a major market required. Bi-lingual preferred. Send resume and tape to J. Kassem, P.O. Box 5224, Glendale, CA 91201. EOE.

Reporters, anchors, sports & weather people: Need to polish your skills for that next big job? Need more guidance than you're getting? Let a top news veteran put you on a customized program with detailed critiques and in-depth analysis that will get your work noticed. News Analysis, 760 Lawrence Ave., East Aurora, NY 14052. 716-655-4186.

Weekend co-anchor/reporter, weeknight news producer, and a photographer needed. Excellent opportunity with a growing group. Tapes and resumes to News Director, Walter Saddler, WJTV, P.O. Box 8887, Jackson, MS 39204. EOE.

Aggressive weekend and back up sports anchor. Work toward assistant sports director. Send tape and resume to Jim DePury, News Director, WJKS-TV, P.O. Box 17000, Jacksonville, FL 32216. NBC affiliate/EOE.

WIS-TV is looking for photojournalists. #1 station in the sunbelt. Minorities and women encouraged to apply. Send resume and recent videotape to: Tom Posey, Chief Photographer, WIS-TV, P.O. Box 367, Columbia, SC 29202. EOE.

Executive producers & producers needed. Send tapes and resumes to: Steve Porricelli or Jackie Roe, Primo People Inc., Box 116, Old Greenwich, CT 06870; 203-637-3653.

West Coast TV newsletter, monthly job listings, personality profiles, calendar. \$35 annually. Write the West Coast Edition, 1044 Portola, Monterey, CA 93940.

Network affiliate in Northeast Texas near Dallas seeks news director for award-winning news team. Excellent pay and benefits at #1 station in market. News management experience required. Send resume to General manager, KLTU, P.O. Box 957, Tyler, TX 75710.

Co-anchor for dominant sunbelt station. Strong journalist required. Experience necessary. Send resume and tape to News Director, WJBF-TV, P.O. Box 1404, Augusta, GA 30903. EOE.

Overnight assignment editor needed to gather news, assign crews and reporters, write scripts and fact sheets for top 5 market station. Must be experienced broadcast journalist. No beginners. Familiarity with ENG editing and character generator operation helpful. Resume and writing samples to Box V-9. EOE.

We're looking to add an experienced consumer/trouble shooter/"on your side" reporter to our staff. We're an affiliate VHF, 50's market, East Coast, committed to news. Box V-18.

Assignment editor: The number 1 station in this top 50 market seeks an experienced person who is able to effectively manage and supervise people. Send resume only, references, and salary required to Human Resources Manager, WSAZ-TV, Box 2115, Huntington, WV 25721. EOE/M-F.

Several positions, Gulf Coast affiliate has openings for photographers, reporters, producers. EEO. Resume & salary requirements first letter to: News Director, Box V-15.

Weekend Meteorologist. Do you have an AMS seal? We need you now. Send tape, resume and salary requirements to Dick Tuininga, News Director, WEWS, 3001 Euclid Ave., Cleveland, OH 44115. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Commercial videographer/cinematographer. Commercial TV production unity needs experienced creative shooter/thinker. Experienced with 1" tape, 16mm film, and 35mm slide productions. EOE send resume and salary requirements by October 25, 1985 to Box U-69.

Senior cameraperson: 3-5 years' experience required in studio, ENG, and/or remote production. Position will include supervisory duties. Send resume to Director of Finance, WYES-TV, P.O. Box 24026, New Orleans, LA 70184-4026. WYES-TV is an equal opportunity employer.

Experienced production assistant: Includes commercial directing, news graphic production, some supervisory and computer knowledge helpful. Contact Production Manager, KFSM-TV, 501-783-3131.

Cameraperson/editor. Advertising agency in beautiful San Diego needs person to do on-location commercials and edit, using 3/4". We go on location all over America's most beautiful city. Excellent pay. Call Marc Paskin, Pacific Broadcasting, 619-297-0255. Extra pay if you have your own 3/4" camera.

Video editor. Corporate media facility seeks editor with 1", CMX or other computer editing experience. Submit resume, references to John Butler, Clark Video, 525 N. 24th St., Battle Creek, MI 49016.

Editor. Quality Chicago production company seeks creative, diplomatic editor for our ISC edit system. Minimum three years' experience in computer editing, knowledge of list management procedures, and college degree necessary; film cutting experience desirable. Send resume and salary requirements to Box U-93.

Major Southwest production company is expanding. We will need to add the following people: a CMX editor with at least 2 years' experience, an operating engineer familiar with Ikegami cameras, a maintenance engineer, and people for our videotape room. Positions to open up January 1986. Send resumes to Box U-110.

Immediate opening for evening editor. CMX 340 experience required, ADO experience helpful. Potential for daytime assignment within six months. Salary negotiable. Come work for one of the most exciting production houses in the country, Telemation. Send resume or tape to Dan Rogers, Telemation Productions, 834 N. 7th Ave., Phoenix, AZ 85007.

Promotion writer/producer. Promotion writer/producer for episodic news promotion. At least 2 years' promotion experience, degree preferred. Must be organized, creative and aggressive. Send resume and tape to Personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. EOE.

Senior producer. Senior producer for Public Affairs Unit. Responsible for producing station's major documentary efforts plus public affairs programming. Must demonstrate solid production and writing skills. Submit resume and tape to Personnel Department, WDIV, 550 W. Lafayette, Detroit, MI 48231. EOE.

New start-up independent UHF in New York State's Hudson Valley seeking maintenance engineers. Competitive salary and benefits. Resume and salary requirements to Chief Engineer, WTZA-TV, P.O. Box 1609, Kingston, NY 12401.

Field producer: Write and produce creative PM Magazine stories. Previous magazine show experience, excellent writing and storytelling skills. On camera experience helpful. Quantity and quality needed. Resume to Box U-116.

Director: minimum 4-5 years' experience directing. Daily half hour magazine and promos for start-up Spanish language TV station. Experience with NEC DVE's, Convergence 204 editor, Abekas still store a plus. Must have strong pre-production skills. Bi-lingual preferred. Send tape/resume/references to Fred Feeks, P.O. Box 5224, Glendale, CA 91201. EOE.

Field producer. Good Company needs that special field producer who can work with our reporter. Reporter has sense of humor and loves to try the unusual. Field producer must also be skilled with logistics of live remotes. Ideal candidate has at least a year's field producing experience, some shooting and editing skills. Please send letter, resume and tape to: Good Company, KSTP-TV, ATTN: Ellen Rakieta, Dept. FP, 3415 University Ave., St. Paul, MN 55114. EOE, M/F.

Programming/promotions: Taft Broadcasting, KTXH-TV, Houston, Texas, is looking for an experienced individual to assume the duties and responsibilities of promotion manager. Applicants should have demonstrable track record of high achievement. Send resumes only to Vincent F. Barresi, Vice President & General Manager, 8950 Kirby Dr., Houston, TX 77054. EOE.

Producer. We need a dynamic person who is looking for a challenge to produce our morning talk show. Must be energetic, innovative, tactfully-tough, and have ability to administer budgets. Experience producing talk or magazine show a must. Opportunity to work with dynamic, charismatic host on top-rated news station, Midwest. Send resume to Box U-68. EOE.

Producer: Must have 5-7 years field news producing experience. Must have excellent writing skills and working familiarity with all facets of editing. Also should have strong high tech studio production background and be a self-starter. Non-smoker preferred. Send sample tapes and resumes to: General Manager, MVP Communications, 1075 Rankin, Troy, MI 48083.

Field production. We need an excellent videographer, and a sound mixer/tape operator for documentary-style shooting on video. We're a major public television station in the Northeast, producing both local and PBS programming. Major opportunity for two experienced and creative individuals. Salary and benefits competitive. Send resume and salary requirements (no tapes please) to: Box V-4. EOE.

Freelance producer-director. Top 24 market requires creative, aggressive person looking for part-time position directing live news, sports and specials. Applicants should have a minimum of three years directing experience. Resume and audition tape with a Director track to: Susan Paulauskas, Personnel Manager, WFSB, 3 Constitution Plaza, Hartford, CT 06115.

TV Producer/director, WFA-TV, Madison. 3-5 years experience producing and directing instructional television programming with a strong continuing commitment to instructional media production and the educational process essential. Supervisory experience and BA degree required. MA in television or related field preferred. Salary: \$21,500 minimum. Contact Pralima Sharma at 608-263-2114 for application information. Application deadline November 13, 1985. EOE.

Television reporter. Develop story ideas, research and write for statewide public affairs programs and other duties as assigned. On-air experience and strong writing skills. Salary: \$17,460 minimum. Send resume and tape. Deadline: November 20, 1985. Contact: Rita Ray, Director of Programming, WSWP-TV, P.O. Box AH, Beckley, WV 25802-2831. EOE.

Marketing director. West Coast CBS affiliate seeks talented executive to co-ordinate all phases of station marketing and promotion. Experience in station promotion required. Send tape, resume, and salary requirements to Charles Stauffer, KCOY-TV, 1503 N. McClelland St., Santa Maria, CA 93454. EOE.

Senior Producer: KQED-TV seeks individual to oversee production of weekly current affairs studio show, and produce documentaries. 5-10 years TV production experience in news/current affairs/ documentaries with good planning and project management experience desired. Send resume to Theresa Timpson, KQED, 500 Eighth St., S.F., CA 94103. EOE.

Attention announcers & reporters. A professional look is a must for all on-air talent. Contact the Visual Image for personalized make-up and dress consultation. 81 Walnut Ave., Atherton, CA 94025. 415-322-4155. Media References Available.

Unit director-public affairs. Coordinates with production support personnel in all phases of production. Directs and edits television programs. Requires Bachelor's in broadcast journalism, mass communications or film. Equivalency considered. \$14,916 minimum. Apply by November 25 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. AA/EEO.

SITUATIONS WANTED MANAGEMENT

is your indy sick? Low ratings, poor billing, weak promotions, employee turnover, marginal management. "Just can't seem to get it together"? 1st class team of operators, all with impressive credentials, ready to help turn you around. Fee or equity. Box U-94.

Advertising, public relations agency VP wants to find position with television station (Midwest location preferred). Hands-on manager, can get the most out of your promotion or public affairs staff and make certain your next promotion campaign adds to the bottom line. Box V-8.

Experienced TV GSM. Trained in NAB and TVB sales. Local, national or GSM level. Relocating due to ownership change. Robert Culler, 409 Lawson Road, Washington, NC 27889; 919-946-6641.

Stations owners. Get a true professional to head up your team. I am a successful VP-GM with 27 years experience, impeccable credentials, and I am a former top-ten-market anchorman to boot. Ratings increases and bottom-line performance are my specialties. Excellent references, family man, 15 years same market. Prefer small to medium market, but all considered. Replies confidential. Box V-13.

SITUATIONS WANTED SALES

Experienced - mid forty TV sales manager. Trained in TVB - sales - LCL, Natl/GSM levels. I'm looking for refunditive benefit - you get solid sis. mgt. Box U-62.

SITUATIONS WANTED ANNOUNCERS

Dynamite Dan, on-air pro. seeks magazine, entertainment, talk, feature, consumer, critic, weather, commercial position: 813-299-2331.

SITUATIONS WANTED NEWS

Radio morning news anchor with excellent writing skills and degree. Six months experience. News or sports. Medium markets call 717-838-6076.

Ten year man. Concise writer, accurate reporter. Versatile, photogenic. One year top-flight television, 9 years major-market radio news. See my tape! Box V-17.

Award winning sportscaster currently doing AA baseball PBP seeks TV sports job in medium or small market. Can anchor, report, edit, and shoot. Bob is a sports nut who will bring knowledge and enthusiasm to newscast. 209-477-5338.

SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

Award-winning videographer/photographer available for freelance, willing to travel. Call 601-863-1379.

Determined recent graduate with BA in Broad., wants TV production position. Experience includes: cable volunteer; directing weekly news; ENG and editing. Relocation desired! Jim Maloney, 26 Breezy Hill Dr., Northport, NY 11768; 516-269-1137.

10 years experience. Director, producer, agency talent, Vidifont V and Chyron whiz, voice talent. Seek production or promotion position. For a creative spark. 512-993-1192.

Production/manager: 3 years experience. Christian. Worked in both commercial & Christian stations. Looking for new start-up or station on the move. Contact Don. 606-324-8248.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast news faculty. Asst. or assoc prof. of journalism. \$23,796-\$32,880 depending on qualifications. Available Jan 6, March 31 or June 18, 1986. Teach broadcast news writing/reporting. Provide leadership for broadcast journalism concentration in a curriculum with a radio news emphasis. Advise students in a campus newsroom setting. Opportunity to teach courses of individual interest. Master's degree and radio news experience required. Ph.D. and teaching experience desirable. Application deadline: Dec. 6, 1985. Apply to Chair, Journalism Department, California Polytechnic State University, San Luis Obispo, CA 93407. Affirmative action/equal opportunity employer.

University of Florida seeks assistant professor for fall 1986 in tenure track position to teach basic television production and course in writing or field production. MA in telecommunication or related field plus professional television production experience required. Ph.D. and teaching experience preferred. Minimum salary of \$24,000. Send letter, resume and three reference letters to Dr. Paul Smeyak, Department of Telecommunication, Weimer Hall, University of Florida, Gainesville, FL 32611. Application deadline: January 17, 1986. AA/EOE.

Telecommunication faculty member for the School of Communication. Must be able to teach radio production, announcing and broadcast journalism. Ability to teach in one or more of the following areas is also necessary: broadcast/cable regulation, programming, audience analysis, TV production, management, or international/comparative broadcasting. Qualifications sought include Ph.D. (ABD considered), professional experience, and teaching experience. Position is at the Assistant Professor level. Position begins in mid-August 1986. Letter of application, vita, and three letters of recommendation should be submitted to Dr. Mitchell E. Shapiro, Program Director, Telecommunication, University of Miami, Coral Gables, FL 33124. Application deadline is January 15, 1986. AA/EOE employer.

Mass communication job opening. Inst./Asst. Prof. Mass communications. Qualifications: Ph.D. (or near), M.A. considered, professional broadcast experience preferred, effective teaching/supervision in graduate/undergraduate curriculum; 12 hours teaching and supervision of campus radio station or internship program. Deadline: Feb. 1, 1986. Starting date: August 1986. Salary: competitive; dependent on qualifications. Send resume, all transcripts, 3 letters of recommendation to: James D. Kemmerling, Department of Speech Communication & Theatre, West Texas State University, Canyon, TX 79016, 806-656-3248.

Mass Communication/Associate Professor/tenure track. Director of mass communication area of department of communication. Coordinate program and faculty activities. Teach broadcast journalism, production and possible course in specialty. Ph.D. required. Must show teaching and scholarly credentials to warrant appointment at associate professor level. Professional experience desirable. Release time granted for area coordination. Application deadline, November 15, 1985. Send vita to Gerald H. Sanders, Department of Communication, Miami University, Oxford, OH 45056. Miami University is an equal opportunity/affirmative action employer.

Radio. Assistant professor to teach radio production and newswriting. Begin August, 1986. M.A. and three years' professional experience required. For complete job description or to apply contact: Jon Hall, Communication and Theatre Arts, University of Northern Iowa, Cedar Falls, IA 50614. AA/EOE.

Television. Assistant professor to teach television production and newswriting or, management, or sales. Begin August, 1986. M.A. and three years' professional experience required. For complete job description or to apply contact: Jon Hall, Communication and Theatre Arts, University of Northern Iowa, Cedar Falls, IA 50614. AA/EOE.

Faculty position. The University of Maryland is seeking an active, widely recognized professional/teacher appointable at the rank of assistant professor. Candidates should have demonstrated abilities in one or more of the following areas: film production; video production; documentary film; film history and criticism, or subject matter in related area of expertise. Send letter of application, curriculum vitae and references by February 1, 1986 to: Dr. Donald Kirkley, Director, Radio-Television-Film Division, Department of Communication Arts and Theatre, University of Maryland, College Park, MD 20742. EOE.

PROGRAMMING

Radio & TV Bingo. Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

Congratulations WJFF, Hope Valley, RI. They use Kaufman Creative Services for spot announcements: \$12.00 write & record, \$6.00 record only. That big market sound at a small market price. KCS, RD #3, Box 570, Palmyra, PA 17078.

Top quality client jingles from Music City—for less. Call or write for demo. 615-385-3007, Prime Cuts, 4104 Hillsboro Rd., Nashville, TN 37215.

Comedy based on historical daily events calendar. Improve your ratings. Approx 90 items monthly. Send \$5.00 to Charles Garauaglia, 2129 Macklind Ave., St. Louis, MO 63110.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Head a film/video production unit. Small and growing independent production house in northeast Florida seeking an experienced executive producer to run a profit center. Ideal candidate will seek responsibility, be able to supervise creative people, work well satisfying clients, and be able to plan and execute projects within budget. To be successful in this position, you have probably had experience in management of creative teams, prepared and met budgets, worked successfully with other unit managers in a team environment, and won acknowledgement for the quality of your productions. Send 3/4" tape (or sample reel), resume, and salary requirements to: John B. Reitzammer, Images, Inc., 1662 Stockton St., Jacksonville, FL 32204.

SEGMENTS WANTED

Short animal stories domestic and wild, for new national TV show about animals! On air credit only. Call or send to Gale, 1410 15th St., N.W. Washington, D.C. 20005.

MISCELLANEOUS

Attention networks, major groups, suppliers, agencies experienced broadcast research analyst seeks creative, challenging position designing, conducting primary research tailored to your needs. Will relocate, travel. Immediate reply needed. Box V-11.

WANTED TO BUY EQUIPMENT

Wanted 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.

Wanted: used VHS 1" and 2" videotapes. Cash paid for all lengths. No defectives. Also buying 2" Quad and 1" C-type. Call Andy Cappel, 301-845-8888.

1,000 Foot Broadcast tower wanted. Standing or on ground. Available March 1986 at the latest. Tower must be 6 to 7 feet on a side, solid steel legs, galvanized. Good overall condition. 813-337-2131.

Want to buy transmitter and all related equipment for new educational, religious FM station. 383kw erp, 91.5 mhz. Generous tax considerations available. KNEO, Box 391, Neosho, MO 64850, 417-451-2397.

Wanted: Raytheon model KTR-II TV microwave or spare parts. Contact: G. Bonet, WORA-TV, Box 43, Mayaguez, PR 00709. 809-834-0760.

Wanted: Diesel generator, 50kw minimum, 280V, 3 phase, in good shape. Contact Russ Erickson, WNIC, 313-846-8500.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

25KW FM Continental 816-R3(1983) also McMartin BF25K(1977) both on air, site change, must sell. M. Cooper 215-379-6585.

10/5/1 KW Ams. Collins 21M 10kw AM transmitter. Gates BC5P 5kw AM transmitter. RCA BTA 5T 5kw AM transmitter. Collins 820D1 & 20V2 also RCA BTA-1L, 1kw AM transmitters. All in excellent condition, call Transcom Corp., 215-379-6585.

10kw FM RCA BTF 10E-1 (1972) w/BTE 15A (1976) exciter, stereo gen. and SCA gen. Newly rebuilt final and PA Cav. Call Trancom Corp., 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.

RCA 30kw UHF transmitter. Immediate delivery, good condition. Quality Media 404-324-1271.

RCA TCR-100 2" video cart. Pinzone diagnostics, carts, spare parts, excellent condition. \$25,000. Quality Media 404-324-1271.

Transmission line, 6 1/8" EIA. Rebuilt line. New inner conductors. \$750 per section. Quality Media 404-324-1271.

Video media 1" VTR editor Model 2810 new. Half price. Bill Kitchen, Quality media, 404-324-1271.

Ikegami 350 video camera, Fuji zoom lens. Purchased 1980. \$7,000. 916-944-4274.

Microwave Associates MA6G, 4 transmitters, 4 receivers, dishes and feed horns included. Also 200 feet and 300 feet chem farm towers all equipment retired do to installation of CBS T.V.R.O. Ken Gardner WLIF-TV, 317-463-1800.

For sale. TEK 7L18 (1.5 to 60 GHz). Spectrum analyzer. Like new—\$15,000, save over \$4,000. (805) 688-2333: N.J. Patterson.

Reconditioned Video Production Switchers: Grass Valley 1600-2E 16 inputs/4buses, DSK, Vital Vix 114-4, Quantel 2 channel DPE-5000-PLUS, 30 day warranty, 1-800-331-8333, California, 1-800-826-7025.

Building new facilities? We have the best prices: SONY, Ikegami, Leader Instruments, RAMSA, Sennheiser, over 100 product lines, includes systems design. 1-800-331-8333, California, 1-800-826-7025.

40' Mobile Unit. Grass Switcher, Yamaha Board. No cameras or VTRS. \$495,000. 213-467-6272 or 213-650-1700.

RCA TCR-100 quad cartridge systems: 2 complete units including approximately 2,000 cartridges, plus spare parts. Serial Numbers in 4 & 6 thousand series. Inspection arranged. Call Jim Biggers 904-393-9871.

Harris FM-3K transmitter on 96.7 with Phasemaster. Increased power. Mint condition. Available today. 208-743-2282.

Used broadcast equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings. 213-641-2042.

TFT Equipment for sale. 2 - Model 7500 master control units (studio). 3 - Model 7901 remote control unit (transmitter). 3 - Model 7910 direct analog control units (studio) 4 - Model 7911 analog telemetry and control units (transmitter). 2 - Model 7920 direct control and status unit (studio). 3 - Model 7921 direct control and status unit (transmitter). 3 - Model 7930 status display units (studio). 3 - Model 7931 status display unit (transmitter). 7 - Model 7971 transmitter interface panels. 5 - 7973 transmitter interface panels and power supplies. 4 - ADS-01 automatic datapath selectors. 3 - Option 43 autologger. 4 - Option 41 CRT display only terminals. 20 - Option 01 OPTO isolators 12 VDC to TTL status. 20 - Option 02 OPTO isolators 12 VAC to TTL status. 28 - Option 03 12 VAC DPDT momentary relays. 2 - spare parts kits. 1 - software option 57. 1 - software option 62. 2 - software option 70. 2 - software option 71. 2 - software option 72. 1 - Model 7610 remote control system. For further information contact Rick Melamed, ABC-NY, 212-887-4981.

Quality broadcast equipment: AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTR's, switchers, film chains, audio, etc. Trade with honest, reliable people; call Ray LaRue, Custom Electronics Corp. 813-685-2938.

Sony BVH-1100, Ex. condition. FR-35 film projector. Video Equipment Exchange, 203-954-5602.

Ampex VPR-6, VPR-3, and VPR-80 VTRs. Almost new. Video Equipment Exchange, 203-954-5602.

Radio tower, only five years old, 262 feet, available for sale. Purchaser must disassemble. Contact 704-597-2395.

FM equipment for sale: 1968 RCA transmitter BTF-20E1; RCA exciter BTE-15A; and RCA stereo generator TS-1B: total price \$23,500. Available immediately, call Howard Jones, Chief Engineer, 919-633-2406.

FM equipment for sale: 1500' 3 1/8m 50 ohm rigid coax line in 20' sections plus 75 dual line hangers; cleaned and on ground: \$400/section. Available immediately. Call Howard Jones, 919-633-2406.

FM antenna for sale: RCA 7-bay elliptical polarization; tuned for 106.5, \$3,600. Available immediately. Call Howard Jones, 919-633-2406.

For sale: 6-1/8" transmission line. 75 ohm, approx. 2,000 ft. Call 404-483-3924.

2-275 Eastman projectors for sale \$500 each. F.O.B. Columbia, MO. Days 314-474-5127 - nights 314-443-6117, Bill Westbrook.

G.E. PJ-500 light value projector, 100 hours total use. Excellent condition. Call Paul Roston or Steve Detch 312-539-7700.

RADIO

Help Wanted Management

RADIO CONTROLLER

LIN, a highly successful, growth oriented public company engaged in commercial television and radio broadcasting, specialty publishing and telecommunications seeks a controller for its ten station radio division, headquartered in St. Louis.

As a key member of LIN's management team, the successful candidate should have 5-8 years of combined public/private experience, with emphasis in the Broadcasting Industry.

Salary is very competitive, the compensation will include stock options. For immediate confidential consideration, send your resume, including salary history to:

LIN Broadcasting Corporation, (Radio Controller Position), 1370 Avenue of the Americas, New York, New York 10019. An Equal Opportunity Employer.

Help Wanted Sales

REGIONAL AFFILIATE MANAGER

Due to rapid growth and expansion, Satellite Music Network is seeking additional sales personnel to call on America's top station owners and managers. If you have first hand experience at the station level, want to be a part of the exciting future of radio, and are willing to travel—this is an outstanding career opportunity for you. We pay a good draw against commission, giving you unlimited financial opportunities. Call 800-527-4892 for details from David Gerety or Bob Bruton.

REMEMBER!

On September 2,
1985

Classified rates
CHANGED.

Situations Wanted Management

SOLED

Pending FCC approval, as of December 1, our radio station will be sold. As a result, some very talented people will be in the job market, and could definitely be to your advantage to know who they are. All we can divulge at this point is that exceptional professionals with experience in the following areas will be available:

- SALES
- PROGRAMMING
- PRODUCTION
- FINANCIAL
- NEWS

For more information on how our loss could be your gain, please write in confidence to:

Box MBW 5856
One Lincoln Plaza
New York, NY 10023

TELEVISION

Help Wanted Management

WBZ-TV CREATIVE SERVICES DIRECTOR

Help us communicate to the people of New England why WBZ-TV 4 is the station New England *should* turn to. If you have experience in running a Creative Services Department and would be excited about joining a top station, working with good people, in one of the most challenging TV markets in the country, please write:

J. Klein
WBZ-TV
1170 Soldiers Field Road
Boston, MA 02134

WESTINGHOUSE BROADCASTING &
CABLE, INC. IS AN EQUAL
OPPORTUNITY EMPLOYER

Help Wanted Sales

SALES/TRAFFIC POSITION WITH MAJOR MARKET TV STATION

Position available in the Sales/Traffic department of a major broadcast station. Responsibilities include editing and scheduling local and national advertising, preparing logs, resolving problems on orders and billings and maintaining inventory. Qualifications: are knowledge of traffic and sales, service, station operations, and ability to work under pressure and deadlines. EEO Employer. Box V-29.

Help Wanted Sales Continued

TV SALES MANAGER

WLIG-TV 55, Long Island's only commercial station offers a unique management opportunity. Total responsibility for all recruitment, training and day-to-day sales efforts. Excellent salary, bonus and benefits plan. Send resume with salary history to General Manager, WLIG-TV, P.O. Box 272, Woodbury, NY 11797.

LOCAL TV SALES

Energetic, experienced local sales reps needed for Long Island's only television station. WLIG-TV 55 offers a unique career opportunity in the #1 ADI and in one of America's most desirable areas. We offer salary, bonus, car, health and life insurance. If you can sell—we want you! Call or write John Hysler, General Sales Manager, WLIG-TV, 175 Crossways Park West, Woodbury, NY 11797.

Help Wanted Programing, Production, Others

PROGRAM AND PROMOTION DIRECTOR

Step up to major market position as Vice President/Program and Promotion Director in one of America's most livable cities, Kansas City. Immediate opportunity for experienced independent major market Promotion Director to manage programing, news, public affairs and promotion department with Kansas City's fastest growing television station. Send resume to: Steve Friedheim, General Manager, KZKC-TV, 2111 Blue Summit Drive, Kansas City, MO 64126. No phone calls please.



FIELD PRODUCER—Someone who can handle both long magazine features and short stories, who can deliver quantity and quality. News or magazine producing/reporting background, excellent writing/production/storytelling skills. Strong on-camera presence helpful. Resume and tape to: **Producer**, PM Magazine Utah, 2185 South 3600 West, Salt Lake City, UT 84119.

(NO PHONE CALLS)

FORMER NETWORK TV NEWS PRODUCER

Sought for very lucrative (\$75k+minimum) N.Y.—or L.A.-based freelance position as consultant to small, high-powered TV *feature* publicity firm with national clients and contacts. We are a group of former producers doing TV *feature* publicity to high journalistic standards. We require the same commitment plus good working relationship with the most influential contacts at network news level. Work at home year-round, on your own schedule. Send resume plus general outline of areas of media influence to:

PRIMETIME
323-A Church Street
San Francisco, CA 94114



PHOTOGRAPHER/EDITOR — Are you the best magazine show photographer-editor around? 3-5 years professional experience required to shoot and edit highly produced features in the USA's most beautiful and demanding locations. Must step right into our 12 person staff and help maintain our reputation for quality. Resume and tape to: **Producer**, PM Magazine Utah, 2185 South 3600 West, Salt Lake City, UT 84119

(NO PHONE CALLS)

Help Wanted News



We are seeking:

- Executive Producers
- Producers
- Correspondents
- Writers

for a new daily Entertainment News Service. Experience essential. Send resumes, tapes, writing samples and financial requirements to:

E. Potrock
Westinghouse Broadcasting and Cable, Inc.
888 Seventh Avenue
New York, NY 10106

NO PHONE CALLS PLEASE.

We are an equal opportunity employer.

Help Wanted Programing, Production, Others Continued

BUILDING A PRODUCTION TEAM

Rare opportunity to get in on the ground floor with new team of television producers. Top 50 market seeking Senior Producer, Cultural Affairs Producer, Sports Specials Producer. Salaries commensurate with experience and responsibility. WPBY-TV, Huntington-Charleston, WV, producer in past year for local, state, PBS, MacNeil/Lehrer; dual city production studios, remote unit, BVU Editing Series. Qualifications for Senior Producer include BA degree, minimum five years producing/directing for TV. Other positions—BA degree, minimum of two years producing/directing experience with emphasis in the area of position applied for. Send resume and 3/4" of VHS cassette to: Carol Brodtrick, WPBY-TV, Third Avenue, Huntington, WV 25701. (304) 696-6630.

WPBY-TV IS AN EQUAL
OPPORTUNITY EMPLOYER.

TV RESEARCH

A recognized leader in the entertainment industry seeks candidates for a managerial opening in television research. The successful candidate should have 2-3 years consecutive experience in TV research at either a local station, national rep. network of ad agency. Position requires applicant to coordinate and lead research presentations to management and for sales purposes.

Successful candidate should possess outstanding written and oral communication and supervisory skills and have a strong knowledge of network and syndication television.

Send resume with salary history immediately, or call for immediate consideration:

Box V-30
Equal Opportunity Employer

EARLY DEADLINE NOTICE

Due to holiday, Monday, November 11, 1985, deadline for classified advertising for the November 18 issue will be Friday, November 8, 1985.

We're Discovery Systems...

and we need some key people to help us accomplish our goals.*

Writer

We need a writer who knows video, and who can work with producers and directors to deliver a product that is without peer.

Producer/Director

Part commercial director, part team leader, part traffic cop. Someone who knows how to balance creativity and responsibility to generate a superior product—on time and on budget.

Associate Director

A person who makes all the right moves behind the scenes and gets a disproportionately small amount of the credit for doing it. Someone who is part: Chief Petty Officer, miracle worker, accountant and creative genius.

Videographer

We're real serious about this title. We want someone who deserves it *and* has the talents to make it work.

Editor

Not just a button pusher, but someone who knows how and when to contribute to the process.

Dubner Artist

If you can get ideas from your head onto videotape by using the Dubner and a Paintbox you're the person.

Engineer

You've got to work with all of the maniacs above—and keep the equipment running. You provide the talent; we provide the suit of shining armor.

Please send résumés and tapes to: **Director, Video Services.**



Discovery Systems

555 Metro Place North
Dublin, Ohio 43017

A non-smoking company
An equal opportunity employer

*Our goal is to form the best Creative Production team in the country.

Situations Wanted Management

CEO/GENERAL MANAGER/TV-RADIO

One of a kind, honest, successful. Bottom line, budget, people oriented. Experienced, network, indie, turn around, acquisitions, team builder. Impeccable credentials. Very happy as a GM, married, stable, employed. Seeking good reliable community oriented ownership. South, SW SE. Will consider deferred income, or equity as part of package. In no rush, will only move one time. Reply Box V-5.

ALLIED FIELDS Radio Programing



Lum and Abner Are Back

...piling up profits
for sponsors and stations.
15-minute programs from
the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737
Jonesboro, Arkansas 72403 ■ 501/972-5884

Employment Services

WE PLACE TV and Video Engineers COAST TO COAST

[All Levels, But Not Operators]
ALL FEES PAID BY EMPLOYERS
Phone/Resume

KEY SYSTEMS

479 Northampton Street
Kingston, PA 18704

Phone Alan Kornish at
(717) 283-1041

RADIO PERSONNEL NEEDED

In the past year, hundreds & hundreds of radio stations, from every state in the U.S., in every size market, contacted NATIONAL with job orders. So far this year, we're even busier. To help fill these openings, NATIONAL is in constant need of announcers, newspeople, programmers, & salespeople. NATIONAL, the nation's leading radio placement service, places from coast to coast. If you're seriously seeking a move up, don't wait, contact NATIONAL now. For complete information, including brochure & registration form, enclose \$1 postage and handling to:

**NATIONAL BROADCAST
TALENT COORDINATORS
DEPT B., PO BOX 20551
BIRMINGHAM, AL 35216
205-822-9144-ACT NOW!**

10,000 RADIO-TV JOBS

The most complete & current radio, TV publication published in America. Beware of imitators! Year after year thousands of broadcasters find employment through us. Up to 98% of nationwide openings published every week, over 10,000 yearly! All market sizes, all formats. Openings for DJs, salespeople, news, production. 1 week computer list: \$6. Special bonus: 6 consecutive wks only \$14.95—you save \$21! **AMERICAN RADIO JOB MARKET, 1553 N. Eastern, Las Vegas NV 89101.** Money back guarantee!

For Sale Stations

Great Kentucky Small Market

Moneymaker Priced Low. Qualified
Buyers Only. Reply to Box U-125.

For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
AR	Met	FM	\$300K	Terms	Bill Whitley	(214) 680-2807
UT	Met	FM	\$2500K	Cash	Elliot Evers	(415) 387-0397
CA	Med	FM	\$1750K	Terms	Jim Mergen	(818) 366-2554
WY	Met	AM/FM	\$795K	\$100K	Greg Merrill	(801) 753-8090
KA	Sm	FM	\$650K	\$250K	Bill Lytle	(816) 941-3733
CO	Sm	FM	\$650K	\$120K	David LaFrance	(303) 234-0405
GA	Med	AM	\$550K	Terms	Ernie Pearce	(404) 458-9226
TX	Med	AM/FM	\$500K	\$135K	Bill Whitley	(214) 680-2807
NB	Sm	FM	\$500K	\$100K	Bill Lytle	(816) 941-3733
AZ	Med	AM	\$475K	\$90K	Greg Merrill	(801) 753-8090
AL	Med	AM	\$150K	\$45K	Ernie Pearce	(404) 458-9226

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



CHAPMAN ASSOCIATES®
nationwide media brokers

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

GOOD-BYES!!!

Say YOUR Good-byes to your present employer when you get into your own station with one of the GOOD BUYS!

AM/FM in Northeast: good market, good real estate, good opportunity--asking \$950,000.
AM in Southern New England: single station market, CP for fulltime--it's yours for \$810,000.
AM in Northeast: attractive community, owned real estate, excellent cash flow \$425,000
AM/FM POWERHOUSE. If you're ready to invest \$1,400,000. This combo could bring you excellent returns after you do some rebuilding on sales.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963
GEORGE WILDEY 207-947-6083 (ME)
MIKE RICE 203-423-1767 (CT)

"TWENTY YEARS OF EXPERIENCE GOES INTO EVERY SALE"

H.B. La Rue, Media Broker

Radio TV CATV Appraisals

West Coast

44 Montgomery St. #500
San Francisco, CA 94104
415 434-1750

East Coast

500 East 77th St. #1909
New York, N.Y. 10021
212 288-0737

Atlanta

6201 Powers Ferry Rd., #455
Atlanta, GA 30339
404 956-0673 Hal Gore, V.P.

FOR SALE BY OWNER

Small market AM/FM in upper Northern Michigan four season vacation land. 84 gross of \$136,000 and still growing in 85. Positive cash flow, clean operation, sale includes real estate. \$220,000 with terms...\$195,00 cash. Write Box V-26.

**AM-FM
COLLEGETOWN 300K**

AM daytime extended hours 325K
AM-FM 3.5 million, all in southwest.
Write Box V-27.

CLASS A FM, NY STATE

Border station, near Adirondacks, 1,000 Islands last channel in market. You provide most equipment; priced accordingly. Contact Jimmy Arvidson, Payson Hall, St. Lawrence University, Canton, NY 13617. 315-379-5356.

901/767-7980

MILTON Q. FORD & ASSOCIATES
MEDIA BROKERS—APPRAISERS
"Specializing in Sunbelt Broadcast Properties"
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

PACIFIC NORTHWEST COMBO

Fulltime AM & 100KW FM in top growth market. Other area stations are grossing \$840K with far poorer signals. We are underperforming, so here's your chance to build value quickly. All new facilities. \$1,200,000.00 Reply to Box V-28.

**OKLAHOMA CITY
FULL-POWER
UHF TV**

**LOW PRICE
EXCELLENT TERMS**

**FINANCIALLY
QUALIFIED
PRINCIPALS ONLY**

**Bill Kitchen
(404)324-1271**



Quality Media
Corporation

THE HOLT CORPORATION

SUNNY FLORIDA
Excellent Potential
Seller Financing
Available
\$1.5 Million

Westgate Mall □ Bethlehem, Pa. 18017
215-865-3775

**Wilkins and Associates
Media Brokers**

AL	AM/FM	\$15,000	DOWN PAYMENT
VA	AM	\$15,000	DOWN PAYMENT
VA	AM	\$20,000	DOWN PAYMENT
PA	FM	\$350,000	CASH
IL	AM Full Time	\$500,000	20%
CT	AM Full Time	\$800,000	35%
IN	AM/FM	\$450,000	30%
AR	AM/FM	\$335,000	15%
SC	AM	\$35,000	DOWN PAYMENT
3	TN STATIONS		

PO. BOX 1714 - SPARTANBURG, S.C. 29304 - 803/585-4638

ILLINOIS

Class A FM

Positive cash flow Good owner/operator opportunity \$210,000 with \$50,000 down. Call Ernie Pearce (404) 458-9226.



CHAPMAN ASSOCIATES®
nationwide media brokers



R.A. Marshall & Co.
Media Investment Analysts & Brokers
Bob Marshall, President

AM/FM combo with ample cash flow located in southeastern single station market. \$550,000 with terms available.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

IF

I told you I knew about this Marvelous Sunbelt Town, with This Marvelous AM-FM Radio Combo, That had these Marvelous Signals and These Marvelous Stations were for sale at a Marvelous Price-- You'd Call About it--Wouldn't You? You're Marvelous. (512) 544-5409, PRW & Associates, Box 3127, South Padre Island, TX 78597 OR Box 1155, Abingdon, VA 24210.



FLORIDA Class C FM, \$75K down
NEW ENGLAND AM/FM 6.7 X C/F
FLORIDA AM \$20K down

Contact Randy Jeffery (305) 295-2572

**CHICAGO SCA
NOW AVAILABLE
CLASS B FM STATION**

CALL: DAN LEE,
312-777-1700



ALL SUNBELT

AM, Profitable . . . \$125 Down
FM, Can Expand . . \$400 Down
FM, Cash Flush . . . \$4.0 Cash

Donald K. Clark, Inc.
Media Broker

305-453-3311

P. O. Box 1065, Merritt Island, FL 32952

WRR, in Dallas, Texas,

will consider leasing two subcarriers at 67 khz and 92 khz. WRR will be broadcasting with 100,000 watts with its new antenna height of 1,500 feet above average terrain. Call Maurice Loewenthal at 214-670-8888.

**LARGE MEDIUM MARKET
SOUTHWEST
CLASS C FM**

Excellent ratings, management, history, cash flow, and growth potential. 3.5 Million Cash. Principals only. Disclosure statement required. Box U-97.

BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

Payable in advance. Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

dressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

Rates: Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

Word count: Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

Fates & Fortunes

Media

James A. Linen IV, chairman, Media General Broadcast Services, Richmond, Va., named executive VP of parent, Media General, responsible for broadcast, newsprint, magazine and community newspaper operations. **J. Stewart Bryan**, publisher of Media General's *Richmond Times Dispatch and News Leader* and Media General vice chairman, named corporate executive VP, responsible for daily newspaper and cable television operations.

Roger Freedman, executive VP, Chase Enterprises, named chairman of board of newly formed Chase Broadcasting, Hartford, Conn.-based parent of Ten Eighty Corp. and soon-to-be-acquired WSTC(AM)-WYRS(FM) Stamford, Conn. **Perry Ury**, president and general manager, Ten Eighty Corp., assumes additional responsibilities as president, Chase Broadcasting; **Robert Dunn** and **Thomas Barsanti**, VP's, sales-marketing and operations-programing, respectively, of Ten Eighty Corp., named VP's, Chase Broadcasting.

Larry Harris, VP and general manager, KFVS-TV Cape Girardeau, Mo., joins Buford Television, Tyler, Tex., as VP, broadcast acquisitions.

R. Geoffrey Vargo, general manager, WAJI-FM Fort Wayne, Ind., named president of station and VP of parent, Sarkes Tarzian Inc.

Mike Nauman, VP and general manager, Swanson Broadcasting's KKNG(FM) Oklahoma City, joins co-owned WBYU(FM) New Orleans as VP and general manager.

Joel Day, VP and general manager, Cox Communications' WIOD(AM)-WAIA(FM) Miami, resigns. **John Furman Jr.**, assistant secretary and director of broadcast standards, Cox, will oversee operation of WIOD-WAIA until Day's successor is named.

Douglas Kight, from WBBH-TV Fort Myers, Fla., joins WQEZ(FM) there as executive VP and general manager.

Jack Perk, general sales manager, WCNN(AM) Atlanta, named VP and general manager and VP of licensee, Ring Radio Co.

Dick Sadar, account executive, KWIZ-FM Santa Ana, Calif., joins KOCM(FM) Newport Beach, Calif., as general manager.

Russ Read, operations manager, WTVN-TV Columbus, Ohio, and executive producer, television group, for parent, Taft Broadcasting, named program operations manager for WTVN-TV.

Debra Stewart, business office manager, Pinole, Calif., cable system, Viacom Cablevision, named assistant general manager of Viacom's Napa and Pinole, Calif., cable systems.

Chloe Brothers, business manager, WGY(AM)-WGF(M) Schenectady, N.Y., named station manager.

William Cathcart, general manager, KAAL-TV Austin, Minn., joins WTOG-TV Savannah, Ga., as operations manager.

Larry Manogue, sales service assistant, KYW-TV Philadelphia, named traffic supervisor. **Joan Kiessling**, senior analyst, KYW-TV, named research manager.

Joe Fedoryk, director of divisional and corporate management information systems, United Merchants and Manufacturers, New York, joins RKO General there as director of management information services.

Robert Reicher, associate attorney, Proskauer, Rose, Goetz & Mendelsohn, New York, joins RKO General there as attorney.

Tonia Nelson, from Hartford Insurance Group, Hartford, Conn., joins KYW-TV Philadelphia as senior financial accountant.

Maria Krusienky, accountant-credit manager, WUAB-TV Cleveland, named business manager.

George Carpenter III, VP, Palmer Communications, Des Moines, Iowa, licensee of WHO-AM-TV, joins Iowa Public Television there as executive director.

Marketing

Thomas Carey, senior VP, director of account management, D'Arcy Masius Benton & Bowles, New York, named to newly created position of managing director, DMB&B.

Edward Tedeschi, senior VP, group director, account services, Della Femina, Travisano & Partners, New York, joins Kenyon & Eckhardt there as senior VP, management representative. **Phyllis Oulmann**, VP, broadcast production, financial, Wells, Rich, Green, New York, joins Kenyon & Eckhardt there as VP, broadcast administration.

Marjorie Korman, and **Donald Rudnick**, creative supervisors, BBDO Direct, New York, named VP's.

Terry Davenport and **Gregory Kirsch**, account supervisors, Tracy-Locke, Dallas, named VP's.

Tom Drese and **Wayne Fulcher**, senior VP's, McCann-Erickson, San Francisco, named co-directors of client services.

Leo Scullin, director of new electronic media and print media, Young & Rubicam, New York, named senior VP.

Diane Cimine and **Sandra Diana**, associate media directors, Dancer Fitzgerald Sample, New York, named VP's.

Ken Honchell, advertising manager, industrial robot division, Cincinnati Milacron, joins Fahlgren & Swink there as VP, account supervisor.

Audrey Wolotsky, manager of market research, WCBS-AM-FM New York, joins Republic Radio there as research manager.



Gorfine



Jenkins

Barry Gorfine, VP, manager, Los Angeles, and **Elaine Jenkins**, VP, manager, Dallas, Major Market Radio, named to executive committee.

David Beals, account executive, Needham Harper Worldwide, Chicago, named account supervisor.

Arthur Salisch, co-director of research, WABC(AM)-WPLK(FM) New York, joins Christal Radio there as research manager.

Michael Mansour, account executive, Tele-Rep, Los Angeles, named manager, Dallas office.

Robert Howe, from Levy & Asch, Fort Lauderdale, Fla., joins Barbara Gordon Associates, West Palm Beach, Fla., as account supervisor.

Steve Fawcett, associate creative director, Deleuw Hill & Associates, Detroit, joins W.B. Doner there as creative group supervisor.

Jerry Donovan, senior VP, Midwest region, Eastman Radio, Chicago, joins Bonneville Broadcasting System there as VP, director of sales and marketing.

Edward Gerrity, president, Ned Gerrity & Associates, New York, joins Needham Porter Novelli/New York as senior counselor.

Mark Henager, VP, Celluphone of Texas, Dallas, joins Harrington, Righter & Parsons there as account executive.

Catherine Morrow, research assistant, Blair Entertainment, New York, named station clearance representative.

Thom Neeson, national sales manager, WLVI-TV Boston, named VP, general sales manager.

Scott Savage, general sales manager, WCBM(AM) Baltimore, joins WNEW(AM) New York in same capacity.

Joseph Pedri, national-regional sales manager, KXTV(TV) Sacramento, Calif., named general sales manager. **William Gonzales Jr.**, account executive, KXTV, named local sales manager.

Nancy Bray, sales manager, WOJY(FM) High Point, N.C., joins WSJS(AM) Winston-Salem, N.C., as general sales manager.

Pam Carr, account executive, WTPH(FM) Indianapolis, named sales manager.

Yolanda Valdespino Rodriguez, from Gerstenhaber, Jacks & Co., San Antonio, Tex.,

joins KTSA(AM)-KTFM(FM) there as co-op director.

Gail Nevins McHale, account executive, WOR(AM) New York, named national sales manager.

Pattie Kelly, local sales director, KTTY(TV) San Diego, named local sales manager.

Sandra Staggs, general sales manager, Cable Advertising Systems, Birmingham, Ala., joins Viacom Cablevision, Nashville, as local sales manager.

John Shea, sales manager, WEQX(FM) Manchester, Vt., joins WUSV(TV) Schenectady, N.Y., as local sales manager.

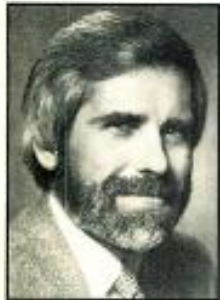
Barry Goppman, national sales representative, John Blair & Co., New York, joins KMSB-TV Tucson, Ariz., as national sales manager.

Gary Lewis, VP, general sales manager and director of training, Blair/RAR, New York, joins Waterman Broadcasting as director of training for KTSA(AM)-KTFM(FM) San Antonio, Tex., and WBBH-TV Fort Myers, Fla., and senior account executive for KTSA.

John Curry, from accounting firm of Sterling, Delperdang & Co., Sioux City, Iowa, joins KTIV(TV) there as account executive.

Programing

Frank Kelly, VP, programing, Paramount Domestic Television and Video Programing, Los Angeles, named senior VP, programing.



Gutkowski

Robert Gutkowski, VP, advertiser sales, Paramount Television Domestic Distribution, New York, joins Madison Square Garden Network there as president.

David Morris, VP, West Coast manager, TeleRep, Los Angeles, joins Walt Disney Pictures, domestic television, there as VP, Western division manager.

Tom Rockwell, VP, medical affairs, Lifetime, New York, named president, Lifetime Medical Television.

Debbie Beece, director, on-air promotion, Nickelodeon, New York, named director, programing. **Geoffrey Darby**, producer, Nickelodeon, named executive producer.

Sandra Dorsey, coordinator, awards and special projects, ABC, New York, named manager, TV distribution and sales, ABC Pictures International there.

Edward Schor, senior attorney, Viacom, New York, named counsel, broadcasting.

Richard Intrator, VP, new business planning and development, ABC, New York, joins Coca-Cola Co. there as VP, planning and development, entertainment business sector.

Appointments, Showtime/The Movie Channel: **Michael Wheeler**, regional VP, Southeastern region, Atlanta, to VP, national accounts, based in New York; **Don Starcke**, South Central regional director, Dallas, to director of

affiliate marketing, New York, and **J. Starrett Berry**, VP, corporate marketing, Galavision, New York, to director, national accounts.

Sid McCoy, host, *Special Edition*, Westwood One Radio Networks, Los Angeles, named VP, black and urban programing. **George Taylor Morris**, program director, Westwood One, resigns.

Linda Kohn, supervisor, music licensing, Columbia Pictures Television, Burbank, Calif., named director, music licensing.

Diran Robert Demirjian, general sales manager, KDFW-TV Dallas, joins King World as Southwest division manager, based in new Dallas sales office.

Daniel Huertas, district manager, affiliate relations, Galavision, Los Angeles, named director, central region, Dallas.

Pat Swinehart, manager, administration, CBS/Fox Video, New York, named director, administration.

Chris Taylor, director of affiliate relations, Financial News Network, Los Angeles, named VP, affiliate relations. **James Boyle**, manager of national sales, Cabletelevision Advertising Bureau, New York, joins FNN, Los Angeles, as manager, research and sales development.

Fran Harmon, assistant research manager, Group W Productions, Los Angeles, joins Access Syndication there as director of market research.

Thomas Manderscheid, account executive, Satellite Music Network, Chicago, joins United Stations Radio Networks there as account executive.

Lee Salas, general services supervisor, Group W Productions, Los Angeles, named manager, administrative services.

Peter Schmid, station sales manager, Orbis Communications, New York, named director of station sales.

Marlene Rochman, administrative assistant, advertising sales department, Blair Entertainment, New York, named station clearance representative.

Matt O'Shaughnessy, air personality, WVOX(AM), and producer, *Midnight Metal*, co-owned WRTN(FM), both New Rochelle, N.Y., named program producer.

Appointments, KYW-TV Philadelphia: **Kathy Goree**, field producer, *Evening Magazine*, to coordinating producer, *People are Talking*; **Linda Lou Kane**, freelance producer, to field producer, *Evening Magazine*; **Leslie Howell**, coordinating producer, *People are Talking*, to studio producer, *Evening Magazine*; **Derek Muirden**, author, Taos, N.M., and former *Evening Magazine* field producer, to field producer, and **Hugh Boyle Jr.**, sports desk assistant, to weekend sports producer.

Deborah Stauber, film editor, KZKC-TV Kansas City, Mo., named film director.

Bruce Vincent, from noncommercial WGTE-TV Toledo, Ohio, joins noncommercial KUSD-TV Vermillion, S.D., as television production manager.

Hal Martin, from WCBM(AM) Baltimore, joins WYST(AM) there as midday announcer.

Randy Chambers, from KREA(FM) Santa Rosa, Calif., joins KTKS(FM) Denton, Tex., as air personality.

News and Public Affairs

Jonathan Rodgers, executive producer, weekend editions, *CBS Evening News* and *CBS Sunday Night News*, New York, named executive producer, *CBS Morning News* and *CBS Early Morning News*. **Jon Katz**, executive producer of *CBS Morning News* since March 1984, is taking medical leave. When he returns in November, it will be in post of director of planning, CBS News. **Joel Heller**, producer, CBS News, New York, named executive producer, documentary broadcasts.

James Williams, broadcast executive, East, Associated Press, Washington, named deputy editor, sales.

Pamela K. Browne, associate producer, CBS News *Nightwatch*, Washington, joins CBS News *Nightwatch*, Los Angeles, as Los Angeles-based associate producer.

Edie Magnus, weekend anchor, WKRC-TV Cincinnati, joins ABC, Chicago, as correspondent. **Karen Stone**, correspondent, CBS News, Chicago, joins ABC News, Washington, as correspondent.



Turell

John Turell, executive producer and director of news programing, WCVB-TV Boston, joins WTEN(TV) Albany, N.Y., as news director.

Jerry Dahmen, news director, KXRB(AM)-KIOV(FM) Sioux Falls, S.D., joins WSM(AM) Nashville in same capacity.

Kevin Kelly, news director, WSPA-TV Spartanburg, S.C., joins WCIV(TV) Charleston, S.C., as executive news producer.

Appointments, KTUL-TV Tulsa, Okla.: **Lesi Nelson**, from WJKS-TV Jacksonville, Fla., to 10 p.m. news producer; **Helen Howard**, from WAAY-TV Huntsville, Ala., to 6 p.m. news producer; **Beth Swanson**, from KOTV(TV) Tulsa, to 5 p.m. news producer; **Leanne Taylor**, reporter, to host, *News Eight Dayline*; **Diane Jacobs**, from Jack Anderson, Washington, to health reporter; **Jodie Senn**, from KXII(TV) Ardmore, Okla., to nightbeat reporter; **Brian Vander-Weide**, production assistant, to weekend assignment editor.

Appointments, KMST-TV Monterey, Calif.: **Julie Christie**, from KWAV(FM) Monterey, to assignment editor; **Pat Hill**, from defunct Sports Time Cable Network, Cincinnati, to 6 p.m. producer; **Jim Weider**, from WKFT(TV) Fayetteville, N.C., to reporter, and **Bob Cullinan**, from KETV(TV) Omaha, to sports reporter.

Ed Rabel, staff correspondent, CBS News, Washington, joins NBC News there as correspondent, *American Almanac*.

Maureen McNeill, editor, *Salisbury (Md.) News and Advertiser*, joins WBOC-TV there as assignment editor.

Margie Walsh, producer, 6 p.m. news, WFAA-TV Dallas, joins KYW-TV Philadelphia as producer, noon news.

Appointments, Associated Press: **Judy Gianettino**, correspondent, El Paso, to news editor, Newark, N.J.; **James Reindl**, from AP,

Detroit, to news editor, Wisconsin, Milwaukee, and **Stephen Bell**, day supervisor, Albany, N.Y., to correspondent, Buffalo, N.Y.

Charles Kershner, North American production editor, Reuters, New York, named news editor, Chicago, Reuters North America.

Carrie Lazarus, anchor, WTVH(TV) Syracuse, N.Y., joins WIXT(TV) there as reporter. **Ellen Genet**, videographer, WIXT, named producer, weekend news.

Charles Gomez, reporter, WOR-TV New York, joins NBC News, Burbank, Calif., bureau, as correspondent.

Connie Thompson, co-anchor, *Nightcast*, KOMO-TV Seattle, named consumer editor.

Keith Oppenheim, editorial assistant, ABC News, New York, joins WJAR-TV Providence, R.I., as associate producer. *Turn to Ten* consumer unit.

Chris Peddie, from KVCT-TV Victoria, Tex., joins KETV(TV) Omaha as anchor.

Howard Eskin, sports director, KYW-TV Philadelphia, joins WTAF-TV there as sports anchor.

Carlos Harrison, reporter, *Las Vegas Review-Journal*, Las Vegas, joins KTNV(TV) there as reporter.

G. Stuart Watson, reporter, WAPT-TV Jackson, Miss., joins WTOL-TV Toledo, Ohio, in same capacity.

Marge Stevens, reporter, WCAU(AM) Philadelphia, joins WTZA-TV Kingston, N.Y., as general assignment reporter.

Charles Murphy, city hall reporter, WXEX-TV Petersburg, Va., named investigative reporter.

Dennis Roper, from WTSP-TV Tampa-St. Petersburg, Fla., joins WXFL(TV) there as helicopter reporter and weekend anchor.

Tony Cox, reporter, KCBS-TV Los Angeles, joins KTTV(TV) there as weekend co-anchor-reporter.

Barry Pintar, anchor-reporter, WDTV(TV) Clarksburg, W. Va., joins WSAZ-TV Huntington, W. Va., as reporter.

Jim Bucher, producer-director, Channel 30 Access Dayton, public access cable channel of Viacom Cable, Dayton, Ohio, joins WDTN-TV Dayton as news photographer.

Technology

John Hartley, president and chief operating officer, Harris Corp., Melbourne, Fla., named president and chief executive officer, succeeding **Joseph Boyd** as CEO. Boyd will remain chairman of board.

Iva Wilson, VP, engineering, Philips ECG, Seneca Falls, N.Y., supplier of television tubes and solid state devices, named president.

Appointments, Comsat, Washington: **Gilbert Rye**, director of space programs, National Security Council, Washington, to VP, government systems, communications services division; **Don Flora**, VP, sales, to VP, sales and special programs, government systems; **Jerome Breslow**, secretary, to VP and assistant to chairman and chief executive officer; **Willard**

R. (Randy) Nichols, VP and general counsel, to VP, general counsel and secretary.

Gerard Johnson, VP, treasurer and assistant secretary, General Instrument, New York, named VP, finance, and chief financial officer.

Richard Drake, director of long-range planning, Cetec Corp., El Monte, Calif., named VP.

Steve Carlisle, VP, operations, Crawford Post Production, Atlanta, named VP, client and marketing services. **Jim Riley**, senior editor, TSC Video, Nashville, and **Tom Roche**, from WVEU-TV Atlanta, join Crawford Post Production as editors.

Donald Crumm, marketing product manager, microwave equipment division, Varian Associates, Santa Clara, Calif., named commercial equipment sales and marketing manager for division.

John Fazackerly, sales manager, broadband communications division, Scientific-Atlanta, Atlanta, named marketing and sales manager, digital video systems division, based in Toronto.

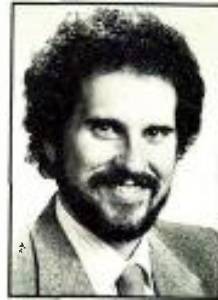
Ron Procaccio, editor, Reeves Teletape, New York, joins Modern Telecommunications Inc. there as editor.

John Stephen Palma II, engineer, Emmett Recording, New York, joins Agfa-Gevaert there as technical audio specialist, magnetic tape division. **James Rouse**, sales representative, ML Tape Duplicating, Los Angeles, joins magnetic tape division, Agfa-Gevaert there, as technical sales representative.

Mike May, engineer, KJRH(TV) Tulsa, Okla., joins SPN Productions there as director of engineering. **Tom Dooley**, from Fax Marketing, Tulsa, joins SPN as CMX editor/producer.

Larre Nelson, program manager, Augat Inc., Attleboro, Mass., named systems marketing manager, interconnection systems group.

Promotion and PR



Stagg

Barry Stagg, VP, publicity, Embassy Television, Los Angeles, named VP, publicity and promotion.

Mary Ann Spitaletta, manager, station relations, Paramount Television, New York, joins LBS Communications there as manager, creative services department.

Kelly Williams, promotion coordinator, WTTG(TV) Washington, joins WRC-TV as manager of press and publicity.

Jim Byrne, public relations representative, WCVB-TV Boston, joins WLVI-TV there as director of public relations.

John Hewitt, on-air promotion producer, WTVN-TV Columbus, Ohio, named on-air promotion director.

Lydia Jones, from WJLA-TV Washington, joins WHMM-TV there as director of creative

from *Communications Press*—

INTERNATIONAL TELECOMMUNICATIONS AND INFORMATION POLICY

Edited by Christopher H. Sterling

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services.

Linda Button, advertising and promotion manager, WCAU-TV Philadelphia, joins KYW-TV there as audience promotion manager. **Megan McNally**, producer, programing and commercials, American Cable Systems, Fort Lauderdale, Fla., joins KYW-TV as writer-producer, creative services department.

Martha Mackin, from Ryan/Ryan/Southwick Advertising and Public Relations, Portland, Ore., joins KINK(FM) there as promotion-marketing director.

Tony Johnson, air personality, KEGL(FM) Fort Worth, named promotion director.

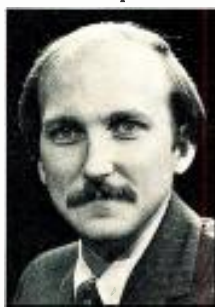
Mark Tindle, director of advertising, Sound Warehouse, Dallas, joins KZEW(FM) there as director of creative services.

Allied Fields

Bruce Collins, director of operations, C-SPAN, Washington, named VP, corporate de-



Collins



Lockman

velopment. **Brian Lockman**, director of production, C-SPAN, to VP, network operations.

Leonard Goldenson, chairman of board, ABC Inc., will receive 1985 directorate award from International Council of National Academy of Television Arts and Sciences. Award will be presented at 13th Annual International Emmy Awards ceremonies Nov. 25 in New York.

James Duffy, president, communications, ABC Broadcast Group, named Outstanding Communicator of the Year by New York State Broadcasters Association.

Contract of **James Loper**, executive director of Academy of Television Arts and Sciences, scheduled to expire next year has been extended to cover next two and half years, with one-year options for 1989 and 1990.

Thomas Leahy, executive VP, CBS/Broadcast Group, named founding board member of newly formed National Partnership to Prevent Drug and Alcohol Abuse, nonprofit corporation organized by Justice Department's Office of Juvenile Justice and Delinquency Prevention.

Barry Feinberg, VP, marketing research, Warner Communications Record Group, New York, joins Audits & Surveys Inc. there as VP, senior research executive.

University of Southern Mississippi and Beam Communications have established Marvin Reuben scholarship, to be presented during 1986-87 academic year to outstanding broadcast student in USM school of communications, Reuben is executive VP of Beam Communications, based at WDAM-TV Laurel-Hattiesburg, Miss.

Karen Richard, senior account executive, Jubilee Publications, subsidiary of Boston-based Crosby Vandenberg Group, named national account manager for advertising sales for CableTV Guide Network, Crosby Vandenberg subsidiary that publishes cable TV program guides.

Janice Orman, financial analyst, Frazier, Gross & Kadlec, Washington, named senior financial analyst, valuations group.

Elected officers, Society of Satellite Professionals, Washington: **Louis Bransford**, president, Public Service Satellite Consortium; **Andrea Caruso**, director general, Eutelsat; **Bert Cowlan**, international telecommunications consultant; **Tadashi Nishimoto**, director of international organizations department, Kikusai Denshin Denwa; **Wilbur Pritchard**, president, Satellite Systems Engineering, and **Polly Rash**, telecommunications consultant.

Elected officers, American Women in Radio and Television, New Orleans: **Jane Haavey**, WWL-TV, president; **Susan Sanford**, Bauerlein, VP, programing; **Lynn Pendergrass Long**, WEZB(FM), VP, membership; **Sister Rose Mary Wessel**, noncommercial WLAE-TV, secretary, and **Dana Garvey**, Radiofone, treasurer.

Deaths



Seward in 1963

James Morgan Seward, 83, veteran CBS radio executive who retired in 1966 as executive VP, CBS Radio, died Oct. 27 at his home in Hanover, N.H. Seward joined CBS in 1933 as clerk in network operations department, advancing to assistant treasurer in 1935. In 1942, he was named director of operations. In 1951, he became administrative vice president of newly created CBS Radio division, and was named executive VP in 1956. During his tenure at CBS, Seward handled negotiations with labor unions and talent agencies. He was involved in talent negotiations with such personalities as Bing Crosby, Jack Benny, Edgar Bergen and Ed Sullivan. He was friend of Arthur Godfrey's, and acted as contact between Godfrey and network. As friend of Edward R. Murrow, he handled Murrow's personal business affairs, and served as executor of his estate. Since his retirement, Seward had aided writers researching stories on CBS and life of Murrow. Seward is survived by his wife, Ina, and two daughters.

James B. Sheridan, 70, former special assistant to former FCC Chairman Frederick W. Ford and chief of Broadcast Bureau under FCC Chairman Newton Minow, died of cardiac arrest Oct. 23 in Bethany Beach, Del. He is survived by his former wife, Mary, and four children.

Ameel J. Fisher, 76, veteran radio and television journalist, died of heart attack Sept. 25 at South Shore hospital, Bay Shore, N.Y. In 1939-42, Fisher was radio drama writer for NBC. After war service, he joined United Press International, New York, as rewrite

desk man in radio department and night editor of city desk. From 1952 until his retirement in 1974, he was reporter for UPI Television. He is survived by his wife, Ann.

Tommy Judge Milner, 35, former VP and program director, WBSW-FM Kankakee, Ill., died Oct. 26 of injuries suffered in auto accident in Kankakee. He began his broadcast career as on-air personality in 1967 at WSHE(FM) Fort Lauderdale, Fla., and was later air personality and program manager at WSRF(AM) Fort Lauderdale. Milner's family bought WBSW-FM station in March 1984, with Gene Milner, father of Tommy, serving as president, and Tommy's brother, Timothy, as VP and general sales manager. Other survivors include his mother, another brother and two sisters.

George Martin Mishler, 62, retired supervisor, Voice of America, Washington, died of heart attack Oct. 23 at Mesa, Ariz., hospital. He is survived by his wife, Alice, son and daughter.

Layton W. Bailey Jr., 72, retired VP, Southwest area, MCA TV, died of cancer Oct. 20 in Dallas. He is survived by his wife, Peggy, and daughter.

David Hepburn, 64, vice president and director of community relations, WNEW-TV New York, died of stroke Oct. 24 at St. Luke's hospital, New York. He began his broadcast career in 1955 at WCBS-TV New York and joined WNEW-TV in 1965 as director of public relations. He is survived by his wife, Mildred, son and two daughters.

Alan Fischler, 65, one-time part owner, KNJO(FM) Thousand Oaks, Calif., died Oct. 5 at Kaiser hospital, Panorama City, Calif. He began his career with *Billboard* magazine, then went to work for NBC. He was general manager of KBIG(FM) Los Angeles before buying part interest in KNJO in 1969. He is survived by his wife, Pearl, and two sons.

Walter F. McDonough, 82, engineer with WOR(AM) New York from 1950 to 1972, died Oct. 18 at Bayfront medical center, St. Petersburg, Fla., of injuries suffered in auto accident in St. Petersburg. Before joining WOR, McDonough had worked as sound effects engineer for CBS and NBC. He is survived by two sons.

Kirby Grant, 74, actor who played Sky King in 1950's television series of same name, died in automobile accident Oct. 30 in Titusville, Fla. Kirby, who lived in Winter Springs, Fla., was en route to observe launch of space shuttle, Challenger. He been invited by astronaut, who said Kirby's role as pilot had influenced his decision to go into aviation. Grant is survived by his wife, Catharine.

Morton Downey, 83, Irish tenor who sang on numerous programs over CBS and NBC Red and Blue radio networks in 1930's and 1940's, and on television in *The Morton Downey Show* on NBC (1949), and *Star of the Family* on CBS (1950), died Oct. 25 at his home in Palm Beach, Fla. Survivors include his wife, Ann, and four sons.

Harley Lucas, 64, former account executive with Adam Young Inc., New York, who also served in sales and executive posts with WEWS(TV) Cleveland and various radio stations in 46-year career, died of cancer Oct. 13 at his home in New York. He is survived by his wife, Joan, and son.

Many-splendored advocate

Dominating one wall in the Connecticut Avenue office of Washington communications attorney Bernard Koteen is a large piece of fiber art, a weaving, that portrays, unmistakably, Dame Margot Fonteyn on her toes and Bjorn Borg, tennis racket in hand. The piece, by Washington artist Leslie Kuter, was a gift from Koteen's wife, who obviously knows her man—a lover of art and the arts, and a tennis freak.

A bust of Blackstone would not be inappropriate, either. After some 40 years as a communications lawyer, Koteen is regarded as one of the best in the business. His 12-lawyer firm, which focuses exclusively on communications—it's called a "boutique" in the trade—is described by one enthusiastic client as, "pound for pound, better than any firm in the city." And Koteen & Naftalin has a client list that attests to the firm's success—it includes The New York Times Co., NBC, Storer Communications Inc. and McGraw-Hill Broadcasting Co. Then there is his prize—Taft Broadcasting Co., his "largest and oldest client—it keeps me going." Koteen has represented Taft since 1950, and the relationship shows. Former FCC Commissioner Margita White, now a member of the Taft board, says of Koteen, "He attends shareholder and board meetings, and is always treated like a member of the family."

But it's not Koteen's law practice that sets him apart, particularly, from other leading members of the Federal Communications Bar Association. It is the life he has woven around his practice, even though that practice still commands a large portion of his time—up to 50 hours a week.

Check out his office and the public rooms of the suite occupied by Koteen & Naftalin: They are decorated with examples of the eclectic taste of a man who is a trustee and chairman of the development committee of the Corcoran Gallery of Art. (Since he does not believe the selection of art should be left to the democratic process, he chooses the pieces, and pays for them.) He is in his sixth year as a director of the National Symphony. And he was recently elected a governor of the Atlantic Institute, an international think tank based in Paris.

What's more, he is a world traveller—from Europe to the Orient and Middle East, and points in between. He moves in a heady world of Washington power (on familiar terms with members of the Senate, House and judiciary, as well as, of course, the FCC), the arts (at a party in the home of Mrs. Gifford Pinchot, following a performance of the Royal Ballet at the National Theater, years ago, he danced with Fonteyn, an experience he still recalls with some awe), and commerce (he has done well as a passive investor with Oliver Carr, one of the most active real estate developers in Washington,



BERNARD KOTEEN—partner, Koteen & Naftalin; b. Nov. 8, 1915, Paterson, N.J.; BA, University of Wisconsin, 1937; LLB, Harvard Law School, 1940; Farm Credit Administration, assistant to general counsel, 1940-41; Navy, 1942-46; FCC Broadcast Bureau, 1946-49; private law practice, 1949—; Koteen & Burt, 1952-82; Koteen & Naftalin, 1982 to present; m. Sherley Heidenberg, June 28, 1942; children, Charles, 38, Lisa, 33.

and it was David Kreeger, owner of the greatest private art collection in Washington and now honorary chairman of Geico Insurance Co., who proposed Koteen as a governor of the Atlantic Institute). With those resources to draw on—and with a wife who was the administrator of the Vice President's house when the Mondales lived there—Koteen gives dinner parties that rank high in the social values of Washington.

Then, too, there is Koteen "the jock," as he describes himself. A soccer and basketball player for Oberlin and a member of the crew at the University of Wisconsin, where he completed his undergraduate education, Koteen these days plays a fair amount of tennis—four hours a week in the summer and three, indoors, in the winter. And, although he will be 70 this month, he prefers singles—"there's more action." That is instructive.

For the energy required for singles is evident in everything he does. "For a guy who has been around as long as Bernie has," says Howard Monderer, NBC's vice president for law in Washington, "he's still enthusiastic about what he does—he throws himself into it 150%. He doesn't hold back." Richard E. Wiley, now a fellow member of the communications bar, recalls that, when Wiley was chairman of the FCC, Koteen would lobby him with persistence for clients—"even," Wiley recalls, "after being told he wouldn't get what he was after."

The deregulation of broadcasting has not hurt the firm. Indeed, it has opened new fields, especially the one of wheeling and dealing in broadcast properties. "I spend a lot of time negotiating deals, and I enjoy it,"

Koteen says. He played a principal role in Taft's acquisition, for \$755 million, of the Gulf Broadcast Group, an acquisition that resulted in Taft becoming the first broadcaster to take advantage of the new, liberalized ownership limits and own more than seven television stations. Its holdings jumped from seven to 12, the new limit. What's more, the practice is not restricted to broadcasting. Common carrier work—domestic and international—is an expanding field for the firm. So are cellular radio and multipoint distribution services, paging and instructional television fixed service. And Koteen is called on by banks and insurance companies that are financing the acquisition of broadcast properties and need help on the intricacies of communications law. All of which, Koteen says, he finds stimulating. And it is why he intends to keep practicing law as he does now "for a hell of a long time." Where he is, he feels, is where the action is.

Clearly the business has changed since Koteen, newly discharged from the Navy as a lieutenant commander, got his first taste of it in the generally pre-television days of 1946 as a lawyer with the FCC. He had been with the Farm Credit Administration before the war and was looking for another government job, in 1946, when a friend of his wife's family—it happened to be the late Edward Klauber, then executive vice president of CBS—suggested he talk to two men who were knowledgeable about the broadcasting business—the late Paul Porter, then chairman of the FCC, and Sol Taishoff, the late publisher and editor of BROADCASTING. They advised him to take a job with the commission; communications, they said, was an expanding and exciting field. He took their advice, passing up offers from several other government agencies, and entered the pool from which many, if not most, of the nation's communications lawyers have been drawn.

For all of his ability to go with the flow of developments in communications law and policy, Koteen is not entirely comfortable with it. "I take the position," he said, in a reference to FCC Chairman Mark Fowler's description of television stations, "that stations are *not* toasters. . . . Broadcast stations are somewhat unique; they have public interest overtones that toasters don't have. We have a statute which treats broadcast stations different from toasters."

That is the kind of cosmic question he can discuss with clients and in comments filed in commission rulemakings. But Koteen has reached the position in life where he faces a more immediate, and tantalizing, dilemma, one regarding scheduling. The next meeting of the Atlantic Institute is in Paris on Dec. 7. "The question," Koteen says, "is: Do I go to Paris on Dec. 7—or to Sydney, Australia, for the opening of Taft's amusement park?" That's the price to be paid for being a Renaissance man, FCBA version.

Outlet Communications Inc. has entered program production business through financing and syndication of first-run, half-hour game show, **Crosswits**. Outlet, in joint venture with Crossedwits Productions, is underwriting 195 new episodes (39 weeks worth) of fringe and access targeted game show. Outlet will run game show on its VHF affiliated stations—WJAR-TV Providence, R.I.; KOVR-TV Sacramento, Calif.; WCMH-TV Columbus; WCPX-TV Orlando, Fla., and KSAT-TV San Antonio, Tex.—but allowed option for it to be cleared on other stations in markets where it owns UHF independents—Atlanta and Indianapolis. Outlet will underwrite estimated \$4-million production (average \$100,000 per week) and after costs are recovered, get 50% of profits. Distributor will be Los Angeles-based ABR Entertainment Co., newly-formed syndicator composed of former Metromedia Producers Corp. and Warner Bros. Television executives and headed by producer Burt Rosen. **Crosswits**, created by Jerry Payne, was successful game show syndicated by Metromedia between 1974 and 1980. Each episode will carry five minutes of local spot availabilities and one minute of national barter. Orbis Communications will sell barter spots.

Blair Entertainment announced last week launch of **Strike It Rich**, syndicated game show strip for September 1986 that will be hosted by Joe Garagiola. Over \$1 million in cash and prizes will be awarded on show in first year. Show is intended for use primarily by affiliates in prime access and early fringe. Blair Entertainment President Richard C. Coveny said Blair was presently looking for partners to share in show's cost, and mentioned Storer and Hubbard as candidates. He added that Blair will maintain creative control of show. He said Blair's cost for pilot was \$400,000, and that cost of series would be \$100,000 per week. Sales of show will be cash deals. Plans call for production of 195 episodes, to give stations 39 weeks of first-run and 13 weeks of repeats. Kline & Friends is producer, in association with Blair Entertainment.

Barris Industries, which has returned to game show business this season with **The New Newlywed Game**, has cleared **The All New Dating Game** for fall 1986 launch on five network-owned stations. Stations that have already signed to pick up strip game show for access include ABC's KGO-TV San Francisco and CBS's WCAU-TV Philadelphia, while WABC-TV New York, KABC-TV Los Angeles and NBC-owned WMAQ-TV Chicago have cleared it for fringe time period, according to Barris Industries President Bud Granoff. **Dating Game** is being cleared on cash-plus-barter basis with Barris withholding two 30-second spots per show.

Lorimar is distributing **Falcon Crest** on advertiser-supported basis for fall of 1986 availability, making it **first major off-network strip ever released into syndication on straight barter basis**. Pat Kenney, vice president and general sales manager for Lorimar Television Distribution, said Lorimar is positioning **Falcon Crest** as early fringe bridge for affiliates between afternoon soaps and early local news, time periods which it said worked best for **Dallas**. Lorimar is guaranteeing 127 episodes for double play during 52-week license period. Stations will get seven minutes per hour for local sales and five minutes will be withheld for national barter. After first year, stations will get additional four runs for cash. Lorimar executives will make presentations to station groups and reps this week, but first reaction among several programmers—worried that "barter syndrome" will overrun off-network series as it has first-run syndicated shows—was decidedly cool. Kenney, however, predicted

Murdoch action postponed. *Rupert Murdoch will have to wait a couple of weeks longer for FCC action on his proposed \$1.5-billion acquisition of six Metromedia television stations. His transfer applications were scheduled for the FCC's meeting last Thursday (Oct. 31), but FCC Chairman Mark Fowler removed them from the meeting agenda, according to aides, to give Murdoch an opportunity to respond to last-minute pleadings by a group of petitioners led by the Telecommunications Research and Action Center. The commissioners aren't scheduled to meet again until Nov. 14. Barring unforeseen difficulties, FCC sources said the proposed acquisition would be addressed then.*

that barter would offer alternative to stations as field begins to be crowded with other off-network hour serial dramas sold for cash in syndication. In markets where two or more stations are vying for **Falcon Crest**, Kenney said Lorimar will go with station that promises greatest promotional support.

Reports surfaced last week concerning talks that **Turner Broadcasting System** has had with various parties about possible ventures to help finance TBS's proposed acquisition of MGM/UA. Most were sparked by fact that financial advisors for TBS have contacted all major media companies (as well as some companies outside industry) soliciting interest in stake in CNN/CNN Headline News. Some reports had it that TBS and **Viacom International** were discussing possible co-production venture in event TBS acquires MGM/UA, where Viacom would contribute cash in exchange for half interest in CNN. Neither party would comment on talks, although **Time Inc.** did confirm last week it met with TBS officials and discussed possible purchase of interest in CNN. TBS was also reported to have met with **Gannett Co.** officials to discuss latter's interest in buying into CNN. Just how much of CNN/Headline News Ted Turner is willing to part with is unclear. Company sources suggest he would reluctantly give up control of news service, if it means enabling MGM/UA deal to go forward. Securing future supply of programming for superstation WTBS-TV Atlanta, TBS's primary profit center, source indicated, appears to be more important to Turner than retaining control of prestigious news organization.

Senator David Boren (D-Okla.) introduced legislation last week that would limit contributions candidates may accept from political action committees. Measure, co-sponsored by Senate Communications Subcommittee Chairman Barry Goldwater (R-Ariz.), also would require broadcasters to provide candidate with "equal time" if candidate is subject of negative commercial funded by PAC's. It also "requires a disclaimer for PAC's that make . . . [an] advertisement, not authorized by a candidate in a federal election, to disclose that such advertisement is 'authorized and paid for by' the committee, and that 'its presentation is not subject to any campaign law contribution limits.'"

Reagan administration has gone to unusual length to stress its view that decisions taken at first session of **Space WARC** do not accord preference to Intelsat or other multiadministration satellite systems in allocation matters, or impose special restrictions on U.S. systems FCC has authorized to compete with Intelsat. National Telecommunications and Information Administration, in rare participation in licensing case at commission, expressed its views on those matters last week in late-filed pleadings opposing International Relay Inc.'s petitions for reconsideration of commission's conditional authorization of five applicants for private international systems (BROADCASTING, Oct. 14). Systems themselves, and State Department, in speech by Ambassador Diana Lady Dougan (see page 70), made same points. NTIA, stressing importance of maintaining accurate record, said IRI erred in stating that principles adopted at first session of Space WARC give preference to multiadministration systems. NTIA not only disputed IRI's interpretation of language adopted at conference but said U.S. has made clear, formally and informally, it would not support "any principle that established priorities" among satellite systems. IRI, in reply last week to oppositions filed by separate systems, said it had not claimed preference had been given Intelsat or other inter-governmental systems. It said it had only pointed out that their "special, i.e., unique or different, characteristics and requirements" will necessarily "be taken into account in future [International Telecommunication Union] deliberations."

Tribune Broadcasting stations and Taft-owned KTXA-TV Dallas have decided to pare down Inday from two-hours to one, in daytime schedules in time for November sweeps. In most recent NTI averages for program's four half-hours, **Inday News** averaged .8, **It's A Great Life**, .9, **What's Hot, What's Not**, .8, and **All About Us**, .9. Inday appears on 89 stations covering 76% of country. Melvyn Smith, director of program services with Tribune, said abbreviating program will give stations "more promotable" vehicle. One-hour broadcasts of LBS-distributed venture, produced along with

'America' troubles. Two more CBS owned-and-operated stations, *WBMM-TV Chicago* and *KMOX-TV St. Louis*, have moved back America from its news lead-in position before the beginning of the November sweeps, giving further indication that the show may be in trouble. *WBMM-TV* has moved the one-hour America from 4 p.m. back to 3 p.m. and moved the one-hour *The Price is Right*, formerly at 3 p.m., to 4 p.m. *KMOX-TV* plans to make the same switch today, although it will be switching Hart to Hart instead of *The Price is Right*.

The two moves follow on the heels of the first America re-scheduling which took place last month on *KCBS-TV Los Angeles* (BROADCASTING, Oct. 7). Allen Cohen, vice president and general manager of *KMOX-TV*, said the re-scheduling was a result of "preliminary indications," such as telephone surveys (coincidental) the station ordered (St. Louis is a diary market), and the ratings the show has received in other markets. With CBS O&O *WCAU-TV Philadelphia* using America from 5 to 6 a.m. since its first telecast, only *WCBS-TV New York*, among CBS's O&O's, continues to run America as a local news lead-in. A spokesman for *WCBS-TV* said that "without question there are no plans" to re-schedule America any earlier.

As of Wednesday of this week, America had a weighted average of 4.3/13 in the Nielsen ratings for the five largest markets carrying it as a news lead-in (New York, Los Angeles, Chicago, San Francisco and Detroit).

gram Fair in Philadelphia (Nov. 10), according to search committee co-chairman Harry O'Connor. Of those committee will have interviewed, none have been involved in public broadcasting in past 10 years, he said. Full CPB board is expected to hold special meeting to interview final three candidates in early December.



Rodgers

Appointment of new **CBS Morning News executive producer Jonathan Rodgers to replace Jon Katz**, who is taking medical leave (see "Fates & Fortunes"), is latest development in more than year of upheaval for program. Since September of 1984, three of program's anchors have left—Diane Sawyer, Bill Kurtis and Phyllis George—because they became tired of show, or in some cases, each other, and producers have tried and failed to come up with revised format that would make program competitive with NBC's *Today* and ABC's *Good Morning, America*.

CBS News contemplated replacing Katz earlier this year when it tried to convince former *GMA* executive producer Susan Winston to join *Morning News*. Nothing came of those talks, however.

Sam Simon, who has headed what is now **Telecommunications Research and Action Center** since 1978, will leave that organization early next year. Simon said he will pursue "new career opportunities in the telecommunications field," but will maintain his connection with TRAC as member of its board. Kathy Bonk, chairman of TRAC, hailed Simon as one who "has devoted himself completely to the public interest in telecommunications" in his eight years at TRAC. She has appointed search committee to seek successor, but organization may also be faced with question of restructuring.

Raymond Strassburger, special counsel to FCC Chairman **Mark Fowler** for congressional affairs, has resigned, effective Nov. 8, to become assistant vice president and attorney/federal relations for U.S. West Inc. **John Kamp**, legal assistant to chief, Mass Media Bureau, will succeed Strassburger as special assistant to Fowler.

Listening alert. The on-going battle between parents groups and the recording industry over so-called pornographic lyrics came to a close last week when the parties announced they had reached an agreement on a record labeling policy. Details of the agreement were revealed by officials of the National PTA, the Parents Music Resource Center, and the Recording Industry Association of America at a joint press conference in Washington. The PMRC and PTA say they are now satisfied, but will continue to monitor recordings and push for full acceptance of the policy by the music industry.

New record releases by RIAA members, said President Stanley Gortikov, will carry a "four-word inscription when lyrics reflect explicit sex, explicit violence or explicit substance abuse." The inscription, Gortikov stated, will say: "Explicit Lyrics—Parental Advisory." (RIAA also established a guideline for placing labels on the lower quarter of the album's back cover. No guidelines were specified for cassettes and 45s.)

But the record companies are not locked into using labels since the agreement offers another option. Gortikov said RIAA companies can instead choose to print the lyrics on the back cover of album jackets or to include a printed lyric sheet under the plastic shrink wrap. And in the case of tape cassettes, where space is limited, an advisory stating "see LP for lyrics" would be used, Gortikov said.

PMRC's campaign has not been directed at the broadcast industry. Indeed, Baker told BROADCASTING the group is not interested in "beating up on broadcasters." She said PMRC operates on a grass roots level, and that it would be up to the individual community to pressure local broadcasters to stop airing lyrics it finds offensive. PMRC's Pam Howar did say that PMRC will continue its on-going dialogue with MTV seeking to "cut" some of the violence from the videos.

Tribune and Columbia Pictures Television, will remove *All About Us* and *It's A Great Life*, to consist only of *InDay News* and *What's Hot, What's Not*. With show being sold on barter basis, Tribune and KTXA(TV) will let LBS push pre-sold barter time for second hour into remaining hour.

High-definition television production standard based on U.S. proposal has passed penultimate test. Study group of **CCIR** (International Radio Consultative Committee) last Thursday, Oct. 31, **unanimously adopted proposed standard**—1125 lines, 2:1 interlace, 60 fields per second, 16:9 aspect ratio and 1920 samples per active line for luminance, 960 for color difference—and will forward it to CCIR plenary session in May 1986 in Dubrovnik, Yugoslavia, for final consideration. According to E. William Henry, chairman of the Advanced Television Systems Committee, CCIR study group adopted proposal over strong objections of French delegates. Because of French, he said, two or three European countries have expressed reservations in recommendation being sent to plenary session, he said. But if opposition doesn't increase between now and May, he said, proposal should be adopted at plenary and become international standard.

Equipment manufacturers meeting in Los Angeles last Thursday (Oct. 31) expressed increasing **dissent over management of National Association of Broadcasters annual exhibition**. Many of over 120 representatives, gathering at Society of Motion Picture and Television Engineers convention, voiced concern about perceived lack of strong manufacturer vote in running of industry's largest trade exhibit. One sensitive issue has been exhibitors' proposal to scatter largest booths throughout future convention halls to provide smaller booths better exposure and even out traffic flow. NAB has proposed zone system, grouping manufacturers of similar size together. Two-hour meeting did give vote of confidence, however, to recently formed seven-person NAB exhibitors advisory committee, which can recommend exhibitor positions to conference decision makers at NAB.

Lead of Panasonic Industrial's broadcast product group, Koichi Sashige, left company last week, apparently over management differences. Sashige had been vice president and general manager of New Technology Products Group, responsible for broadcast, satellite and teletext operations of subsidiary to Japanese manufacturer Matsushita since January 1984.

Corporation for Public Broadcasting presidential search committee has already interviewed six candidates for CPB post, with "three or more" yet to be seen during Public Broadcasting Service's Pro-

Editorials

Rallying points

The FCC last week gave Meredith Corp. the test case that the company wanted to attack the fairness doctrine as a violation of the First Amendment. Scrupulously adhering to the enforcement of a doctrine that it thinks unconstitutional but feels powerless to repeal, the commission confirmed a decision of last December holding that Meredith's WTVH(TV) Syracuse, N.Y., violated the doctrine by failing to provide reasonable opportunity for the presentation of views opposing those stated in commercials advocating construction of a nuclear power plant.

The commission also held, however, that although WTVH was in violation of the doctrine at the time of the agency's original decision, the station was in compliance now because of new attention it had paid to the controversy that has been at issue. Perhaps the test case would be stronger if the FCC has assessed a penalty. It may be strong enough simply for its affirmation of a violation that, at some future point, could be held against the station's record. No matter, Meredith is to be commended for embarking on what this page has already called a gutsy course that every broadcaster must hope will lead to its intended ending.

Meredith's notice of intention to appeal its case came two weeks after the Radio-Television News Directors Association and major broadcasting interests began their generalized attack on the fairness doctrine in the same appellate court. Appellants in both cases are in position to take advantage of the FCC's own report of last August concluding the agency's inquiry into the legality and effects of the fairness doctrine. The report condemned the doctrine for what it is: an instrument of governmental control that chills the expression of controversial views instead of encouraging it. But the FCC left it to Congress or the courts to remove the doctrine.

Congress never will remove it. There is at least a chance that under present circumstances and written hints from the Supreme Court, as previously described here, the courts will. The challengers in the appellate process deserve all the help they can be given.

Held hostage

It has now been two months since the most-successful-ever joint radio convention sponsored by the National Association of Broadcasters and the National Radio Broadcasters Association in Dallas. By now one might have expected to hear about the great plans for a still more successful all-radio convention in New Orleans next year. Instead there is but thunderous silence, more ominous by the day.

It is not NRBA that is the reluctant bridegroom. It is NAB, still stung by NRBA's temerity in suggesting that the radio medium needs a "super" radio association. Not content with its success in squelching the NRBA initiative before it could get off the ground, the NAB now seems determined to squelch the NRBA itself. Step one would be to walk away from a joint radio convention in 1986.

To back up its decision, whichever way it may go, NAB has undertaken if not the largest research program in its history, at least one of the longest. Not only has it queried many of the delegates who attended the Dallas convention but now it is talking to those who didn't—all this not to find out what went wrong in Dallas but to confirm what went so demonstrably right. Who was it who said research is something that tells you a jackass has two ears?

What the radio industry wants is one convention. It has had one

for the past two years and there is no need to deny it one in the future. What it *doesn't* need is a continuation of intramural warfare between two industry factions with more in common than in dispute. It's time to get on with the show.

Inch at a time

The U.S. Senate has historically been run as though it were a private club with a disinclination to share its eccentricities with outsiders. Huffing and harrumphing, eight members of the Senate Rules Committee voted last week to let radio and television into the chamber where the public's work is done, but with restrictions that include summary dismissal if the members decide that the interlopers are, well, interloping.

The ninth committee member who was present for the vote, Robert Dole of Kansas who is also majority leader, voted against opening the door even a crack. Not only that, he said later he had little interest in giving the Senate a chance to vote on the resolution providing experimental radio and television service.

It has been noted here before that Dole has less personal stake in electronic coverage of the Senate chamber than some colleagues have. As majority leader, he is often on the evening news, carrying this word or that to or from the White House. He is not in need of the added exposure to be had from microphones and cameras in the Senate. Why ask for trouble by letting 20th century communications show the people their senators at work, gaffes and all?

Anybody out in Kansas know Bob well enough to tell him how out of sync he is with modern times?

Duds. *In the transparent hope of attracting attention in their hometowns, Representatives Mickey Leland and John Bryant, both Texas Democrats, held hearings in, respectively, Houston and Dallas last week. The subject was that old standby, children's television programming. But the casts lacked star power. Yes, Peggy Charren was there, but she can't be called the toast of Texas. The National Association of Broadcasters and the television networks were invited to send witnesses but declined. Manfully, Roy Danish, head of the Television Information Office, agreed to appear for the anticipated clubbing and stood up to it with commendable grace. As media events, these were disappointing. Good week.*



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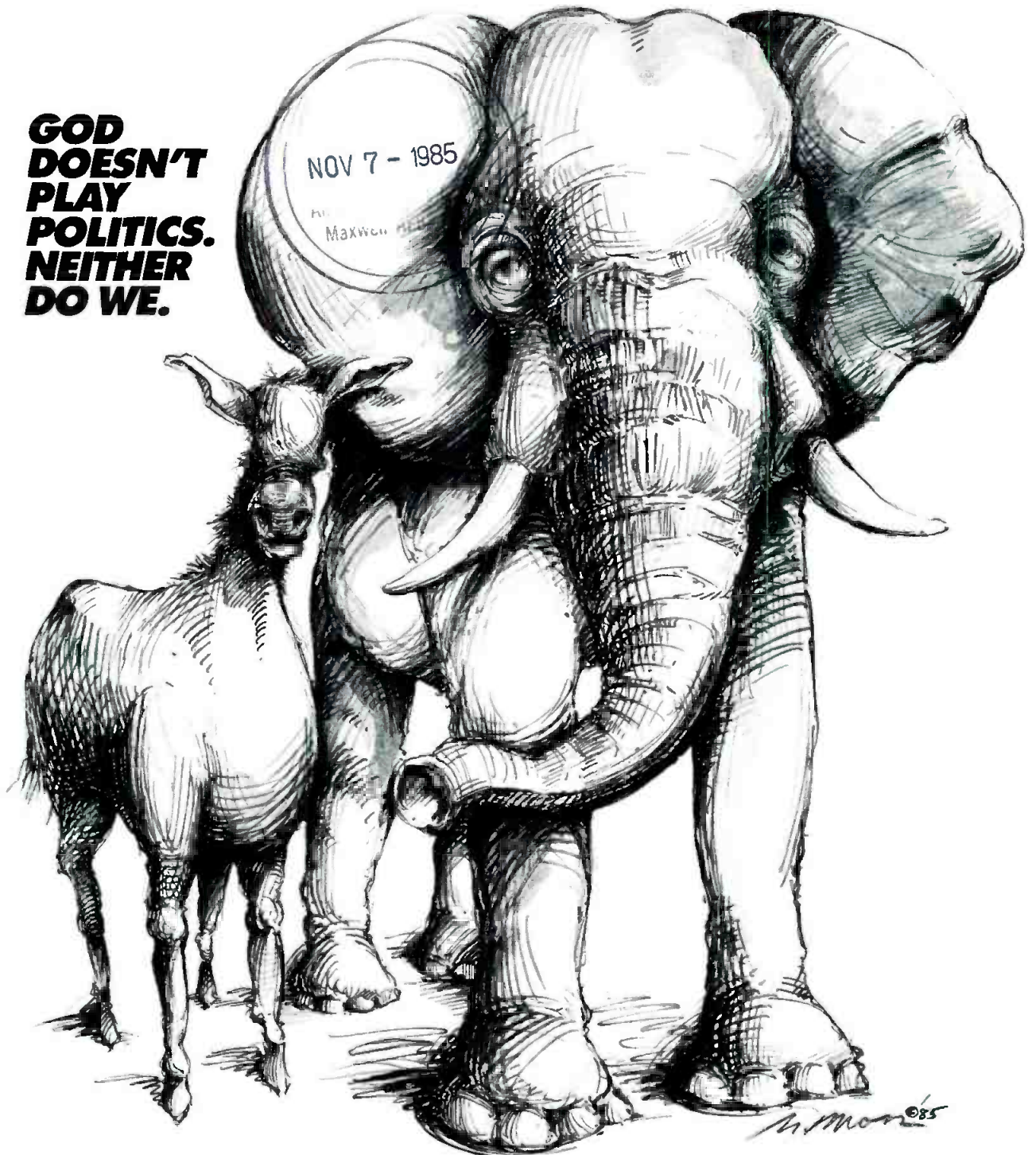
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