

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Feb 10

# VOLUME 26

WARNER BROS. TELEVISION DISTRIBUTION  
A Warner Communications Company



55th Year 1986

BROADCASTING'S  
AD AGENCIES:  
THE TOP 50

AL 36112 \*\*\*

MAXWELL  
BLDG 1405  
ROOM 122  
AUL-SAS

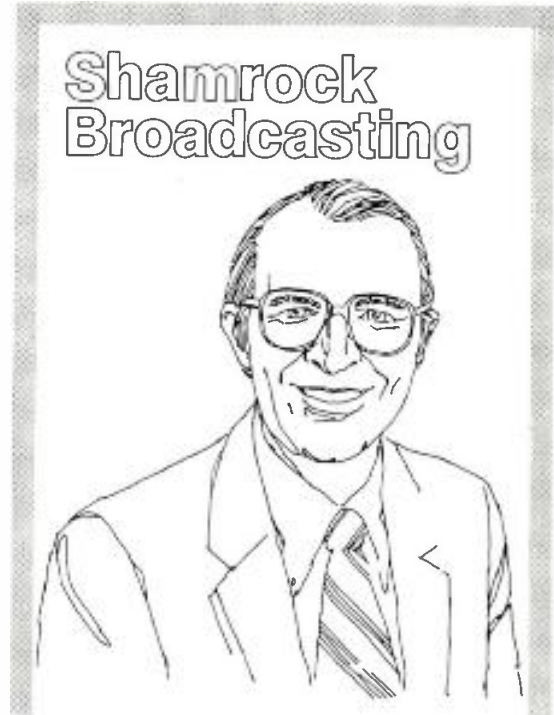
12364 ILK NOV/86

36112

# Why Shamrock chooses to use the best: “They are experienced, successful radio people so they understand radio.

“One of the things that really sets The Research Group apart is their broad radio experience. The entire professional staff has worked in station management and they really know the business. We found that most researchers deliver the research, but don't give you specific effective recommendations. It's different with The Research Group. Since they've been broadcasters at competitive winning stations, they can help you translate the findings of their work into an *action plan*. A plan that really works. With The Research Group the big difference is real know-how in programming and promotion, as well as research. And that's the difference that makes their clients win.”

*Bill Clark  
President  
Radio Division  
Shamrock Broadcasting Company*



For information on The Research Group's services and market availability, just send in the card below:

Please send me more information about  
The Research Group.

Name/Title \_\_\_\_\_

Station \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Send to: The Research Group  
2517 Eastlake Avenue East  
Seattle, WA 98102

or, for more information, call: Larry B. Campbell, President—206/328-2993

In almost every field, there is a company that has *earned* a reputation as the leader.

# The Research Group

*Radio's Strategic Research Team*

2517 EASTLAKE AVENUE EAST • SEATTLE, WASHINGTON 98102 • (206)328-2993

# AS CLOSE TO CLASSIC CHILDREN'S ENTERTAINMENT AS YOU CAN GET WITHOUT MOUSE EARS.



Now, you don't need to visit a magical kingdom to find outstanding children's films. And our Children's Cinema Classics package is proof.

We've put together a large collection of enchanting films, ranging from action-packed stories and sparkling comedies to outdoor adventures filmed on locations around the world.

These films are perfect for children of all ages. So why mouse around with anything else?

## **ALMI TELEVISION®**

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

**YOU'RE PUTTIN' IT ON  
FOR A THIRD BIG YEAR.**



Now seen on more than  
140 stations across the U.S.

**Congratulations:**

**Tribune  
NBC O&O  
Taft  
Malrite**

**Gaylord  
Koplar  
Capital Cities  
Pappas  
Cox**

**Hubbard  
Multimedia  
CBN  
Allbritton**

**For more information, call (212) 605-2786**

A Chris Bearde Production in association with the dick clark company inc.  
Advertiser-Supported Programming from

**MCA TV**

© 1986 Universal City Studios Inc. All rights reserved.



# Broadcasting Feb 10

## Top 50 advertising agencies Wesray, Outlet management buy company Coverage from RAB, NRB

**OUTLET BUYOUT** □ Wesray Corp. and Outlet management team up to buy Outlet Co. **PAGE 31.**

**BOGGED DOWN** □ Senate fails to move measure to televise upper chamber, but will take up resolution again next week. **PAGE 32.**

**BUDGET 86** □ Only public broadcasting receives salvo in President's budget. **PAGE 33.**

**THINGS GO BETTER** □ Coca-Cola appears set to buy Merv Griffin Enterprises. **PAGE 35.**

**WINNERS ARE** □ ABC's *Nightline* wins special gold baton in duPont awards. **PAGE 36.**

**LOOKING FOR A FOURTH** □ Probing the possibilities of another commercial network. **PAGE 36.**

**TOP 50 AGENCIES** □ BROADCASTING's annual survey of the top 50 Fifth Estate advertising agencies finds Young & Rubicam topping the list again with over \$1.5 billion in television, radio and cable billings. J. Walter Thompson also tops \$1 billion. **PAGE 42.**

**VIDEO TROUBLES** □ A number of music video stations fall on hard times as attracting sponsors becomes difficult. **PAGE 53.**

**WINNING WAYS** □ Two *Cosby* episodes push NBC to victory in week nine. **PAGE 56.**

**FOR FALL DEBUT** □ Eight syndicated shows look like firm go's for fall, with many of them coming from the ranks of the smaller production houses. **PAGE 58.**

**RAB CONFAB** □ Over 1,000 sales managers

convene in Dallas for Radio Advertising Bureau's Managing Sales Conference. Sessions concern selling more effectively, new research services, direct mail marketing, small-market sales and selling older demographics. **PAGES 61-64.**

**ANOTHER ROUND** □ New study that shows public acceptance of alcohol equivalence leads Seagram vice president of corporate development, Stephen Herbits, to restate liquor company's demands that PSA's air on TV. **PAGE 65.**

**MORE MONEY** □ Budget increase is giving Cable Satellite Public Affairs Network boost. **PAGE 67.**

**GEARING UP** □ U.S. preps for ITU conference meeting on expansion of AM band. **PAGE 68.**

**FREE ADVICE** □ Former NBC executive Julian Goodman suggests networks get together and form entity to negotiate Olympic rights. **PAGE 70.**

**GOSPEL GET-TOGETHER** □ National Religious Broadcasters convention hears from Falwell, Buchanan, Swaggert, Graham, and Reagan on videotape. **PAGE 72.**

**AND THE ORDER** □ FCC releases order on decision concerning home earth station regulation; Dawson dissents. **PAGE 81.**

**BLASTING EEO** □ FCC proposal to ease equal employment opportunity burdens draws fire in comments. **PAGE 82.**

**LONG ROAD** □ Ken Hatch has risen from humble beginnings to become president of KIRO-TV Seattle and an executive at parent, Bonneville. **PAGE 103.**

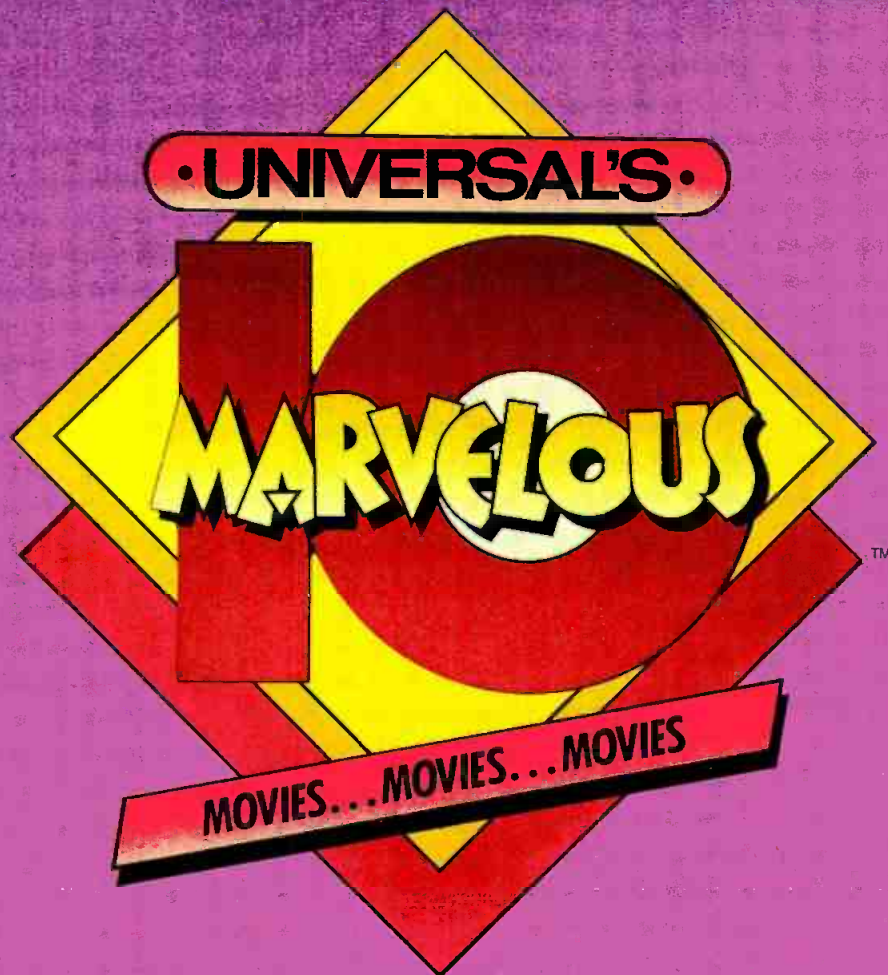
### INDEX TO DEPARTMENTS

Advertising & Marketing . . . . . 61	Datebook . . . . . 24	In Brief . . . . . 104	Open Mike . . . . . 26
Business Briefly . . . . . 14	Editorials . . . . . 106	In Sync . . . . . 66	Programming . . . . . 53
Cablecastings . . . . . 10	Fates & Fortunes . . . . . 99	Law & Regulation . . . . . 81	Riding Gain . . . . . 76
Changing Hands . . . . . 80	Fifth Estater . . . . . 103	The Media . . . . . 67	Stock Index . . . . . 60
Closed Circuit . . . . . 7	For the Record . . . . . 84	Monday Memo . . . . . 22	

*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* \$90. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

**INDEX TO ADVERTISERS:** Almi Television 3 □ Blackburn & Co., Inc. 80 □ Broadcast Investment Analysts 99 □ Chapman Associates 85 □ Chemical Bank 83 □ Classified Ads 89-98 □ CNN 11, 13, 15 □ Columbia Pictures Television 8-9, 20-21 □ Embassy 27, 28-29 □ Samuel Goldwyn Television 44-45 □ The Katz Television Group 40 □ King World 23 □ H. B. La Rue 84 □ MCATV 4, 6 □ MIP-TV '86 73 □ MMT Sales 65 □ Morgan Stanley & Co., Inc. 19, 57 □ NBC Radio 47 □ The Newsfeed Network 54-55 □ Orion Television Syndication 30 □ Parkway 78 □ Petry 51 □ Professional Cards 87 □ The Research Group Second Cover □ Retired Persons, American Assn. of 79 □ Cecil L. Richards, Inc. 81 □ Robert W. Rounsaville & Associates 82 □ Services Dir. 86 □ SRDS 75 □ The Television Program Source 43 □ Transtar 16-17, 77 □ Tribune Broadcasting 39 □ TV Extra 18 □ United Broadcasting Co. Fourth Cover □ WAKA Third Cover □ Warner Bros. Television Distribution Front Cover

# POW! BAM! ZAP!



## Already Sold In 35 Markets.

World of Dracula

Captain America

The Munsters' Revenge

Dr. Strange

Humanoid Defender



Captain America II:  
Death Too Soon

The Invisible Woman

Riding With Death

The Ultimate Imposter

The Archer:  
Fugitive From the Empire

For more information, call (212) 605-2786.

### MCATV

© 1986 Universal City Studios Inc. All rights reserved.



## Hitch

Expected nomination of Patricia Diaz Dennis for Democratic FCC seat vacated by Henry Rivera (BROADCASTING, Jan. 13) may hit unexpected snag. Senate Communications Subcommittee source told BROADCASTING last week that Democrats will "not allow any new commissioner to be named" until terms of all FCC commissioners are reduced from seven years to five. Source said Democratic leadership wants to insure that Senate has opportunity to oversee nominations every year; without reduction of terms, Senate may not have that opportunity in 1989 and 1990. When Congress reduced membership from seven to five couple of years ago, it left commissioner terms at seven years.

Republican subcommittee source, meanwhile, said White House has advised "key members" of Senate Commerce Committee that Dennis is tentative nominee. Subcommittee sources also said they were unaware of any Senate opposition on personal grounds.

## Big SNG plans

INN, New York-based news service for television stations that is managed by Tribune Broadcasting Co., is making major commitment to satellite news gathering. It has reached agreement with RCA to lease four hours of daily time on latter's K-2 bird beginning April 1 (BROADCASTING, Dec. 23, 1985). It is also looking at truck options, with plans to buy or lease minimum of five trucks—one for INN Washington bureau, and one each for Tribune stations in New York, Los Angeles, Denver and Chicago.

"We are deep into that study right now," said INN president, John Corporon. Tribune's New Orleans and Atlanta stations would add trucks as they develop news operations. Corporon said INN has no plans to subsidize trucks purchased by its affiliates. ABC and NBC have said they will, while CBS has not decided but has indicated it is looking hard at other options.

## Little sleeper

It's difficult to catch everything in 450-page Fox Television prospectus issued last week, but what could be most interesting item seems to have been overlooked. Document contains first-ever publicly released financial statement of CBS/Fox

(and maybe only-ever publicly released statement). CBS/Fox's operating revenue in 1982 was \$57 million and has quadrupled since then, finishing in 1984 at \$215.6 million. For first nine months of 1985 it showed respectable 21% growth, which if annualized, would have put revenue in 1985 at \$261.3 million. Impressive sums survive to bottom line. Operating income margin was 10% in 1982, 16% in 1983, 24% in 1984 and 27% for first nine months of 1985. Parent companies have taken out of CBS/Fox more in cash, notes and other returns than they initially contributed and still own company that had annualized pre-tax income equal to that of competitor, Vestron, which was worth half-billion dollars in last week's stock market.

## Talks with Cannell

Tri-Star Pictures reportedly is in discussions with Stephen J. Cannell Productions and others to form new television program syndication company that will distribute off-network and first-run programs produced by Cannell. Cannell, who has been holding back off-network rights to his latest network series, has for some time wanted to own back-end profits in his successful network shows that until now have been sold to outsiders—MCA-TV distributed *The A Team*; Columbia will distribute *Riptide*, and Colex, joint venture of Columbia and LBS Communications, will distribute *Hardcastle & McCormick*. New company could also involve private placement of stock or public offering to raise capital.

## Homebodies

Unless Congress approves budget reconciliation package reauthorizing program that allows industry to reimburse FCC personnel for travel expenses, source last week said it's unlikely that any Mass Media Bureau personnel will attend either National Cable Television Association or National Association of Broadcasters conventions. Source said bureau can't afford to send anyone on its own dime. Without reimbursement program, it will be up to commissioners to decide whether they'll attend conventions, using their own travel budgets. Those are to be slashed by about \$2,000, bringing chairman's budget down to \$14,000 and commissioners to about \$6,500 each (see page 33). Assuming reimbursement program is reauthorized, NCTA has agreed to pick up tab for 10

FCC staffers and four commissioners to attend its convention; NAB has agreed to pick up tabs for 15 commission employees to attend its.

## Shiben rising

Dick Shiben, chief of FCC's Broadcast Bureau under chairmanship of Charles Ferris, is scheduled to become chief of Private Radio Bureau's land mobile and microwave division on March 1. Shiben has been serving as commission's associate general counsel.

## Short cut

Advantages of eliminating one of several middlemen now separating users of international satellite from Intelsat could result in creation of number of common carriers—HBO, for one. At present, end users deal with carrier that is required to make arrangements with Comsat. And bill from carrier includes charges from Intelsat and Comsat. HBO, like broadcasters, may deal directly with Comsat. But it is said to be considering becoming international carrier and operating its own earth station. It could then provide service to others as well as itself, besides cutting out carrier's charge. HBO spokesperson said, "We're looking at it, but we're not sure it makes sense. It would require a certain volume of traffic."

## More of same

Look for Mutual Radio Network to announce expansion of its news product as well as realignment of its sports reports. Sportscasts will carry additional feeds focused on morning and afternoon drive times. Changes are expected early next month.

## Buzz over Blair

Speculation continued to fuel several days of active trading last week in John Blair & Co. stock. Well-informed sources said talks of merger or other business combination may resume between Blair and New York-based Price Communications. Conservative financial minds wonder what Wall Street excitement is all about anyway. They suggest that break-up value of Blair is below \$40 per share and that somebody offering to buy company would be unwilling to offer shareholders much more than \$30. Stock hit \$27 per share last week.



© 1985 Columbia Pictures Television, a division of CPT Holdings, Inc.

# Celeb







# WHAT'S HAPPENING NOW!!

## AN OVERNIGHT SENSATION!

			RTG / SH	YEAR-AGO RTG / SH
NEW YORK	WNEW-TV	SAT — 6:00 PM	12/26	8/17
LOS ANGELES	KTLA	FRI — 7:30 PM	7/11	5/9
CHICAGO	WFLD-TV	SAT — 5:00 PM	11/23	9/18
PHILADELPHIA	WTAF-TV	SAT — 7:00 PM	10/20	8/15
SAN FRANCISCO	KBHK	SAT — 4:30 PM	5/13	4/11
BOSTON	WLVI-TV	SAT — 7:00 PM	5/8	3/5
DETROIT	WKBD-TV	SAT — 11:00 PM	6/9	3/5
WASHINGTON	WDCA-TV	SAT — 6:30 PM	7/15	5/11
DALLAS	KTVT	SAT — 4:30 PM	6/15	6/13
HOUSTON	KHTV	FRI — 4:00 PM	3/8	1/4
MIAMI	WTVJ	SAT — 7:30 PM	8/14	6/14
11 MARKET AVERAGE.....			7/15	5/11

Source: Nielsen: weekend of 11/23/85 versus November 1984 time period (ARB-CH, PH, DC, DA) Demographics

### RENEWALS AVAILABLE NOW!



in association with LBS Communications, Inc.

## Testing Festival

Home Box Office Chairman Michael Fuchs told members of the Washington Metropolitan Cable Club last Thursday that HBO would roll out Festival, its new sanitized pay cable service, in "under 10" test markets next month.

Fuchs said the service is "full blown" and "fully programed," but not yet in its final shape. "It's just coming out of the box and we are still playing around with it."

Fuchs described Festival as the "flip side" of Cinemax, HBO's youth-oriented companion service. It's geared to an "older audience, one that is a little more conservative," he said. It's "a little more family oriented."

According to Fuchs, Festival is the creation of marketers. It's aimed at those who object to some of the content of the established pay cable services. "We've identified that as a rather large segment, and that's the segment we are in the market for."

Fuchs said HBO has "modest expectations" for Festival, adding that it is not supposed to be another HBO. Although HBO has found "quite a bit of interest" in the service among cable operators, he said, it is not going to roll the service out quickly. "This is a service that we want to be handled in a very special way."

It would be a mistake to sell Festival as a multipay service, Fuchs said. "It is not a replacement for The Movie Channel, it is not a replacement for Playboy, it is not a replacement for HBO or Cinemax." The new service is intended to provide "lift," he said. If he were a cable operator, he said, he would use it to sign up noncable homes and to upgrade basic-only homes to pay homes.

In his brief speech and the question-and-answer period that followed, Fuchs touched upon cable's image problems, projects for pay-per-view, the threat from videocassette recorders and HBO's response to it, scrambling and attempts by the government to censor cable. (In the process, he managed to quote Herbert Hoover, Woody Allen, Mae West, Mark Twain, the Rev. Martin Luther King Jr., Winston Churchill, Potter Stewart and Claire Booth Luce.)

Fuchs acknowledged that cable has plenty of faults, ranging from poor customer service to repetitious pay services, but said nobody is "talking or writing about the positives that more than balance the negatives."

"Why can't we get the image and reality of this vast cornucopia of programming across more persuasively with more impact and more objectively?" Fuchs asked without offering any answers. "This is the challenge of the cable industry and it is a serious challenge."

Fuchs said the home video explosion is shaping some of HBO's marketing and programming strategies. HBO is "fighting" home video by underscoring the "value and volume" of HBO and Cinemax. "We have more titles on HBO than we have ever had in our history. . . . You may not be the first run for all the movies in America anymore, but you

certainly can deliver wall-to-wall value and volume to consumers."

Fuchs believes cable PPV will come, but not for a few years. The addressable technology necessary to make it happen is not yet in place, he said. "This is a nice period for cable to get its act together. . . . I think that introducing a very complicated and sophisticated technology right now is going to cause a little bit of chaos. . . . This business is still too fragile to absorb something like that."

HBO scrambled the satellite feeds of HBO and Cinemax on Jan. 15, forcing backyard dish owners who wished to continue to receive it to buy a descrambler and pay monthly subscription fees. As Fuchs tells it, HBO and other programmers are almost forced to scramble. "Between theft of service and backyard earth stations," he said, "the cable industry was giving away more free goods probably than any other industry in the history of American business and that could not go on."

Although the courts and the people through referendums have turned back attempts by government to censor cable programming, Fuchs said, "the issue remains alive." Noting that censorship "not only threatens American freedoms but also the economics of the cable television business," Fuchs said cable will have to continue expending resources to fight it.

Of all the quotes Fuchs used, King's best summed up his theme for the day: "We ain't what we should be. We ain't what we ought to be. We ain't what we could be. But we sure are better than we was."

## Back to Denver

David R. Van Valkenburg resigned as president of Cox Cable Communications last September because, he says, he had accomplished everything he had set out to do there and wanted "a new challenge." He didn't take long to find one.

American Television & Communications Corp. and Houston Industries announced last week the selection of Van Valkenburg to head their yet-unnamed cable joint venture as president and chief executive officer. The joint venture, which was unveiled last month, is to acquire and operate cable systems. It will be based in Denver.

ATC was part of a consortium of cable MSO's that agreed to buy Group W Cable and its 2.1-million cable homes last December. If the buying MSO's decide to break up Group W Cable, the ATC-Houston Industries joint venture will pick up the 22 cable systems (more than 520,000 homes) earmarked for ATC. If the buyers decide to keep Group W Cable intact, the joint venture will start building an MSO from the ground up.

In a telephone interview last week, Van Valkenburg said he didn't have any idea what decision the buyers would make regarding Group W Cable or when they would make it.

Van Valkenburg has spent 16 years in the

cable industry, including a seven-year stretch with ATC between 1973 and 1980. From ATC he went to United Cable Television Corp., where he was executive vice president and chief operating officer. He joined Cox in 1982 as executive vice president for operations before being elected president in 1983.

After leaving Cox, Van Valkenburg acted as a consultant to NBC in its ill-fated effort to launch a cable news service. But Van Valkenburg didn't want to talk about why the effort failed. "I don't want to get into that morass," he said.

## Top setup

Last month, Viacom International Inc. created the Viacom Cable Networks Group, a new division to oversee its cable programming ventures, Showtime/The Movie Channel Inc. and MTV Networks Inc., and named Kenneth Gorman chairman of the group in addition to his corporate responsibilities as executive vice president.

Last week, it filled out the top management of the group, announcing the formation of the office of chief executive officer comprising Gorman; Neil Austrian, chairman and chief executive officer, Showtime/TMC, and Robert Pittman, president and chief executive officer, MTV Networks.

"This new office of the chief executive will be actively engaged in the planning and development functions of the group, including the formulation and implementation of programming strategies," Gorman said. "It will also review common areas of staff support among members of the group, as well as other possible operating efficiencies."

## Game channels

ESPN said last week it will televise 36 live hours of the U.S. Olympic Festival games to be held in Houston July 26-Aug. 3. The festival features competition in many of the summer Olympic events and is designed to help formulate future U.S. Olympic teams, the network said. The games will closely follow Turner Broadcasting System's coverage of the Goodwill Games, scheduled to take place in Moscow July 5-20. The Goodwill Games will also feature competition in a host of Olympic events among athletes from the U.S., the Soviet Union and other countries the Soviets decide to let participate. TBS says it will televise 129 hours of live and taped coverage of those games.

ESPN also said last week it will introduce a weekly 10-minute report on boxing on Feb. 14 at 9 p.m., entitled *Ringside Report*, which will lead into the sports network's *Top Rank Boxing* series each Friday night. It will provide boxing news, highlights, analysis and commentary. ESPN also said it had signed a two-year deal (1986-87) with the Professional Bowlers Association for live coverage of the PBA summer tour. The schedule is not in place yet. Last year it carried 12 PBA finals, usually on Wednesday evenings.



**THE  
BEST-INFORMED  
SUBSCRIBERS  
KNOW IT TAKES  
TWO.**

## 86 giveaway

Showtime/The Movie Channel's formal introduction last week of two new marketing campaigns for 1986 (complete with major titles and subscriber giveaways), also included the release of figures showing that subscribing systems dramatically improved their monthly net subscriber trends with past campaigns. The pay service said net increases averaged 75% to 100% after the campaigns, with the majority of new subscribers coming from households that previously did not subscribe. Over 70% of the total increase came from the basic-only and homes-passed universe, while 21% was attributable to pay upgrades.

At the announcement, Josh Sapan, vice president, marketing and creative services, said that selling pay cable is now more challenging as the number of pay households is leveling off and system construction is winding down. "The novelty [of pay services] is wearing off," he said, and he predicted that by 1987, prices would increase with rate deregulation.

Sapan said that subscribers for Showtime and TMS were flat from 1984 to 1985. The services had 5.4 and 3.2 million subscribers, respectively.

Sapan said that the two "full-strength marketing campaigns" that Showtime/TMS will undertake, will attempt to make the best of what is anticipated as a difficult year.

Sapan said that marketing for the two campaigns—"The Heat Is On," featuring "Beverly Hills Cop," and "The Third Annual Salute to the Academy Awards," featuring "Amadeus"—will consist of spot television and radio (in broadcast), as well as print and mail campaigns. Sapan said that network television advertising was not felt to be "appropriate."

Five hundred systems have agreed to participate in the "Academy Awards" campaign, the largest number of systems ever to

participate, reaching 40% of the homes-passed universe.

Promotional giveaways for the two new campaigns include a desk lamp and a bathrobe like that worn by Eddie Murphy in "Beverly Hills Cop."

## SIDS spots

Each year, two out of every 1,000 babies die suddenly and inexplicably in their sleep, victims of Sudden Infant Death Syndrome.

On behalf of the Sudden Infant Death Syndrome Foundation, Showtime/The Movie Channel Inc. has produced a series of public service announcements designed to raise awareness of SIDS and solicit contributions for research. It is offering them to other cable programmers and broadcasters.

Showtime/TMC is distributing the spots today (Feb. 10) and the next two Mondays in February at noon NYT on Galaxy I, transponder 16.

The public-service announcements are currently running on CNN, CNN Headline News, superstation WTBS(TV) Atlanta, VH-1, Lifetime, CBN and WNEW-TV New York.

Print and radio ads are currently in production and will soon be made available.

## Scrambling bill

Another bill that would regulate scrambling has emerged—this time from the offices of Representative Mac Sweeney (R-Tex.).

The bill (H.R. 3989) would allow scrambling under four conditions: 1) that all scrambled signals can be unscrambled by the same decoder; 2) that the scrambling companies have produced enough decoders to fill any order within 60 days; 3) that decoders are reasonably priced; and 4) that the subscription fees to satellite owners don't exceed the fees paid by cable subscribers in the same area.

In introducing his bill, Sweeney said, "By placing profit ahead of service, the cable companies deprive rural Americans of access to their programs. First, the cable companies won't let them pay for cable, and then they make their satellite dishes useless."

When the cable companies say they will make decoders and programing on a subscription basis available to dish owners, he said, they are deliberately misrepresenting the facts. "Actually if all the companies scrambled tomorrow, rural America would be left in the dark."

Sweeney criticized other legislative efforts to help the dish owner cope with scrambling, including a bill introduced by Judd Gregg (R-N.H.) that would impose a two-year moratorium on scrambling and another introduced by Billy Tauzin (D-La.) that would allow the FCC to regulate signal scrambling.

"While both bills soften the threat to rural dish owners," he said, "a moratorium simply delays tackling the issue, and bureaucratic regulations will complicate, more than solve, the problems."

The House Telecommunications Subcommittee has scheduled hearings on scrambling and its impact on the home satellite industry on March 6.



Showtime/The Movie Channel campaign

## Broadcasting Publications Inc.

Founder and Editor  
Sol Talschoff (1904-1982)

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

## The Fifth Estate Broadcasting

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

Lawrence B. Talschoff, publisher

### Editorial

Donald V. West, managing editor.  
Leonard Zeidenberg, chief correspondent.  
Mark K. Miller, senior news editor.  
Kira Greene, assistant to the managing editor.  
Harry Jessell, associate editor.  
Doug Halonen, Matt Stump, Kim McAvoy, John Egerton, assistant editors.  
Susan Dillon, A. Adam Glenn (technology).  
Scott Fitzpatrick, Jeanne Omohundro, staff writers.

Anthony Sanders, systems manager.  
Randall M. Sukow, research assistant.

Todd F. Bowie, Cheryl L. Miller, production.

Senior Editorial Consultants  
Edwin H. James (Washington)  
Rufus Crater (New York)

Editorial Consultant  
Rocco Famighetti (New York)

### Broadcasting ■ Cablecasting

#### Yearbook

David Seyler, manager.  
Joseph A. Esser, associate editor.

### Advertising

Washington  
John Andre, sales manager (equipment and engineering).

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

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

Hollywood  
Tim Thometz, sales manager.

### Circulation

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

### Production

Harry Stevens, production manager.

### Administration

David N. Whitcombe, vice president/operations.  
Phillippe E. Boucher, controller.

Albert Anderson.  
Irving C. Miller, financial consultant.  
Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

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

Stephen McClellan, John Lippman, associate editors.

Vincent M. Dittingo, senior editor: radio.  
Geoff Foisie, assistant editor.  
Scott Barrett, staff writer.

June Chauhan, Karen Maynard, advertising assistants.

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

Richard Mahler, correspondent.

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

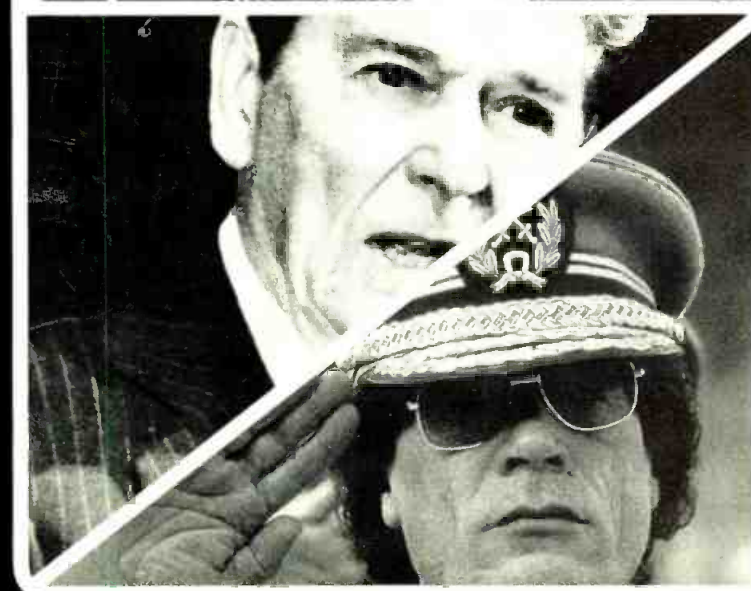
### International Advertising Representatives

Continental Europe: John J. Lucassen, John Ashcraft & Co., Akerdijk 150 A, 1171 PV Badhoevedorp, Holland. Phone: 02968-6226. Telex: 18406 harke nl. ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft. ■ Japan: Masayuki Hanhara, Yuka Media Inc., Hus Building, 4-21-1-602, Nakanoshima, Kita-Ku, Osaka, Japan. Phone: 06-448-5011. Telex: J64400 CHBINBTH.

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



# HEADLINE NEWS TO STAY ON TOP OF WHAT'S HOT...



When cable subscribers want the facts, fast and fresh, they turn to HEADLINE NEWS. All day, all night, HEADLINE NEWS takes your subscribers around the world every thirty minutes to keep them up to date on the top stories. It's the

perfect complement to CNN's in-depth coverage.

CNN and HEADLINE NEWS. Because the best-informed subscribers know it takes two.

## HEADLINE NEWS

Note: You save 3¢ per subscriber when you add HEADLINE NEWS to CNN and WTBS on Basic.

©1986 Turner Broadcasting System, Inc.

# Business Briefly

## TV ONLY

**Armour** □ Classic Lite dinners will be promoted in five-week flight starting in mid-February in Los Angeles, Phoenix and six Florida markets. Prime and fringe periods will be used for commercials. Target: women, 25-54. Agency: Fallon McElligott & Rice, Minneapolis.

**BMW Automobiles** □ Four-week flight is set to run in about 25 markets, beginning in mid-February. Commercials will be presented in fringe periods. Target: men, 25-54. Agency: Ammirati & Puris, New York.

**Chattem Inc.** □ Four-week campaign in national spot TV, designed to reach 85% of U.S. TV households, began last week as climax to previous print and in-store merchandising for Corn Silk cosmetics. Commercials will run in prime, daytime and fringe segments. Target: women, 18-49. Agency: W.B. Doner & Co., Detroit.

**Glenbrook Laboratories** □ Philips Milk of Magnesia will be highlighted in spot



television campaign in 31 markets, supplementing network television campaign that began in late January and continues through March. Commercial features actor Robert Guillaume who discusses qualities of product. Commercials will be carried on various daytime programs and on news programs. Target: women, 21-49.

Agency: Cunningham & Walsh, New York.

**Elias Bros. Restaurants** □ Two-week flight is set to begin in mid-February for two weeks in 10 to 12 markets in Michigan and Ohio. Commercials will appear in daytime, fringe and sports and weather segments. Target: adults, 25-54. Agency: Simons Michelson Zieve, Troy, Mich.

**CBS Records** □ Campaign for British recording artist, Sade, will begin 12-day flight Feb. 19. Day, prime, early and late fringe, weekend time slots will be used in nine markets, including San Francisco and Dallas. Target: adults, 18-34 and teens. Agency: Wunderman, Ricotta, New York.

**Bermuda Department of Tourism** □ Spring campaign will be launched in early March in Philadelphia, followed by New York and Washington in mid-March,



and running through May. Schedule will be shown in prime time and late fringe periods and on sports and news programs. Target: adults, 25-64. Agency: Foote, Cone & Belding, New York.

## AdVantage

**Lotta viewing.** Viewers continue to watch television at higher levels, with daily household television viewing reaching record high of seven hours and 10 minutes daily in January 1985, according to Television Bureau of Advertising. Hours of television usage in 1985 were said to be two minutes higher per day than in 1984. TVB noted that viewing showed increase for eighth consecutive year.

□

### Hours of TV Usage Per TV Home Per Day

	1978	1979	1980	1981	1982	1983	1984	1985
Jan	7:08	7:20	7:18	7:35	7:47	7:38	7:53	7:58*
Feb	7:00	7:11	7:22	7:23	7:22	7:33	7:38	7:49*
Mar	6:36	6:41	7:05	7:07	7:08	7:16	7:31*	7:20
Apr	6:05	6:26	6:38	6:44	6:53	7:19*	7:17	7:04
May	5:46	5:53	6:07	6:19	6:16	6:39	6:45*	6:36
Jun	5:28	5:50	5:55	6:05	6:13	6:23	6:30	6:41*
Jul	5:32	5:46	5:48	6:00	6:09	6:23	6:26	6:34*
Aug	5:42	5:55	6:00	6:16	6:17	6:25	6:46*	6:41
Sep	6:09	6:16	6:16	6:21	6:28	6:41	6:45	6:54*
Oct	6:25	6:32	6:40	6:52	6:43	6:59	7:07	7:11*
Nov	6:44	6:56	7:02	7:05	7:01	7:30	7:26	7:37*
Dec	6:51	6:53	7:05	7:16	7:16	7:37*	7:27	7:34
Yearly Average	6:17	6:28	6:36	6:45	6:48	7:02	7:08	7:10*

\*Asterisk denotes record high.

**Media outlook.** January issue of Wm. Esty Co.'s newsletter, *Mediascan*, predicts that unit costs in all media will increase at about same rate as cost-per-thousand. Esty notes that with diversification of viewing, listening and reading options, advertising dollars are spread around, with much less concentration than in pre-cable days. Newsletter says health of network TV should be re-evaluated because medium has seen fewer cancellations and there is renewed viewer enthusiasm for special programs. Esty envisions 8% increase in unit costs for both network daytime TV and prime time in 1986. For spot television, agency projects 8% CPM increase and for spot radio, 6% rise in unit costs.

## RADIO ONLY

**Wohl Shoes** □ Women's shoes will be spotlighted in one-week flight to begin this week in about 20 markets, including Minneapolis and Tulsa, Okla. Commercials will be carried in all dayparts. Target: women, 18-49. Agency: Tatham-Laird & Kudner, Chicago.

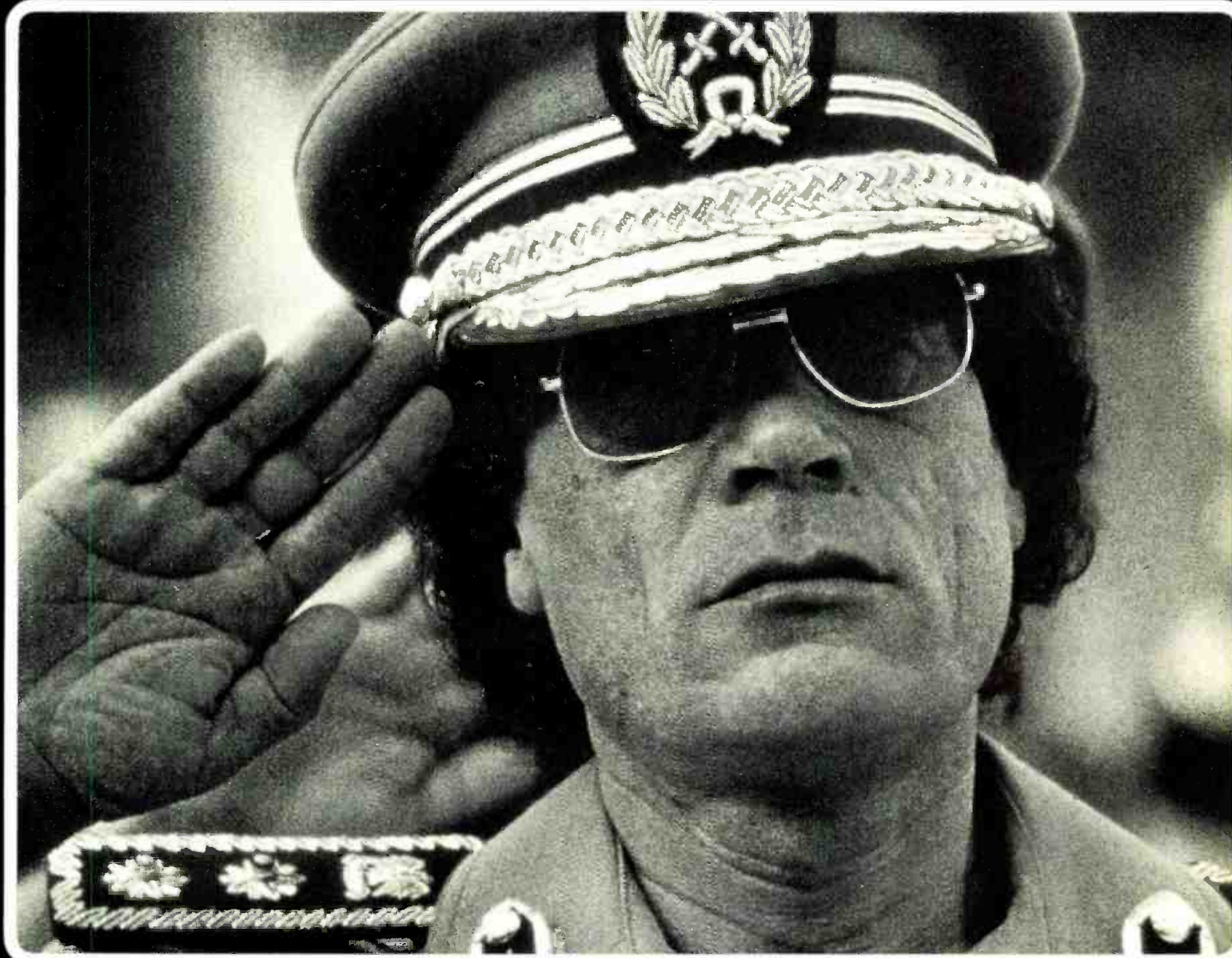
**Coors Beer** □ Advertiser began 12 week flight in late December, which will continue through March. Commercials run in early and late fringes, prime access and weekend time slots in virtually all markets. Target: men, 18-34. Agency: Foote, Cone and Belding, Chicago.

**Prudential Insurance** □ Commercials promoting the advertiser's insurance will run in nine markets including Albany, N.Y.; Omaha, Neb.; Denver, and Green



# CNN TO GET TO THE BOTTOM OF EVERY STORY.

---



“CNN... has become indispensable.”  
Your subscribers knew it long before  
the Los Angeles Times said it. When  
cable subscribers want the complete  
story, unbiased and unslanted, they turn  
to CNN. No one else takes you live to the

scene of so many important events with  
in-depth coverage 24 hours a day.

CNN and HEADLINE NEWS. Because  
the best-informed  
subscribers know  
it takes two.



**THE  
RESULTS  
ARE  
AWESOME**



# FORMAT 41\* REPORT CARD



The Arbitron\* Report cards are in and Transtar's Format 41<sup>SM</sup> is America's hottest format, focusing right on the money demographics.

Here are just a few examples. All stations listed carry Format 41<sup>SM</sup> via satellite at least 20 hours a day and all weekend.

**LOS ANGELES:**

KIQQ-FM From #30 adult 25-54 women to #3 after just 5 months on air.

**PROVIDENCE:**

WWLI-FM From 3.2 12+ share to 7.2. #1 adults 25-54.

**MIAMI-FT. LAUDERDALE:**

WJQY-FM #1 adult 25-54 women for 3rd book in a row-12+ from 4.0 to 4.2.

**GREENSBORO-HIGH POINT:**

WOJY-FM 5.6 to 9.3 12+, #2 women 25-54.

**DETROIT:**

WLTJ-FM Just started on the satellite and up from 1.8 to 2.9 12+ ... all in adults.

**MILWAUKEE:**

WLTQ-FM 12+ share: 1.9 to 4.1 adults 25-49: 2.7 to 7.1 share (13th to 4th place).

**RALEIGH-DURHAM:**

WYLT-FM 2.7 to 6.5 12+ share-women 25-54 from 3.5 to 9.9.

**SALT LAKE CITY:**

KMGR-FM Debuts at 2.7 12+ share (jumps 11 rank positions). Up 24th to 7th adults 25-54.

Transtar formats include Format 41<sup>SM</sup> Adult Contemporary, Country, and now "The Oldies Channel.<sup>SM</sup>"  
Format 41<sup>SM</sup> is already gone or reserved in many markets, but it may still be available in yours.

To find out, write or call today.

Please send me a Format 41<sup>SM</sup> air-check & brochure.

Name/Title: \_\_\_\_\_

Station: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Send To: Transtar Radio Network, Inc. 6430 Sunset Blvd., Suite 401 Los Angeles, California 90028

# TRANSTAR

The Quality Satellite Network

\*Fall 1985 Arbitron. AQH Share, 6A-12M, Mon-Sun, MSA.

\*Service mark of Transtar Radio Network, Inc.

# BE BOLD

## TV EXTRA

**Your boldface message in hundreds of newspapers' TV listings!**

- Cost effective
- Reliable
- Point-of-decision reach
- Editorial environment

**Complete your buy in the ADI with TV EXTRA!**

For details, call Jim Nagle at (212) 692-3952.

**TV EXTRA**  
 200 PARK AVENUE  
 NEW YORK, NEW YORK 10166  
 AN AFFILIATE OF UNITED MEDIA  
 A SCRIPPS HOWARD COMPANY

IC  
 FOR  
 ry the  
 n Mok-  
 rring a

ERS AND  
 MRS. KING  
 ork Mets at

oolin' Around"  
 usey, Annette  
 ountry boy tries  
 ated college coed  
 obbish fiance and  
 y family.  
 IE "Suddenly, Last  
 ) Elizabeth Taylor,  
 burn. After watching  
 rital murder, a beau-  
 irl is institutionalized  
 am.  
 OES  
 PROPERTIES WITH RICH-  
 ER  
 ENEWING

LO JERUSALEM

tery, Terror And  
 nance Arrive At  
 AMAICA INN" ...  
 ONIGHT!

JAMAICA INN In 19th-centu  
 gland, Mary Yellan  
 and  
 in where  
 amid 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.

CBN 700 CLUB  
 LIFE AMERICA TALKS BACK  
 CNN LARRY  
 NASHVILLE NOW  
 SPN LOOKING EAST

IBM PRESENTS  
 ★ CHRISTOPHER  
 COLUMBUS  
 THE UNTOLD STORY

CHRISTOPHER COLUMBUS  
 the 15th century. Genoese  
 failures to win support from the  
 Queen and King of Spain (Faye  
 Queen and King of Spain) for a  
 Sunaway, Nicol Williamson) for a  
 ocean voyage west to  
 Indies; finally,

Bay, Wis. Morning and afternoon drive times will be used. Ad will run throughout first quarter. Target: adults, 25-54. Agency: Ted Bates and Co.

**RADIO AND TV**

**Bausch & Lomb** □ Advertisements for Moisture Drops eye drops will be launched Feb. 10. Four-week flight will use day, early and late fringe and weekend spots. Ads will run in 36 markets. Target: adults, 25-49. Agency: Popofsky Advertising.

**Home Box Office** □ HBO began 94-market flight in late January and early February. Radio campaign will run three weeks, and TV from five to six weeks, depending on the market. Prime access, early and late fringe time slots will be used, with emphasis placed on the prime access. Target: adults, 18-34. Agency: BBD&O, New York.

**Multimedia Cable** □ Advertiser launches campaign in North Carolina, Illinois and Oklahoma City and Wichita, Kan., in late February and early March. Flight will run in daytime, early fringe and news time periods and will last from four to seven weeks, depending on market. Target: adults, 25-49. Agency: Stephan Advertising, Kansas.

**Delta Airlines** □ On-going, yearround campaign is running in virtually all markets. Spots will run in prime and late news time periods. Target: males, 25-49. Agency: BBD&O, Atlanta.

**MCI Telecommunications** □ Advertiser launches first-quarter flight in virtually all markets. Campaign will run in all day parts. Target: women 25-54; varies with market. Agency: Ally & Gargano, New York.

**Rep Report**

KVRR(TV) Fargo, N.D.: To Independent TV Sales from Spot Time. □

KMET(FM) Los Angeles: To Blair Radio from Selcom. □

WSTC(AM)-WYRS(FM) Stamford, Conn.: To Katz Radio from Roslin Radio Sales. □

KIST(AM) Santa Barbara, Calif.: To Torbet Radio from Gilis Broadcasting. □

WAHR(FM) Huntsville, Ala.: To Torbet Radio from Weiss & Powell. □

KVIX(AM)-KVIL(FM) Highland Park, Tex.: To Torbet Radio from Blair Radio. □

WFXR(FM) Ravenel, S.C.: To Christal Radio (no previous rep). □



# *Price Communications Corporation*

*has acquired*

**WZZM-TV**  
*(Grand Rapids, MI)*

*from*

***Wometco WZZM, Inc.***

---

*The undersigned acted as financial advisor to  
Price Communications Corporation in connection with this transaction.*

**MORGAN STANLEY & CO.**  
*Incorporated*

*January 15, 1986*

# INCREASE



STARMAN



The Karate Kid



THE FRONT



AGAINST ALL ODDS



Happy Birthday



Moscow, Hudson



# YOUR VOLUME

Increase your movie volume and your ratings volume with VOLUME SIX...21 of today's most outstanding motion pictures.

<b>AGAINST ALL ODDS</b>	<b>KRULL</b>
<b>BLAME IT ON THE NIGHT</b>	<b>THE LAST WINTER</b>
<b>BLUE THUNDER</b>	<b>LOVELINES</b>
<b>CASEY'S SHADOW</b>	<b>MOSCOW ON THE HUDSON</b>
<b>THE FRONT</b>	<b>THE MUPPETS TAKE MANHATTAN</b>
<b>GHOSTBUSTERS</b>	<b>THE NATURAL</b>
<b>HAPPY BIRTHDAY TO ME</b>	<b>NOBODY'S PERFECT</b>
<b>HARDCORE</b>	<b>SPRING BREAK</b>
<b>THE HOLLYWOOD KNIGHTS</b>	<b>STARMAN</b>
<b>JAGGED EDGE</b>	<b>TEMPEST</b>
<b>THE KARATE KID</b>	

## VOLUME

# VOLUME





# Monday Memo

A Fifth Estate financing commentary from Jeff Epstein, First Boston Corp., New York

## Media prices: What's next?

On Christmas Eve, 1984, Charlie Mechem flew to Dallas and ushered in an extraordinary year in the media. As chairman of Taft Broadcasting, he was preparing to pay \$765 million for Gulf Broadcast's five TV stations and seven radio stations at valuations ranging up to the then-unheard-of level of 15 times cash flow.

Over the next 12 months, \$30 billion of media assets changed hands. By the end of 1985, two television networks had been sold, dozens of major broadcast stations had new owners, and many of the leading cable operators, cable networks and television programmers had found themselves with major new operations and sharply increased debt.

Companies large and small have been actively buying, selling and refinancing. Prices have skyrocketed, but there have been substantial fluctuations. Some auctions have been intensely competitive; some have had only one serious bidder. Many properties continue to be sold through private negotiations, while others have been shopped widely and unsuccessfully and then pulled off the market. Over all, uncertainty reigns, and many owners, executives and shareholders ask: What will happen next?

Clearly, every company, every market and every station is unique, with its special history and its specific challenges. Nevertheless, certain themes appear time and again in a close examination of recent media transactions. Three of these themes have accounted for much of the vast change in media prices and transaction velocity: the availability and cost of financing, the perceived business outlook and the supply and demand balance for particular types of media properties.

■ **Financing.** Media companies have been blessed, and their financial officers pestered, with more financial options than ever before. Banks, stock market investors, limited partners, institutional investors and leveraged buyout groups have all been eager to supply funds, and especially debt, to the industry. With after-tax interest rates currently in the 5% range, a greater willingness by lenders to lend and a greater willingness by investors to borrow, the effect on media prices can be dramatic. For example, a business that generates a cash flow of \$10 million per year can support \$50 million in debt with an interest coverage ratio of 1.5 times the cash flow and interest rates at 13%. However, if lenders soften their coverage requirements to 1.3 times cash flow, and rates fall to 10%, the debt capacity soars to over \$75 million. With \$50 million in equity, financing conditions alone can push up a purchase price from \$100 million to \$125 million, or 25%.

■ **Business outlook.** In television, perceived business prospects have probably de-



Jeff Epstein is a vice president in the merger and acquisitions group at The First Boston Corp., New York, where he specializes in broadcasting and other media transactions. In the past year, his merger clients have included ABC, Taft Broadcasting, Westinghouse and numerous smaller broadcasters. Before joining First Boston, he was director of business development at the Washington Post Co.

clined slightly in the past year. While the public at large is awestruck by tales of 50% profit margins and 30% annual rates of return to investors, most broadcasters currently believe that in a world of low inflation, tight advertising budgets and intense competition for programming, profit growth will become increasingly difficult.

In cable, the reverse is true. A monopoly business that was once characterized by aggressive rate regulation and heavy capital requirements, cable is now perceived to have substantial pricing flexibility and generally low reinvestment requirements. Cable investors noted with satisfaction the clear signal issued by Warren Buffett, the well-known, value-oriented investor, when he encouraged the Washington Post Co. to acquire Capacities' cable company in 1985.

■ **Supply and demand balance.** Of all the critical factors determining prices, perhaps the one most visible to investment bankers and brokers, and least visible to many owners and operators, is how a particular property compares to other properties currently on the market. Recent transaction prices may offer helpful guidelines, but the current market value is determined not by past transactions but by current supply and demand. A transaction occurs when the highest bid by any buyer matches the lowest asking price of any seller in a given category. Behind each successful transaction lies a universe of potential transactions: a mountain of eager buyers at various lower prices, and a galaxy of eager sellers, of various higher prices.

Two segments—programming companies and major-market TV stations—commanded

substantial prices in 1985. Large, acquisition-minded media companies developed strategies to integrate program production and distribution, and spent more than \$5 billion to do so. Ted Turner and Viacom substantially increased their programming bases, while Tribune, Westinghouse and Hearst acquired large TV stations, and Rupert Murdoch did both simultaneously. For sellers such as John Kluge, KKR, Kirk Kerkorian and Marvin Davis, the old cliché applies: Nothing beats being in the right place at the right time.

Another good place to be these days is in the Sunbelt. When Gannett spun off three TV stations to Knight Ridder late last year, it put a dent in the appetite of one buyer, leaving as many as 36 other interested parties scrambling for a foothold on Buyers' Mountain. All 36 are looking for Sunbelt VHF affiliates in the \$25-million to \$100-million range, and there simply are not that many stars in this particular Sellers' Galaxy. Prices in this segment are likely to remain high.


Cable is one business that may see some substantial changes in 1986. The economics of clustering imply that for many smaller systems, there may only be one or two logical buyers, and, therefore, bidding is unlikely to be particularly heated. For larger systems or groups of systems, however, the demand appears to be substantial. Prices held steady in 1985 even as the market absorbed several huge transactions. In 1986, if the supply does not match 1985's level, continuing strong demand may well push prices up.

In television broadcasting, the application of the supply/demand argument one extra step could lead to a surprising conclusion. By mid-1986, if one or two major-market affiliates were to come on the market with price tags of \$300 million or more, who would bid up the price? The three networks are potential, although unlikely, bidders at recent price multiples. Tribune and Metro-media are strictly independent-oriented. Westinghouse might soon approach the 25% limit if it acquires WOR-TV New York, and KKR is not likely to buy a stand-alone station. Taft, Cox, Scripps and Hearst are all digesting major acquisitions and have already taken on substantial debt. Of course, any of these companies could bid for a particularly attractive property, and a number of others, such as Gannett, Knight Ridder, LIN and several interested nonbroadcasters would be logical buyers. But at what price?

Last year was one of dramatic change, and 1986 is starting out with a few big deals of its own. While prices can't go up by 30% per year for very long in an industry growing at an average rate of less than 15%, there still is enormous potential for those who thoroughly understand the market and who are determined to take advantage of buying, selling and refinancing opportunities. ■




# PREMIERING IN SEPTEMBER '86!



**A FIRM GO!**

**THE  
Oprah  
WINFREY SHOW**

A firm "go" with over 110 markets already sold including all 25 of the top 25, representing 85% of the country!  
Produced by WLS-TV, Chicago



**A FIRM GO!**

*Night  
Life*

Starring **DAVID BRENNER**  
with **BILLY PRESTON**

A firm "go" and already sold in over 70 markets, representing 68% of the country!  
Produced by Motown Productions in association with King World

Plus **TRUE CONFESSIONS** and **THE ROCK 'N ROLL EVENING NEWS**, fast approaching that magic number!

A NEW KIND OF TELEVISION IS COMING FROM

**KINGWORLD**  
TM

NEW YORK (212) 315-4000    LOS ANGELES (213) 826-1108    CHICAGO (312) 337-6765    DALLAS (214) 960-1996    NASHVILLE (615) 373-1500    NEW JERSEY (201) 522-0100

National Advertising by **CAMELOT** A King World Company  
ENTERTAINMENT SALES



## This week

**Feb. 9-12**—*American Association of Advertising Agencies* winter annual meeting, sponsored by *Southwestern region*. Marriott's Camelback Inn, Scottsdale, Ariz.

**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. Information: (202) 429-5346.

**Feb. 10**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner, chairman, Turner Broadcasting System. Beverly Wilshire, Los Angeles.

**Feb. 11**—*Caucus for Producers, Writers & Directors* dinner meeting. Speaker: Ted Turner, chairman, Turner Broadcasting System. Chasen's, Los Angeles. Information: David Levy, (213) 652-3222.

**Feb. 11**—*Hollywood Radio and Television Society* newsmaker luncheon. Speaker: Ted Turner, chairman, Turner Broadcasting System. Chasen's, Los Angeles. Information: (818) 769-4313.

**Feb. 11**—*International Radio and Television Society* "Second Tuesday" seminar, "Women in Electronic Communications—A Progress Report," featuring Joan Lunden, ABC's *Good Morning, America*; Ellen Hulleberg, McGavren Guild Radio; Jacqueline Smith, ABC-TV; Geraldine Laybourne, Nickelodeon, and Joan Hamburg, WOR(AM) New York. Viacom Conference Center, New York. Information: (212) 867-6650.

**Feb. 11**—*Society of Satellite Professionals, Southern California chapter*, meeting, discussing impact of fiber optics on telecommunications. Sheraton Miramar, Santa Monica, Calif.

■ Indicates new entry

■ **Feb. 11**—*New York Women in Cable* meeting on advertising sales. HBO Media Center, New York. Information: Rita Ellix, (212) 661-4500.

■ **Feb. 11-12**—"Caucus of Minority Executives in Media," sponsored by *National Association of Broadcasters* department of minority and special services. NAB, Washington. Information: (202) 429-5479.

**Feb. 11-13**—*Arkansas Broadcasters Association* winter convention. Majestic, Hot Springs, Ark.

**Feb. 12**—*FCC en banc* hearing to address issues of financing broadcast acquisitions by minorities and increasing advertising placements at minority-owned radio and television stations. FCC, Washington. Information: (202) 254-7674.

**Feb. 12**—*Advertising Association of Baltimore* meeting. Speaker: Kay Koplovitz, president-CEO, USA Network. Sheraton, Baltimore.

**Feb. 12**—*Caucus for Producers, Writers and Directors* general membership meeting. Speaker: Ted Turner, Turner Broadcasting System. Chasen's restaurant, Los Angeles.

**Feb. 12**—*National Radio Broadcasters Association-FCC* "AM Town Meeting," featuring James McKinney, FCC Mass Media Bureau chief. Marriott Downtown hotel, Chicago.

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

**Feb. 12**—*Women in Cable, San Francisco Bay Area chapter*, second governmental relations seminar. California Cable Television Association Office and State Capitol building, Sacramento, Calif. Information: Sharon Reneau, (415) 428-2225.

**Feb. 12**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Rog-

er Colloff, vice president-general manager, WCBS-TV New York. Copacabana, New York.

**Feb. 12-14**—18th annual *Georgia Cable Television Association* convention. Omni International hotel, Atlanta.

■ **Feb. 13**—"Mergers in the Communications Industry," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

**Feb. 13-14**—Leveraged acquisitions and buyouts, program sponsored by *Practising Law Institute*. Century Plaza hotel, Los Angeles.

**Feb. 13-16**—*Howard University, School of Communications*, 15th annual communications conference. Theme: "Communications: A Key to Economic and Political Change." Howard University campus, Washington. Information: (202) 636-7491.

**Feb. 14**—Deadline for entries in Edward R. Murrow Award, recognizing outstanding contributions to public radio, sponsored by *Corporation for Public Broadcasting*. Information: (202) 955-5211.

**Feb. 14-15**—*South Florida Black Media Coalition* second annual conference, "Facing the Future of Communications." Airport Marriott, Miami.

**Feb. 15**—Deadline for entries in The Vanguard, award for portrayal of women, and deadline for entries in 14th annual Clarion competition, for excellence in all areas of communication. Both contests sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

**Feb. 15**—Deadline for entries in Guillermo Martinez-Marquez Award competition, recognizing journalistic excellence that contributes to betterment of Hispanic community. Sponsored by *National Association of Hispanic Journalists*. Information: NAHJ, National Press Building, suite 634, Washington, 20045.

■ **Feb. 15-17**—Conference on Children's Media, spon-

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

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

**April 12-16**—*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**—*National Public Radio* annual convention. Town and Country hotel, San Diego.

**April 24-29**—22d annual MIP-TV, international television program market. Palais des Festivals, Cannes, France. Information: David Jacobs, (516) 364-3686.

**April 27-29**—*Cabletelevision Advertising Bureau* fifth annual conference. Sheraton Center, New York.

**April 27-30**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Loew's L'Enfant Plaza hotel, Washington.

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

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

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

**May 21-25**—*American Women in Radio and Tele-*

## Major Meetings

vision 35th annual convention. Westin Hotel Galleria, Dallas.

**June 2-5**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

**June 11-15**—*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**—*American Advertising Federation* national convention. Grand Hyatt, Chicago.

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

**June 22-25**—*Cable Television Administration and Marketing Society* annual convention. Westin Copley Plaza, Boston.

**July 20-22**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

**Aug. 26-29**—*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.

**Sept. 10-13**—Radio '86 Management, Programming, Sales and Engineering Convention, sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. New Orleans Convention Center, New Orleans.

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

**Oct. 2-5**—*Association of National Advertisers* annual convention. Homestead, Hot Springs, Va.

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

**Oct. 24-29**—*Society of Motion Picture and Television Engineers* 128th technical conference and equipment exhibit. Jacob K. Javits Convention Center, New York.

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

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

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

**Jan. 23-27, 1987**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

■ **Feb. 1-4, 1987**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington.

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

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



sored by *Media Center for Children*. Museum of Natural History and Marymount Manhattan College, New York. Information: (212) 689-0300.

## Also in February

**Feb. 16-18**—*Louisiana Association of Broadcasters* annual convention. Embassy Suites hotel, Baton Rouge, La.

**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.

**Feb. 18**—*Ohio Association of Broadcasters* sales workshop. Harley hotel, Columbus, Ohio.

**Feb. 18-19**—*Institute of Electrical and Electronics Engineers* annual meeting. Theme: "The Impact of Cultural Values on Engineering Excellence." Red Lion Inn, San Jose, Calif. Information: (212) 705-7647.

**Feb. 18-19**—*Wisconsin Broadcasters Association* annual winter convention. Concourse hotel, Madison, Wis.

**Feb. 18-19**—*Illinois Broadcasters Association* sales caravan-Springfield. Brandywine Inn, Sterling, Ill.

**Feb. 19**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring James Mooney, president, National Cable Television Association. Copacabana, New York.

**Feb. 19**—"On the Air with the Performing Arts: A Decade of Television at Lincoln Center," symposium sponsored by *Fordham University*, and funded in part by *New York Council for the Humanities*. Pope Auditorium, Fordham University's Lincoln Center campus, New York. Information: (212) 841-5417.

**Feb. 19-21**—*Television Bureau of Advertising* sales advisory committee. Bayhill Country Club, Orlando, Fla.

**Feb. 20**—Presentation of Angel Awards, for excellence in the media and for "outstanding productions of moral and/or social impact." Ambassador hotel, Los Angeles. Information: (213) 387-7011.

**Feb. 20-28**—*American Film Market*, sponsored by *American Film Market Association*. Beverly Hilton hotel, Beverly Hills, Calif. Information: (213) 275-8505.

**Feb. 21**—*AdCraft Club of Detroit* annual meeting. Speaker: Kay Koplovitz, president-CEO, USA Network. Michigan Inn, Detroit.

**Feb. 21-23**—*Oklahoma Association of Broadcasters* annual winter meeting. Marriott hotel, Oklahoma City.

**Feb. 24**—Deadline for nominations for Broadcast Industry Conference honoring "outstanding broadcasts of 1985 and outstanding individuals in the broadcasting field," sponsored by *San Francisco State University*. Information: (415) 469-1148.

**Feb. 24-25**—*ABC Television Affiliates Association* government relations committee meeting. Sheraton Grand hotel, Washington.

**Feb. 25**—*National Press Foundation's* annual awards dinner, including presentations of annual Sol Taishoff Award for Excellence in Broadcast Journalism and 1986 Editor of the Year Award. Washington. Information: (202) 662-7350.

**Feb. 25**—*Association of National Advertisers* television workshop. Luncheon speaker: Grant Tinker, NBC. Plaza hotel, New York.

**Feb. 25**—*Association of National Advertisers* media workshop. Luncheon speaker: Ted Turner, chairman, Turner Broadcasting System. Plaza hotel, New York.

**Feb. 25**—"Telecommunications Finance and Accounting," workshop sponsored by *Columbia University, Center for Telecommunications and Information Studies, Graduate School of Business*. Columbia University, New York. Information: (212) 280-4222.

**Feb. 26**—*Television Bureau of Advertising* regional sales conference. Hilton Airport, Tampa, Fla.

**Feb. 26**—*National Radio Broadcasters Association-*

*FCC "AM Town Meeting,"* featuring James McKinney, FCC Mass Media Bureau chief. Capital Hilton, Washington.

**Feb. 26**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Stuart A. Hersch, chief operating officer, King World Inc. Copacabana, New York.

**Feb. 26-28**—*National Association of Broadcasters* state association presidents and executive directors conference. Hyatt Regency, Washington. Information: Sharon Goldener, (202) 429-5310.

**Feb. 28**—Small market radio acquisition seminar, sponsored by *National Association of Broadcasters, radio department*. Atlanta Hilton Towers, Atlanta. Information: (202) 429-5374.

**Feb. 28**—Deadline for entries in 1986 *Broadcast Promotion & Marketing Executives* Gold Medallion Awards competition. Information: San Diego State University, c/o department of telecommunications and film, San Diego, 92182.

**Feb. 28**—Deadline for submissions to "Artists-in-Residency" grants, offered by *Global Village*, nonprofit video production group and media center. Information: Celia Chong, Global Village, 454 Broome Street, New York, N.Y. 10013; (212) 966-7526.

**Feb. 28-March 2**—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York. Information: Jeff Tellis, (914) 565-6710.

## March

**March 1**—Deadline for entries in fourth annual Alcoholism and Communications Marketing Achievement Awards, sponsored by *National Foundation for Alcoholism Communications*. Information: NFAC, 352 Haladay, Seattle, 98109; (206) 282-1234.

**March 1**—Deadline for entries in Louis M. Lyons Award for "conscience and integrity in journalism," sponsored by *Nieman Foundation at Harvard University*. Information: (617) 495-2237.

## Stay Tuned

A professional's guide to the intermedia week (Feb. 10-16)

**Network television** □ **ABC:** *Harem* (two-part romantic adventure), concluding Monday, 9-11 p.m.; *Best Friends* (romantic comedy), Friday 9-11 p.m.; *Fortune Dane\** (detective series), Saturday 9-10 p.m.; "Mr. Mom" (comedy), Sunday 9-11 p.m. **CBS:** *Vital Signs* (drama), Tuesday 9-11 p.m.; *The International Race of Champions* (auto race), Saturday 1:30-2:30 p.m.; *Thompson's Last Run* (drama), Sunday 9-11 p.m. **PBS** (check local times): *Adventures of Huckleberry Finn* (four-part novel adaptation), Monday 9-10 p.m., and three consecutive Mondays; *Actors Theatre Presents!\** (one-act play series), Monday 10-10:30 p.m.; *Creations of the Mangrove* (nature), Wednesday 8-9 p.m.; *Heritage Conversations with Bill Moyers\** (interviews), Saturday 9-10 p.m.

**Network radio** □ **NBC Radio Network:** *Antidote for Terror* (half-hour documentary), Wednesday (check local times); *Album Party* (rock music special), Thursday 10-11 p.m.



"Our Finite World: India" on WTBS

**Play It Again** □ **CBS:** "The Wizard of Oz" (fantasy), Saturday 8-10 p.m. **PBS** (check local times): *An Englishman Abroad* (dramatization), Friday 9-10 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *James Dean: The Television Work*, screenings of 25 live television performances, through April 29, and one seminar next Tuesday (Feb. 18). *Mobil & Masterpiece Theatre: 15 Years of Excellence*, screenings of 36 of the 80 series that aired on PBS, Tuesday through Friday at 12:05, 2:05 and 4:05 p.m., Tuesday at 6:05 p.m. and Saturday at 12:05 p.m., through April 4. Information: (212) 752-4690, ext. 33.

**The National Jewish Archive of Broadcasting** (1109 Fifth Avenue, New York) □ *Day at Night*, interviews with "prominent persons in the arts and sciences," conducted by James Day, continuing with PBS's "Irving Howe in New York" and "Newton Minow in Chicago," Sunday at 12:30, 1:30 and 2:30 p.m. Information: (212) 860-1886.

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

**March 1**—Deadline for entries in eighth annual Lowell Mellett Award for "improving journalism through critical evaluation," sponsored by *Pennsylvania State University, School of Communications*. Information: Mellett Award, School of Communications, Pennsylvania State University, 215 Carnegie, University Park, Pa. 16802.

**March 4-7**—*Audio Engineering Society* 80th convention. Congress Center, Montreux, Switzerland. Information: (021) 53-34-44.

**March 5**—*International Radio and Television Society* anniversary dinner. Gold medal recipient: Grant Tinker, NBC. Waldorf-Astoria, New York. Information: (212) 867-6650.

**March 5**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring John Jay Iselin, president, WNET(TV) New York. Copacabana, New York.

**March 5-6**—*Ohio Association of Broadcasters* Ohio congressional salute. Hyatt on Capitol Hill, Washington.

**March 6**—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Honorees: Representative Cardiss Collins (D-Ill.), House Subcommittee on Telecommunications; Representative Charles Rangel (D-N.Y.), House Ways and Means Committee, and Representative Tim Wirth (D-Colo.), chairman, House Subcommittee on Telecommunications. Hyatt Regency hotel, Washington. Information: (202) 463-8970.

■ **March 6**—"CinemaScope, Widescreen and Beyond," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

**March 6-7**—Advanced cable television seminar for senior professionals, sponsored by *Washington Program of Annenberg School of Communications*. American Society of Association Executives conference center, Washington. Information: (202) 484-2663.

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

**March 6-8**—*New Mexico Broadcasters Association* 35th annual convention. Regent hotel and convention center, Albuquerque, N.M.

**March 7**—*Ohio Association of Broadcasters* Cleveland managers' meeting. Hollenden House, Cleveland.

**March 7-9**—*Women in the Director's Chair*, women's film and video festival. Chicago. Information: (312) 477-1178.

**March 9-11**—*West Virginia Broadcasters Association* spring meeting. Holiday Inn, Parkersburg, W. Va.

**March 11**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York.

**March 11**—*Ohio Association of Broadcasters* Akron/Canton managers' meeting. Quaker Square Hilton, Akron, Ohio.

**March 11**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring J. William Grimes, president and chief executive officer, ESPN. Copacabana, New York.

**March 12**—*American Women in Radio and Television* Commendation Awards luncheon. Honorary chairpersons: Barbara Walters, ABC, and Helen Hayes, actress. Waldorf Astoria, New York. Information: (212) 664-2003.

**March 12**—"Lobbying," panel sponsored by *American Women in Radio and Television, Washington chapter*. National Association of Broadcasters, Washington.

**March 12-15**—*National Association of Broadcasters and Radio-Television News Directors Association* seminar-retreat. "News and Team Management," for general managers and news directors. Innisbrook Resort and Conference Center, Tarpon Springs, Fla.

■ **March 13**—"Fiber Optics vs. Satellites," seminar in "Communications Forum" sponsored by *Massachusetts Institute of Technology*. Bartos Theater, Wiesner Building, MIT, Cambridge, Mass.

**March 13-15**—"Television as a Social Issue: Realities and Visions," conference sponsored by *Society for Psychological Study of Social Issues*, underwritten by CBS. Sheraton Center, New York. Information: SPSSI, P.O. Box 1248, Ann Arbor, Mich., 48106.

**March 14**—*National Association of Telecommunica-*

*tions Officers and Advisors* regional conference. Grenlefe hotel, Dallas. Information: (202) 626-3250.

**March 14**—*Ohio Association of Broadcasters* Youngstown managers' meeting. Youngstown Club, Youngstown, Ohio.

**March 15**—*Texas Cable TV Association* annual meeting. Convention Center, Dallas.

**March 15-18**—*National Cable Television Association and Texas Cable Television Association* combined convention. Dallas Convention Center, Dallas. Information: (202) 775-3606.

■ **March 17**—National Academy of Cable Program System ACE awards ceremony, during *National Cable Television Association* convention (see above). Dallas Convention Center theater. Information: Susan Detwiler, NCTA, (202) 775-3611.

**March 17**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: Kay Ingram, WKAR-TV, Michigan State University, East Lansing, Mich., 48824-1212; (517) 355-2300.

**March 18**—*Television Bureau of Advertising* regional sales conference. Red Lion Sea Tac, Seattle.

**March 18**—Presentation of 26th annual International Broadcasting Awards, sponsored by *Hollywood Radio and Television Society*. Century Plaza, Los Angeles.

**March 19**—Seminar (eight sessions) on setting up and managing video department, with or without in-house studio, sponsored by *Global Village*, nonprofit video production group and media center. Global Village, New York. Information: (212) 966-7526.

**March 19**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Pat Robertson, president, Christian Broadcasting Network and CBN Cable Network. Copacabana, New York.

**March 20**—*Television Bureau of Advertising* regional sales conference. Sheraton Palace, San Francisco.

**March 20**—"Engineering for Producers," seminar sponsored by *International Television Association, Philadelphia chapter*. Bell of Pennsylvania, Philadelphia. Information: (215) 546-1448.

**March 20**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**March 21**—Deadline for entries in eighth annual Windy Awards, for excellence in creative use of radio as advertising medium, sponsored by *Radio Broadcasters of Chicago*. Information: Megan Bueschel, (312) 263-2500.

**March 23**—*Academy of Television Arts and Sciences* installation ceremony for Television Academy Hall of Fame. Santa Monica Civic Auditorium, Santa Monica, Calif.

**March 25**—*Television Bureau of Advertising* regional sales conference. Arafac East-Airport, Dallas.

**March 26**—*Illinois Broadcasters Association* seminar at Illinois State University, Normal, Ill.

**March 27**—*Television Bureau of Advertising* regional sales conference. Denver Marriott City Center, Denver.

**March 27**—*National Association of Black Owned Broadcasters* second annual communications awards dinner. Sheraton Washington hotel, Washington.

**March 28-29**—8th annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

■ **March 31**—Deadline for entries to "Summer '86 Student Internship Program" sponsored by *Academy of Television Arts and Sciences*. Information: (818) 506-7880.

## April

**April 1**—*Television Bureau of Advertising* regional sales conference. Westin, Cincinnati.

**April 1**—*Pennsylvania Association of Broadcasters* 21st annual Gold Medal dinner, featuring presentation of Gold Medal Award to entertainer Dick Clark. Adams Mark hotel, Philadelphia.

**April 2**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon, featuring Thomas Burchill, president and chief executive officer, Lifetime. Copacabana, New York.

**April 2**—Eighth annual Windy Awards dinner, sponsored by *Radio Broadcasters of Chicago*. Hyatt Regency, Chicago.

**April 2**—"Shooting for the Edit," seminar sponsored by *International Television Association, Philadelphia chapter*. Pennwalt Corp., Philadelphia. Information: (215) 546-1448.

**April 2-3**—*Illinois Broadcasters Association* spring convention and awards banquet. Ramada Renaissance hotel, Springfield, Ill.

**April 2-3**—*National Alliance for Women in Communications Industries* first conference. Capitol Hill Hyatt, Washington. Information: (202) 293-1927.



## Taking AIM

EDITOR: This letter is in response to your Jan. 26 article ("AIM Claims PBS has double standard") regarding the decision of the Public Broadcasting Service not to air the Accuracy In Media program, *Television Vietnam: The Impact of Media*. It may appear AIM is more interested in generating publicity rather than seeing this production on public television.

Since PBS beams programming to the 180 or so public TV stations in the country via satellite, it is up to the individual station whether to carry a particular program for its audience, or not. An individual station surely will not broadcast any program that might alienate precious subscribers, or discourage the local community.

Subscribers are an essential element to public television's survival, and PBS is protecting the national subscriber base by turning down a potentially damaging program.

AIM's ideology may have worked last year, but 1986 is a different story.—Steven

*N. Polydoris, president, GN Communications Ltd., Evanston, Ill.*

## 'Star' gazer

EDITOR: Your "Star watch" item in the Jan. 27 issue appears to be either a cheap shot or a mini-editorial against James McKinney. If it is the latter, it belongs on another page.

I have known Mr. McKinney for many years, and applaud his method of addressing problems and seeking solutions. His "high profile" is a virtue because he is articulate; when he speaks he has something to say, makes sense and is an accomplished administrator. It is not necessary for such a person to "have a vote," which appears to be the negative thrust of your story, to be an extraordinary asset to the FCC and to the broadcasting industry.—A.G. Heibert, chairman, Northern Television Inc., Anchorage.

Editor's note. The "Closed Circuit" item at issue was a straightforward report of sentiment within the FCC concerning McKinney activities. It was accurate then and remains so now.



They  
came,

They  
saw,

They  
laughed...

# And they b



## MAUDE

The Original—Why Wait?



# then ought.



**SILVER SPOONS**  
The Hottest Investment For Fall '87.

**★ EMBASSY**

EMBASSY TELECOMMUNICATIONS - A UNIT OF *The Coca-Cola Company*



**THE SMART MONEY IS ON  
CELEBRITY COMEDY!**

**HOLLYWOOD  
SQUARES**

**GET IN ON THE ACTION...  
WHILE YOU CAN!**

**ALREADY SOLD TO:**

WABC-TV	New York	WLWT	Cincinnati	WLUK-TV	Green Bay
WLS-TV	Chicago	KMBC-TV	Kansas City	WOWT	Omaha
KYW-TV	Philadelphia	WISN-TV	Milwaukee	WOKR	Rochester
KGO-TV	San Francisco	WSMV-TV	Nashville	WSLS-TV	Roanoke
WCVB-TV	Boston	WSPA-TV	Greenville	WOC-TV	Davenport
KXAS-TV	Dallas	WWMT	Grand Rapids	KHON-TV	Honolulu
WKYC-TV	Cleveland	WHTN-TV	Harrisburg	KREM-TV	Spokane
WTAE-TV	Pittsburgh	WAVY-TV	Norfolk	KOLD-TV	Tucson
KING-TV	Seattle	WCHS-TV	Charleston	WOLO-TV	Columbia
WXFL	Tampa	WDTN	Dayton	WANE-TV	Ft. Wayne
KSTP-TV	Minneapolis	WXII-TV	Greensboro	KVBC-TV	Las Vegas
KMGH-TV	Denver	WWBT-TV	Richmond	KMVD-TV	Peoria
KXTV-TV	Sacramento	WPTV-TV	W. Palm Beach	WISC-TV	Madison
WBAL-TV	Baltimore	WEAR-TV	Mobile	WAKA-TV	Montgomery
WISH-TV	Indianapolis	WSEE-TV	Fresno	KTVB	Boise
KPNX-TV	Phoenix	KOB-TV	Albuquerque	WINK-TV	Ft. Myers
KATU	Portland,OR			WJHL-TV	Tri-Cities

**DON'T SETTLE FOR LESS  
THAN THE BEST!**

**ORION**

TELEVISION SYNDICATION

IN ASSOCIATION WITH

HEARST BROADCASTING

**LS**



# Broadcasting Feb 10

Vol. 110 No. 6

TOP OF THE WEEK

## Outlet bought out by management, Wesray

**Some stations will be sold to help finance \$625-million LBO by Outlet chairman, president, 35 members of management and New Jersey investment firm**

After delays and false starts, a management-led leveraged buyout group led by Outlet Chairman Bruce G. Sundlun has reached an agreement to purchase Outlet Communications from the Rockefeller Group for \$625 million cash. The buyers outbid at least one other group, which included Robert M. Bass, a Forth Worth-based investor.

One-fourth of the buying company will be owned by Sundlun, Outlet President David Henderson and about 35 other members of present management. The remaining three-fourths will be owned by Wesray Capital Corp., the Morristown, N.J.-based investment firm headed by William Simon and Raymond Chambers.

To help finance the purchase price, some of the Outlet stations will be sold. The purchasing group has already contracted to sell KSAT-TV San Antonio, Tex., to H&C Communications for \$153 million (BROADCASTING, Jan. 20). H&C Communications, based in Houston, is a TV station group owned by Oveta Culp Hobby, her daughter, Jessica Hobby Cato, and son, William P. Hobby. KSAT-TV is an ABC affiliate on channel 12. Also, one source said, the Outlet buyers were in active negotiation to spin off both WCPX-TV Orlando, Fla. (for about \$180 million) and KOVR(TV) Stockton (Sacramento), Calif. (for about \$120 million). WCPX-TV is a CBS affiliate on channel 6. KOVR is an ABC affiliate on channel 13. Howard Stark,



Sundlun above, Henderson below



the broker who is handling the spin-offs for the buyers, declined to comment on the Orlando and Stockton report.

Other Outlet stations are: KIQQ(FM) Los Angeles (100.3 mhz, 5.1 kw, antenna 3,060

feet above average terrain); WTOP(AM) Washington (1550 khz, 50 kw); WTKS(FM) Bethesda, Md. (Washington) (102.3 mhz, 2.3 kw, antenna 340 feet); WATL-TV Atlanta (channel 36, independent); WPDS-TV Indianapolis (channel 59, independent); WQRS-FM Detroit (105.1 mhz, 50 kw, antenna 480 feet); WCMH-TV Columbus, Ohio (channel 4, NBC); WIOQ(FM) Philadelphia (102.1 mhz, 30 kw, antenna 650 feet), and WJAR-TV Providence, R.I. (channel 10, NBC).

Sundlun said the group's immediate plans were to "first manage the debt that we have incurred and increase our cash flow. Further on, our objective will be to expand the company through acquisition." The Outlet chairman said his initial financing fell apart the day before the group's exclusive negotiating right with The Rockefeller Group expired ("Bottom Line," Feb. 3). At that point, he started over again with Wesray, but the process was opened up to other bidders.

The alliance with Wesray was formed quickly although only a few months ago, Wesray's Simon said he was in a mood to sell broadcasting, not to buy. "People are paying some pretty fancy prices now (for broadcasting properties)," said Simon at the time, "and, yes, I think this is the top of the market. I am asset-oriented and now I am a seller" (BROADCASTING, Nov. 11, 1985). Wesray has sold, subject to FCC approval, KOSA-TV Odessa, Tex. That station was part of the Forward Communications Group that the investment firm bought in 1984. Earlier Wesray had shown an interest in bidding for additional media properties, including Multimedia and the Group W Cable Systems. Sundlun said none of the remaining

### Must-carry meeting without movement

Little encouraging news emerged from a meeting on the must carry issue between representatives of key cable and broadcasting trade associations last Friday in Washington. The discussions were described by one participant as "useful in the sense that the parties got to understand each other's respective positions better, but no real progress was made toward settling anything." The National Association of Broadcasters, which hosted the meeting, moved it from its headquarters to the Ritz-Carlton hotel to avoid press coverage. The prospects of reaching a negotiated settlement by Feb. 15 (the go-no go date chosen by broadcasters to strike a deal on must carry or turn to the FCC for a final resolution), appeared bleak unless broadcasters come up with a public policy rationale for must carry that is acceptable to cable.

Cable officials reportedly spent much of the meeting raising

objections to the public-policy rationale set forth in the broadcasters' comments filed in the FCC's must-carry proceeding two weeks ago (BROADCASTING, Feb. 3). It was also two weeks ago that broadcasters (NAB, Television Operators Caucus and the Association of Independent Television Stations) issued a joint statement recognizing cable's First Amendment rights, a move that brought the parties to the table.

Among the participants in the meeting were NAB President Eddie Fritts; John Summers, NAB senior executive vice president for government relations; the TOC's Margita White; attorney Warren Hartenberger; TOC member Joel Chaseman, president of Post-Newsweek; INTV President Preston Padden; National Cable Television Association President James Mooney, and Community Antenna Television Association President Stephen Effros.

four AM's, four FM's or four television stations belonging to Forward appear to pose any crossownership conflicts with the Outlet stations.

At least one loser in the bidding was Robert M. Bass, who has surfaced several times in recent broadcast mergers. There were reports a year ago that placed his name in connection with a possible takeover of ABC before Capcities entered the ABC picture. Along with some other Bass family members, he holds a one-quarter interest in Walt Disney Productions. The Robert M. Bass Group currently holds 12.8% of the outstanding shares of Taft Broadcasting. That holding could have raised some questions under the FCC ownership rules. Taft already owns the maximum number of television stations allowed under FCC rules and has crossownership conflicts with the Outlet stations.

Outlet will have a nine-member board composed of Sundlun; Henderson; John T. Walker, Episcopal bishop of Washington, and authoress Letitia Baldrige, along with five representatives of Wesray.

The station group was bought by The Rockefeller Group two years ago for \$332.1 million. Rockefeller later added the Atlanta and Indianapolis stations at a combined price of roughly \$50 million. Rockefeller stands to clear close to \$200 million on the sale, which is being structured as a sale of stock. The buyers will assume most of the "recapture" taxes. As previously reported, the stations were reportedly sold because members of the Rockefeller family, who own 94% of The Rockefeller Group, desired to have more liquid assets in the firm's portfolio. □

## Rough week for TV in Senate

Upper chamber may revisit resolution which is tangled with debate on rules

After spending most of last week going back and forth over Senate Resolution 28 that would open the Senate's doors to broadcast coverage, at least on an in-house test basis, the Senate failed to reach a consensus and opted to consider the matter again when it returns on Feb. 18 from the President's Day recess. By week's end, it appeared that television in the Senate was being held hostage to a larger issue at hand—that of reforming Senate procedures. Majority Leader Robert Dole (R-Kan.), among others, opposes any live television coverage until the chamber alters some of its rules to streamline Senate procedures.

"I hope that if we do have television in the Senate, we can have some rules changes, so that the leadership will be able to exercise a little more flexibility in bringing matters to the floor without filibusters on a motion to proceed," Dole said. The call for rules changes was viewed by some, however, as a delaying tactic designed to kill TV in the Senate, a view held by Senator Larry

Pressler (R-S.D.). "This issue is being used as a torpedo to sink the ship of television in the Senate," Pressler said.

Senator Russell Long (D-La.), a long-time foe of televising Senate proceedings, led the opposition to the measure. He argued, along with Senators John Danforth (R-Mo.), J. Bennett Johnston (D-La.) and Lloyd Bentsen (D-Tex.), among others, that broadcast coverage would impede the legislative process and lead to grandstanding. (According to an updated survey conducted by C-SPAN, Long, Johnston and Danforth are listed with members opposing television coverage. Bentsen is listed as leaning against it.)

Long argued that television coverage will "result in longer and more unnecessary speeches which will crowd an already overloaded Senate schedule." Long said that broadcast coverage should not be permitted unless existing rules are changed.

"In my view," said Johnston, "if we put television in the Senate, we will find that the television tail is wagging the Senate dog." With gavel-to-gavel coverage, Danforth said, "it will be in the interest of members of the Senate to say things that are colorful, to say things that are flamboyant, to say things that make nice 60-second bites or 30-second bites on the evening news. It is going to change our behavior."

Bentsen agreed that it would "distort" the Senate's work. "How many folks would you have left in the committees when you have a situation here where they can get on prime time and be exposed to the rest of the nation?" he added. As an example of how the cameras might affect Senate proceedings, Bentsen pointed to the rescheduling of the President's State of the Union Address from 9 p.m. to 8 p.m. "Why did they change to 8 p.m.? I am not sure that I know, but I would not be surprised because you had a massive production by CBS entitled *Sins* and then you had another by NBC going on at 9 p.m. called *Peter the Great*, and that was the real competition for the viewing audience," he said.

Defending the resolution was its author, Minority Leader Robert Byrd (D-W.Va.). Other principal supporters of the measure were Rules Committee Chairman Charles McC. Mathias (R-Md.) and Senator Al Gore (D-Tenn.), a co-sponsor. "The time has come when the Senate debate should be covered by both television and radio," Byrd said. In the last Congress, Byrd was one of the leading opponents of TV in the Senate and, in his first change of heart, proposed only limited broadcast coverage. He revised that stand after several Rules Committee hearings and concluded that "if we are to have television and radio coverage it should be gavel to gavel."

Byrd emphasized the importance of the Senate moving out of "the communications dark ages and into the 25th century before we reach the 21st." He also advocates adoption of new procedures to help facilitate broadcast coverage. "I believe the test period is a good idea. It will give us time to assess the need for other rules changes, changes in procedures, and so on. Any nec-

essary changes can be considered as part of our final resolution."

Mathias also believed the chamber should test television coverage. "We are not talking about going to the networks; we are not talking about going to the cables; we are not talking about going to the world; we are talking about video on an in-house, closed-circuit congressional system just for a test period," Mathias said.

Despite the lawmakers' failure to act, Gore told BROADCASTING that he feels the issue is "very much alive." He added, however, that the lawmakers seemed "headed toward the same kind of impasse which has always stopped TV in the Senate in the past. Opponents demand rules changes in advance of the introduction of television and the Senate gets bogged down in a very convoluted debate and then drops the whole issue."

But Gore said rule changes could increase the chances of passage. "I want rule changes, but I want TV in the Senate more, partly because I think TV in the Senate would quickly lead to rules changes," he said.

Gore also thinks there is still a possibility the Senate may implement a test period without any rules changes. He said Byrd's support of the measure "could make all the difference."

Byrd said late last week that he may file a cloture motion to cut off debate. Even if that happens, further debate could occur. According to Senate rules, up to 100 hours of debate (one hour for each senator) could follow on the cloture motion. But Byrd hopes the recess will allow time for support to build, an aide said.

The Senate resolution calls for immediate live gavel-to-gavel radio coverage and closed-circuit television coverage for three to six months. At the end of that period, the Senate would vote on whether to make the TV signals available to the public. Cameras would be authorized to focus only on the presiding officer and speakers, with Senate staff in control of the cameras. Cameras would not pan the chamber. During quorum calls and votes cameras would cover the presiding officer and official clerks.

Persons requesting copies of the broadcast tapes during the test period would be required to certify that the tapes would not be used for "non-First Amendment commercial or political purposes." The resolution authorizes \$3.5 million for installation expenses. The coverage would be available "free to any accredited member of the radio and television correspondents gallery."

In addition to those provisions, the Senate may vote on some of the rules changes proposed in Byrd's original resolution. The method of cutting off debate would be altered by eliminating the requirement that three-fifths of elected senators vote for cloture and substituting the former two-thirds-present-and-voting standard. It would also eliminate the present cloture provision and replace it with a rule limiting post-cloture debate to 20 hours, divided equally between the two parties. It would also tighten up procedures employed on motions to proceed, which now permit senators to stall action. □



## Election day in the Philippines

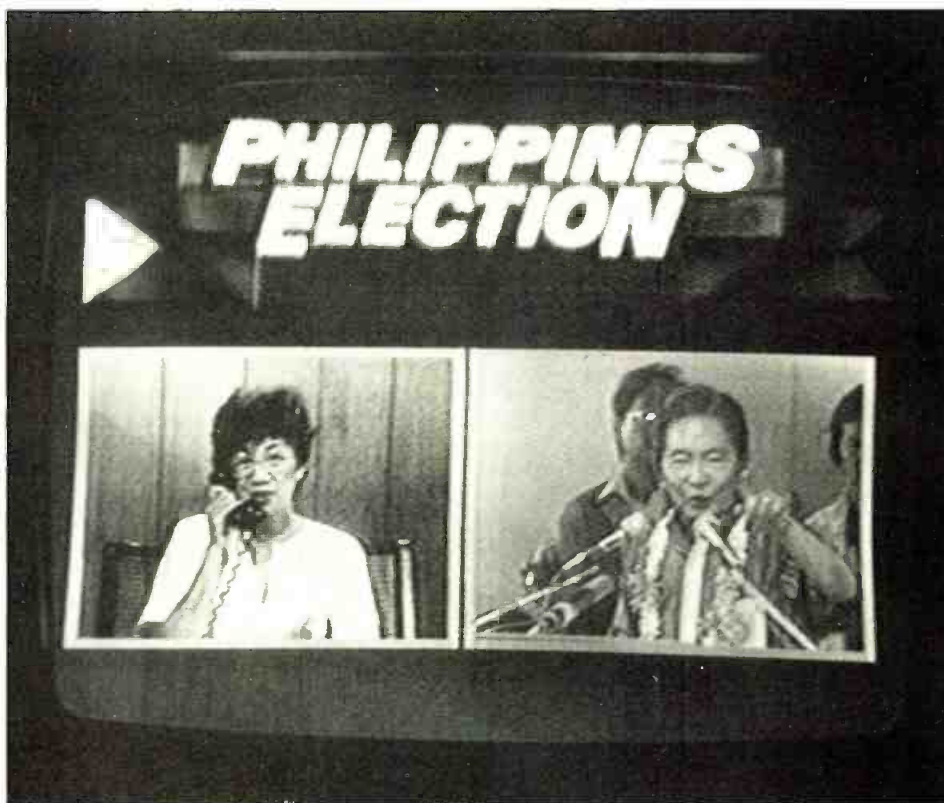
**Brokaw and Jennings anchor coverage from Manila; candidates make appearances on ABC's 'Nightline'**

For the American television networks, as with the rest of the U.S. media, the Philippine presidential election in its final week became an obsession, if a daunting one. Staff experts on the politics of the Philippines were not as available as in American elections. And covering trends and events in a country spread out over some 7,000 islands with limited resources was beyond reach. Certainly exit polling was. Still, the effort to convey the importance and significance was a major one.

ABC's Peter Jennings and NBC's Tom Brokaw anchored their respective evening news shows from Manila on Thursday and Friday. CBS's Dan Rather remained in New York, but drew on the work of a team of 25 journalists that had been dispatched to the Philippines. And on Thursday night, beginning at 11:30, he anchored a half-hour special on the election. CBS on Friday even tried its hand at projecting election results on the basis of actual returns from 70 to 80 selected precincts around the country. Cable News Network was represented by reporters called in from Tokyo and by two crews hired in the Philippines. The Public Broadcasting Service's *MacNeill/Lehrer NewsHour* was represented by correspondent Charles Krause and producer Susan Mills, who arrived in the Philippines in mid-January, and in the four days preceding the election filed a total of almost 40 minutes of material for broadcast.

The television coverage involved another advance in the development of the technology available for broadcast journalism: It marked the first time that ABC, CBS and NBC used very small, easily transportable nonstandard earth terminals to transmit news feeds from a foreign site directly to the U.S. The terminals range in size from 1.8 to 3 meters. CNN used a transmission facility provided by the government for sending taped material, and the earth station of a Manila station, MBS, for feeding live reports.

The major piece of news coverage in advance of the Friday election (Thursday, in the U.S.) probably was ABC's Ted Koppel's separate, taped interviews on a special, one-hour *Nightline* Wednesday night with the two contestants, shown above—Corazon Aquino, the challenger, and President Ferdinand Marcos. Koppel had hoped to present the two in a live debate, but was obliged to forgo that ambition when Marcos interpreted a Philippine election law requiring campaigning to end two days before the election as barring his appearance on such a show. Aquino, reflecting fears reported frequently in the American press, warned Marcos he would face "angry people" if the election were rigged. For his part, Marcos promised to step down if he loses in an election he



ABC's 'Nightline' pre-election interview

considers fair. But he said he was "certain of victory."

But initial reports, on Friday morning, in the U.S., of the election itself—of the conflicting vote counts issued by official and unofficial sources, of the squads of strong-arm squads beating up observers, of the scores of deaths, and of the expressions of concern of Senator Richard Lugar (R-Ind.), head of a U.S. team dispatched to observe the conduct of the election—indicated the value of extensive press coverage. And the coverage was seen around the world. Five

International Telecommunications Satellite Organization satellites over the Atlantic, Pacific and Indian oceans carried the coverage around the world. (An Intelsat news release said the only continent not covered by the service was Antarctica.)

Nor did the coverage end with the election itself and its aftermath. Marcos was to be interviewed, live, on CNN's *Crossfire*, on Friday night (Feb. 7), and Marcos and Lugar were to appear, again live, on ABC's *This Week with David Brinkley*, on Sunday (Feb. 9). □

## Result of Gramm-Rudman-Hollings leaves FCC in good shape

**Federal budget doesn't do too much damage to USIA or BIB either; public broadcasting would be cut by \$44 million in fiscal 1986**

The first federal budget produced under the Gramm-Rudman-Hollings budget-balancing act was issued last week, and one surprise was that it was not a cause of anguish among FCC officials. Neither did the U.S. Information Agency or Board for International Broadcasting appear to have particular reason for concern, considering the sharp cuts the President has proposed in nondefense spending in a mandated effort to reduce the deficit. Public broadcasting would suffer, but not necessarily because of G-R-H; it has long been the target of administration attempts to reduce government funding. In any case, submission of the budget is only the first step in a process. The politics and

pressures generated by G-R-H make predictions of final funding figures chancy.

The \$994-billion budget would provide \$96.4 million for the FCC in fiscal 1987, which begins on Oct. 1. That would be an increase of only \$2 million over the funds Congress voted it in the current year—but some \$6 million more than the amount authorized after the 4.3% cut that was imposed on all government agencies for 1986 as the first consequence of G-R-H (BROADCASTING, Jan. 20). Commission officials pronounced the proposal satisfactory, and the agency promptly issued a press release saying the proposed budget would enable it to add 20 full-time permanent positions, increasing its total work force to 1,855.

As in previous years of the Reagan administration, America's means of communicating with the world would be strengthened. The USIA would receive \$960 million in

budget authority, an increase of \$123 million over the amount authorized in 1986 after a G-R-H cut of \$37.6 million. The Board for International Broadcasting, which funds and oversees Radio Free Europe and Radio Liberty, stations that broadcast to Eastern Europe and the Soviet Union, would receive \$168 million, compared to the \$98.3 million available to it in the wake of a \$4.4-million cut mandated by G-R-H.

The proposed cuts in public broadcasting funds were as advertised in a letter the Office of Management and Budget sent to the Corporation for Public Broadcasting last fall (BROADCASTING, Dec. 23, 1985). In accordance with the advance funding provided by Congress, CPB would receive \$200 million in the new fiscal year. But the President is requesting a rescission of \$44 million in the \$214 million appropriated for CPB for 1988. And he is seeking only \$130 million for 1989, as the administration attempts to move toward abandonment of federal support for the corporation. CPB has requested \$264.1 million for 1989. And the President is making another effort—previous ones have failed—to end the program of federal aid for the construction of public broadcasting facilities. As in the past, those proposed cuts are expected to set off battles with public broadcasting's supporters in Congress.

Indeed, conflicts in priorities have already started the kind of fights between Congress and the President that cause officials to be chary about predicting what Congress will eventually authorize for their agencies. The President's budget provides for a deficit of slightly under the \$144-billion target mandated by G-R-H. But it does so at the expense of a large number of social programs and services, many with supporters in Congress who can be expected to fight for them at the expense of agencies with less vocal constituencies. If Congress fails to adopt a budget that meets the statutory deficit ceil-

ing, the mechanism for automatic cuts in all spending—military as well as non-military—will be triggered.

The FCC has worked out plans for apportioning the G-R-H cut in the 1986 budget in a manner to ease the burden on employees. According to a memorandum issued by Chairman Mark Fowler, \$1 million in data processing expenditures would be deferred and travel reduced across the board, including rare, if not unprecedented, cuts (of \$2,000) in the travel funds of each commissioner's office. Funds for technical equipment and for program assistance have also been slashed. Those and other actions are expected to save \$3 million. The memorandum also reported that new hires will be suspended, for a saving of "several hundred thousand dollars," and that all promotions, including those of executives, managers and supervisors, will be delayed at least until the start of the new fiscal year. Fowler said he realizes that will impose "a burden" on employees eligible for promotion. But, he said, it will save "close to \$300,000."

The commission hoped, by those measures, to avoid furloughing workers, but Fowler's memorandum advised employees to be prepared for two furlough days. Without the announced reductions, Fowler said, 15 days would be required. But officials working on the budget remain hopeful that, through attrition, even those two days can be avoided. Technically, the 4.3% cut is to go into effect across the board on March 1. However, the commission plans to implement the cuts as outlined in Fowler's memorandum while at the same time asking Congress for the necessary authority to reprogram its funds in accordance with those plans. That request, which will be made in the first week of March, is expected to encounter no problems in Congress.

If the funds for 1986 will make life difficult for the commission, and officials say it

will, they also say life would be easier under the President's budget for 1987. Ten of the new employees the commission says can be added will be used to help the agency keep pace with what it says are "the tens of thousands of applications for new licenses expected in 1987" as a result of the growth and demand for licenses said to have been stimulated by deregulation. The commission, in its press release, said the other 10 employees to be hired would be added to the field operations staff in an effort to "maintain an acceptable level of response to public requests for information and complaints of interference."

The \$960 million that the President is seeking for USIA includes \$181 million for the Voice of America, an increase of some \$13 million over the \$168.3 million available after the G-R-H cut last month. The television and film service would receive \$30.3 million, \$3.6 million more than is available for it this year in the wake of the G-R-H cuts. (The USIA's Worldnet, which is included within that budget item, would receive \$15 million, an increase of almost \$4 million.) The President is seeking \$132 million for the 1987 installment on VOA's long-range modernization program, a smaller increase than had been sought but still an increase of some \$22.6 million. And Radio Broadcasting to Cuba, better known as Radio Marti, which began broadcasting to Cuba on May 20, 1985, would receive \$11.7 million, an increase of about \$1.5 million over current funds.

(In addition to those requests for USIA, a supplemental bill seeking another \$17.3 million, which would increase its total appropriation to \$854.6 million, is pending in Congress. Some \$12 million would be allocated to RIAS [Radio in the American Sector of Berlin] for the construction of a television station to broadcast to East Berlin, a proposal Congress has turned down in the past. The West German government would provide funds to operate the station.)

"An important objective of this administration," according to one of the budget documents released last week, "is to increase foreign understanding of the society and foreign policy of the United States." That concern is reflected in the budget request for the BIB as well as USIA. For BIB, now operating on a post-G-R-H appropriation of \$98.3 million, would also receive a healthy increase, almost \$70 million, to \$167.5 million. As in the case of the VOA, a substantial amount of the new funds—\$40.7 million—would be spent on an equipment modernization program. RFE and RL broadcast in 21 languages to the peoples of the USSR, Bulgaria, Czechoslovakia, Hungary, Poland and Rumania.

Unless its friends come to its rescue, public broadcasting, as a service subsidized by the federal government, will begin fading away. In seeking the rescission of \$44 million from the \$214 million previously appropriated for CPB for 1988, the President said, "It is the administration's policy to encourage user and private support and, wherever possible, to reduce the need for federal support." Not only is the President seeking far

## Court complication for Gramm-Rudman-Hollings

The legislation Congress approved last year in an effort to secure a balanced budget in five years has been declared unconstitutional by a unanimous three-judge federal court in Washington. The court last Friday held that the law violates the Constitution in assigning the Comptroller General, an officer of Congress, the final say in making the budget cuts required to reduce the deficit.

The decision will not have an immediate effect. The court stayed the effect of its order pending review by the Supreme Court. Counsel for the Senate and House plan to file an immediate appeal, and the high court is expected to hear the case and issue a decision by June. But if the Supreme Court upholds the decision, the cuts made in the 1986 budget in the first implementation of Gramm-Rudman-Hollings would be invalid. However, the court said future cuts could be made under a "fallback" provision of the act requiring the cuts to be made by Congress in a joint resolution.

Under the law, which was challenged in court by 12 members of Congress and a federal employees union, Congress must reduce the annual deficit of \$200 billion in steps until it is eliminated by 1991. In those years when the deficit-reduction target is not met, the Comptroller General, acting on findings of the Office of Management and Budget and the Congressional Budget Office, issues his own report containing calculations as to how the target is to be met. And the President is required to issue a "sequestration" order containing the specified budget reductions.

The court said: "The automatic deficit reduction process established [by the act] hereby is declared unconstitutional on the ground that it vests executive power in the Comptroller General, an officer removable by Congress." It also declared the President's sequestration order of Feb. 1 to be "without legal force and effect."



less for CPB for 1989 than it has sought—\$130 million compared to \$264.1—OMB is reported preparing to recommend funding of \$90 million in 1990 and \$60 million in 1991, and, by 1992, to seek the complete elimination of federal support.

As for the public telecommunications facilities program, which provides grants for planning and construction of noncommercial telecommunications facilities, the White House has been seeking its termination since 1981. Indeed, President Carter had proposed eliminating funds for replacing facilities. In his new budget, Reagan is seeking rescission of all but \$1.2 million—needed to close down the program—of the \$24 million Congress has made available for 1986. In proposing the termination of the program, the budget says that 95% of the country is now served by public television and radio and that, as a result, “funding for this grant program is not requested.”

Public broadcasting officials hope the President's budget is not the final word. CPB Chairman Sonia Landau, a Republican who is close to the White House, indicated she will look to Congress for help. She said the budget reflects the “tough choices” the President had to make. But she added, “We're fortunate that we have a lot of people in the Congress who will be working to see that we probably do better than what is indicated in the budget message.” As for federal money being phased out entirely, Landau said she wouldn't “second-guess what is going on in Congress.” But, again she mentioned supporters there: “I know there are a lot of people working very hard to help CPB and public broadcasting.”

Peter Fannon, president of the National Association of Public Television Stations, was sharper in his comment. He said the proposals to reduce CPB funds and eliminate those for public broadcasting facilities “strike at the heart of an adequate and reasonably operating public broadcasting system.” He noted that a study commissioned by the Temporary Commission on Alternative Financing that Congress established in 1981 concluded that there is no substitute for federal financing. “Losses of this sort,” he said, referring to the proposed cuts, “would undercut our ability to raise more private funds.”

Congress last year appeared ready to battle the President in behalf of public broadcasting (BROADCASTING, Dec. 23, 1985). A Senate-House conference committee, working on a massive budget reconciliation bill, in December approved provisions that would increase funding for public broadcasting—for both CPB and the facilities grants program—for the next three years. And the conference report states that the levels “provide the minimum amount that will allow CPB and [the public facilities program] to fulfill adequately their important functions.” However, the fate of the bill, which is loaded down with controversial items, was in doubt last week.

Among other agencies of interest to the communications industry, the Commerce Department's National Telecommunications and Information Administration would re-

ceive \$13.9 million under the President's budget request. This is only slightly more than is available to NTIA this year—\$13.4 million, post G-R-H, plus some \$400,000 in carry-over funds for international activities. The budget document says the new additional funds will enable the agency “to expand international conference preparation activities and increase bilateral trade negotiations

support.”

The Federal Trade Commission would receive \$69 million, \$6.3 million more than is currently available to it.

How close final congressional budget action resembles the figures submitted by the President is never certain. In the day of G-R-H, officials involved in the process say, there is no telling. □

## Coca-Cola set to buy MGE

### Deal would put Merv Griffin's production house under Coke's wing

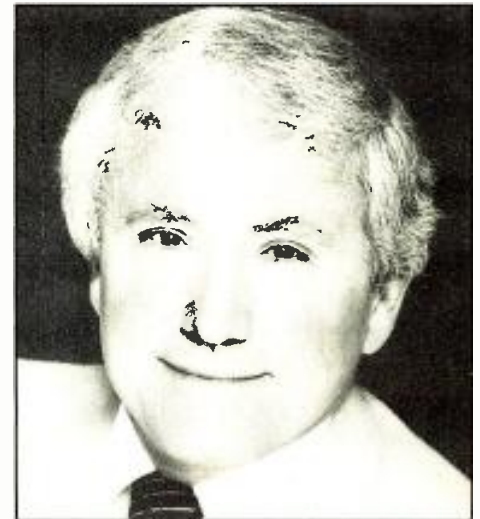
Coca-Cola last week was reportedly on the verge of expanding its programming interests with a purchase of the television-related assets of Merv Griffin Enterprises (MGE). At least one informed source confirmed to BROADCASTING that a price in excess of \$200 million was being negotiated for the company's current shows and future productions. The purchase also could include a Los Angeles-based post-production facility and the several acres of land on which it is located.

Officials representing Coca-Cola and Merv Griffin declined to comment, but by late Thursday, a semiofficial confirmation surfaced when King World Productions, which has distributed *Wheel of Fortune*, *Jeopardy* and *Headline Chasers* for MGE, said it had “been advised of the proposed sale of Merv Griffin Enterprises to Coca-Cola.” Other currently airing MGE shows are *Dance Fever* and *The Merv Griffin Show*.

It is believed Griffin, who is reported to be at least 60 years old, would personally receive at least three-quarters of the purchase price, but he is not expected to retire. It was also suggested that Griffin and other MGE executives could be expected to share in profits from future productions with the \$200-million-plus purchase price intended to cover mainly the expected returns on MGE's current programs.

There are already several separately run operations associated with the Entertainment Sector of Coca-Cola. In 1982 Columbia Pictures was acquired and last year Embassy Television was added. Coca-Cola also owns about 40% of Tri-Star pictures, which has indicated it will also begin programming production for television (“Closed Circuit,” Feb. 3). Within Columbia Pictures Television Group are two joint ventures: The Television Program Source (in association with Alan Bennett and Robert King) and Colex Enterprises (in association with LBS Communications).

The acquisition would appear to continue Coca-Cola's strategy of focusing on horizontal expansion in the programming industry rather than vertical integration. One source noted that the company's Entertainment Sector president, Francis T. Vincent Jr., and its executive vice president, Frank J. Biondi, have recently turned down numerous opportunities to buy TV stations and other means to distribute programming: “That way, you avoid the risk of independent stations being overtaken by affiliates being overtaken by



Coke is it for Merv

videocassettes. . . If you own the programming, everyone has to come to you,” the source said.

Thursday's statement by King World Productions was regarded as intended to quiet any doubts that the company's distribution rights for *Wheel of Fortune* and *Jeopardy* would end. The two shows accounted for 77% of King World's revenue in fiscal 1984 and 87% in the first half of fiscal 1985. A report from Barry Kaplan of Bear Stearns indicated that the company's operating income is dependent on the two shows in a similar proportion. Coca-Cola has its own syndication arm. King World stock declined 1½ to \$38 on moderate volume Wednesday, the day the first published accounts of the negotiations between the two companies appeared, and declined another 1½ points Thursday, on heavy volume. □

## 'Nightline' wins new duPont award

The 1984-85 presentation of the Alfred I. duPont-Columbia University Awards last week was highlighted by the presentation of the first Gold Baton award to ABC's *Nightline*, for a five-day report on South Africa (March 18-22, 1985). Janet Murrow, widow of the late Edward R. Murrow, presented the award in a ceremony in which *Nightline*'s Ted Koppel and master of ceremonies Dan Rather reminded the audience of broadcast journalism's continuing debt to Murrow. Rather ended the evening with the warning from Murrow that television depends on humans who are determined to make it more than "merely lights and wires in a box."

Columbia School of Journalism Dean Osborne Elliot said broadcast journalism had just passed through "the most troublesome

period in [its] short but dramatic history." And Elliot foresaw problems still on the landscape, including the impact of corporate takeovers, or near takeovers, on news divisions; government and public opinion that in part blames the media for the wave of terrorism around the world; the increase in the number of libel suits; a new low in the production of documentaries by all three television networks; deregulation causing a diminution of news on radio stations, and a "strong feeling of unease" that news divisions "may now be perceived as just another chicken in the corporate henhouse, to be stuffed or served as may serve the corporate purpose."

The list of duPont-Columbia award-winners follows:

### Gold baton

ABC News □ *Nightline: South Africa*

### Silver batons

CBS News □ *The CBS Evening News: Afghanistan: Operation Blackout*  
 NBC News □ *The Real 'Star Wars'—Defense in Space*  
 PBS □ *The Brain*  
 WCAU-TV Philadelphia □ *Coverage of MOVE Siege*  
 WDVM-TV Washington □ *Investigation of Dr. Milan Vuitch*  
 WCCO-TV Minneapolis □ *The Moore Report*  
 Nancy Montoya and KGUN-TV Tucson, Ariz. □ Outstanding reporting  
 Chris-Craft Television Productions and Churchill Films □ *Down for the Count—An Inside Look at Boxing*  
 Cable News Network and IMAGO Ltd. □ *Iran: In the Name of God*  
 DesertWest News, Flagstaff, Ariz. □ For a series of reports on the American sanctuary movement  
 KNX(AM) Los Angeles □ *Assignment '84/85*

### Citations

WSMV-TV Nashville □ *Choice Cuts*  
 KWWL-TV Waterloo, Iowa □ *A Town Meeting: Iowa's Future*



Nightline producer Rick Kaplan and anchor Ted Koppel



NBC's John Palmer presents silver baton to CBS's Dan Rather

## Charting the future: the prospects for a fourth network

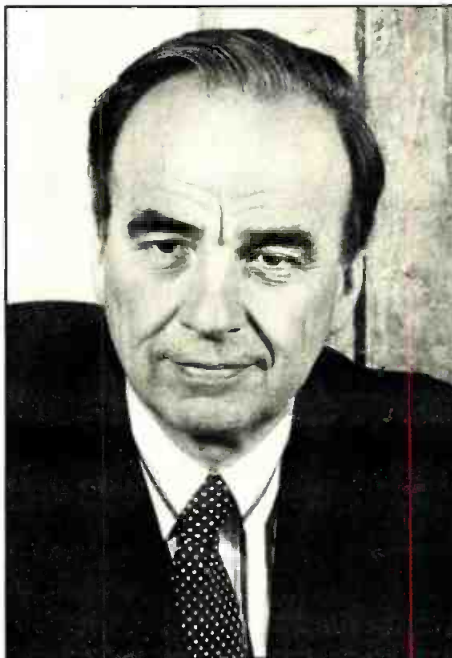
If timing and economics cooperate, Rupert Murdoch's News Corp. may join ranks of ABC, CBS and NBC

The FCC will encourage it, Rupert Murdoch has appointed a president for it, and despite substantial skepticism, it may happen, possibly losing tens or hundreds of millions of dollars initially. The "it" is a fourth television network, a much talked about opportunity to leverage corporate identity, capture more of the estimated \$8.3 billion in spot and other national television advertising dollars spent outside the existing broadcast networks and, its backers hope, even to overtake ABC, CBS and NBC.

The subject inspires many reactions. Some say that there is not yet a three-network economy, much less room for a fourth.

On the other hand, some acknowledge the existence already of a fourth, de facto, network comprising first-run programming opportunities in sports, sitcoms, game shows, childrens, movies and news (although daytime counterprogramming efforts have been less successful).

Then there are those who suggest the seed of such a network lies in station consortia



Murdoch

such as The New Program Group and Operation Prime Time.

But what is a network? A traditional definition: a national lineup of stations turns over a portion of the broadcasting day (at the same clock-time of day) on a long-term basis, regardless of individual programs. No one currently achieves that other than ABC, CBS and NBC.

To get that commitment, even for just a few hours a week, a network has to be able to promise backup shows in case its new or existing shows don't work out. Because it is competing against the highly promoted shows of the three existing networks a fourth network would have to have a large promotion budget. Both the costs of program development and promotion would require the network to take a larger share of the advertising time than barter syndicators currently do.

There are many other corollaries associated with the three broadcast networks, such as affiliate organizations and station compensation. And there is programming seen as key to their identities, such as nightly news programs. But the creator of a fourth network might want to avoid matching all the functions of an ABC, CBS or NBC. Probably most important is that coming under that definition also could mean becoming



subject to the financial interest and syndication rules, which constrain a network's profitability. Neither does there appear at first glance any reason why an incipient network would have immediately to commit to news or any other low-margin portion of the business.

The FCC's definition of a network would give any challenger to ABC, CBS and NBC a lot of leeway. For the purposes of the financial interest and syndication and prime time access rules, the commission defines a network as one providing 15 or more hours per week to at least 25 affiliates in 10 or more states. But the commission has on one previous occasion extended the limit for non-network programming hours, doubling it (to 30) for the Christian Broadcasting Network ("Closed Circuit," Oct. 14, 1985).

At least initially, an incipient network providing only a few hours of programming would have minimal impact on the supply and demand equation in national advertising. Instead, station group executives, syndicators and others indicate that obtaining the station lineup is going to be the biggest problem for anyone wanting to move up to the network class. Certainly the past decade has seen explosive growth in the number of independent television stations. The growth has done more than increase the number of alternative outlets. It has also fueled the desire for quality programming and raised programming costs so that people are eager for alternatives.

A review of the top 100 markets indicates that the prospects of finding independent outlets for a fourth network appear good. According to the latest census of the Association of Independent Television Stations, a prospector would get to the 67th market before finding one without an independent. At that point, 75% of the nation's homes are covered, adequate reach for advertisers buying on a national basis.

But those numbers are themselves subject to numbers, including what channel the independent is on in a given market and what are its ratings. Not all coverage is the same. If the network is forced by lack of options to place its programming on a market's weak station, the network will suffer from weak promotion and its shows will suffer from weak lead-ins and lead-outs.

The problem arises long before reaching the 67th market, according to Henry Siegel, chairman of Lexington Broadcast Services, which last year placed INDAY, a daytime television programming block, on 98 stations covering 82% percent of the nation's television homes. He pointed to markets like Boston, where the total independent audience is now split among many stations, none of which are dominant—figures from that market's November 1985 ratings report show the leading independent station with a six share, sign-on to sign-off.

Furthermore, there is also the chance of being turned down by the top independent in the market. Such problems lead Taft Broadcasting's Ro Grignon, executive vice president, television, to suggest that any fourth network would almost certainly be forced to

budget for compensation, paying some stations to take the network's programming, just so it could achieve the coverage requirements of national advertisers.

Nobody thinks the going will be easy. Paul Bortz, of the consulting firm Browne, Bortz & Coddington, put himself in the position of a station operator: "What ABC, NBC and CBS do is give an incredibly predictable stream of revenue. What are you going to do? What about promotion? Unless there is that value added of network recognition. . . . I've got 20 syndicators I could deal with and I would be better off on a deal-by-deal basis."

Because of the logistical problems, those who think that a fourth network is possible don't expect it to arrive full-blown, but feel that it will develop gradually.

Now owner of 20th Century Fox Film Corp. and soon to be owner of six of the seven television stations currently owned by Metromedia Broadcasting Corp., News Corp. will also be the first nonnetwork company in the Fifth Estate's history to combine a major production studio with a large station group.

Also fueling the speculation are comments from Murdoch, Fox Chairman Barry Diller and, most recently, the prospectus of the securities News Corp. will issue to pay for the \$1.55 billion Metromedia purchase: "Following the closing, an affiliate of Fox Television will enter into the business of distributing television programming to independent television stations. Such operations may include distribution of programs not previously shown on the three major networks. . . . Such programming may be offered as individual segments or in multihour packages for showing on a single day or on multiple days.

"The extent to which such business is conducted with independent stations under a network arrangement will depend upon the consideration of many factors by the management of Fox Television, including the capital investment associated with entering into such business and the potential profitability of such business."

Before Murdoch had even put pen to paper for the six Metromedia stations, News Corp. had begun work on a business plan for a fourth network, reliable sources have said. News Corp. had available to it some of the results of a Metromedia fourth network study conducted in late 1984 by Dick Block, then executive vice president in charge of Metromedia's television stations, and by director of planning, Davy Rosenbaum. The Fox plan is now being reviewed by Jamie Kellner, former president of Orion Entertainment Group and Orion Television Syndication and the person Murdoch and Barry Diller chose to head what is currently being called the Fox Television Network.

So what might the Fox Network initially look like? Some speculate it could be similar to an aborted programming block attempted nine years ago by Paramount while Diller was chairman there.

Paramount at that time proposed a Saturday evening (8 p.m.-11 p.m.) programming

block that was to consist of new 60-minute episodes of *Star Trek* and two-hour original made-for-TV movies. There was to have been roughly 11 minutes per hour of advertising of which Paramount was to keep 40 30-second spots and the stations 28.

Even with the advertising split in favor of Paramount, reports at the time said the studio was also asking the stations to ante up "some fairly substantial sums of money to get the fourth network off the ground." Even then, the project did not look economically feasible. According to those involved, the project failed primarily because of poor advertiser response.

This time around, Saturday night again seems a likely prospect, despite having the lowest homes-using-television level of any night—90% of the season-to-date's weekly average, according to David Poltrack, vice president of research, CBS/Broadcast Group. It still ends up being a good night because it avoids conflict with the weeknight newcasts of independent stations and with their paid religious programming on Sunday, a night that might also be less desirable because it already has a full slate of network movies.

When Paramount tried to launch its venture, total television advertising stood at an estimated \$7.6 billion. This year it could be nearly three times that amount. But costs have risen as well and on a first-year basis, the economics of the fourth network still don't look promising.

Murdoch's talk of a network draws a variety of reactions. The openly skeptical suggest the News Corp. chief executive is trying to draw attention away from the weak financial condition of Fox and the heavy debt News Corp. has inherited by purchasing the studio and stations. Some say that Fox now seems to be downplaying the network idea, noting that the company never officially announced the appointment of Kellner. At present the Fox Television Network, a name that a corporate spokesman said is not etched in stone, consists only of Kellner and a secretary. Though not referring to the Fox Network specifically, Taft's Grignon said, "I am very skeptical about a fourth network on a regular basis, I don't think the community is quite ready for it."

Evidence pointing in the other direction, to Murdoch's commitment to the idea of a fourth network, was his initial intention to provide programming by this summer, plans that were delayed because of the difficulties in arranging financing for the stations' purchase, said one source, who added that because the stations' transaction is still awaiting the consent of MBC's current bondholders, any plan will now be difficult to have ready for the fall of 1986. A more likely starting date, it was suggested, would be January 1987.

Most published reports on a Fox network dwell on Murdoch's empire building and "upstart" posture, positioning him as a kind of Australian-born Ted Turner keeping the three networks looking over their shoulders. But Murdoch's personality aside, there is likely some traditional business thinking

driving whatever plans are in development.

One half the costs of the six Metromedia television stations are in syndicated programming, according to recent MBC financial statements. Having Fox provide quality first-run television product for the network can then be seen in the context of cost-cutting for the stations, rather than empire building.

And, the pressure on costs, and therefore operating profits, is likely to get more intense in at least three of the six markets—Los Angeles, Washington, Chicago, New York, Dallas and Houston—in which Murdoch is buying stations. In New York, much of the city will finally get cable in the next few years, and one of the city's three VHF independents, WOR-TV, could well end up in stronger hands. In Washington, which over recent years has been the next most profitable market for the station group, there will soon be double the number of independents that there were a year ago, including one new station associated with the successful independent station operator, Milt Grant.

Grant has also taken over operation of a station in Chicago, where again the Fox-owned station may soon find itself with double the competition. In Los Angeles, KTLA(TV) is only recently in the hands of Tribune and KHJ-TV will soon be among the enlarged operations of Group W, subject to FCC approval.

So, Rupert Murdoch's thinking might be that Fox Television will be an upstart surrounded by other upstarts, and that forming a television network could be one way of getting an edge on the growing competition.

Murdoch is not only looking over his shoulder in the United States, but in Europe as well, where News Corp. owns 81% of the satellite-distributed Sky Channel. The advertiser-supported cable network is currently distributed to more than five million homes.

With an estimated 125 million television sets, Europe has a potential television advertising market that could one day approach that of the United States. So far, however, News Corp.'s European television operation is insignificant in relation to the company's U.S. and Australian television interests. Even though Sky Channel is reported to be the leading satellite-distributed programming service in Europe, it reportedly had revenue of just \$3.7 million for the year ending June 30, 1985, and reportedly had losses of \$12.4 million.

Also, just as Sky Channel is getting started in the European ad market, more than a half-dozen competitors will enter the scene. Among them are Super Channel, scheduled for an Oct. 1 sign-on, which will have the benefit of libraries from both the British Broadcasting Corp. and much of British commercial television. Additionally, there will be launched this year a high-powered direct broadcast satellite with four advertiser-supported channels including one programmed by one of Murdoch's competitors in British newspaper publishing, Robert Maxwell.

The DBS services will be receivable on two-foot-to-three-foot dishes and, unlike

News Corp.'s Sky Channel, which is on a low-power satellite, will have the advantage of easier access to the majority of European homes, which do not yet have cable. Murdoch has so far been unable to obtain a transponder on the first high-power DBS satellite, although he may have a chance again on a planned second DBS satellite scheduled for launch in a few years. Also joining the commercial television fray are new terrestrial-broadcast commercial channels being introduced in many European countries.

It is to distinguish itself among this wealth of advertiser alternatives that Sky Channel's association with Fox might come in handy.

Murdoch's operation in Australia is profitable and more substantial, although his be-



Diller

coming a U.S. citizen has created an uncertainty as to whether News Corp. will be able to continue to own its two stations there. Ten-10 Sydney and ATV-10 Melbourne together accounted for over \$100 million (U.S.) in revenue for the year ending last June 30.

Since Australia has no U.S.-styled commercial television networks, the two Murdoch-controlled television stations have a great deal of familiarity with station consortium program buying and production—almost 40% of Ten-10's total programming was either produced by the Sydney station or produced by others for its station consortium.

Furthermore, the Australian viewers would find nothing surprising about U.S. television programming since product from the states already makes up almost half the program schedules of those two stations.

But because there is a limit of three commercial television stations to a market in Australia, each station has a greater wealth of U.S. programming to choose from, including first-run product from ABC, NBC and CBS. Thus any Fox network product used by Ten-10 and ATV-10 would have to be very competitive; otherwise it might end up harming the News Corp. stations more than helping them.

To the extent Murdoch has talked of his intentions he suggests that the diverse television enterprises of News Corp. will be cooperating in program production. "In programming, we're looking at making a couple of

dozen movies immediately for TV that will never go into theaters, so we would certainly invite (the Australian station consortium) to be a joint venturer in that, and SATV (Sky Channel) possibly also, when it gets stronger," he said in an interview last year with the *Business Review Weekly*, an Australian publication. News Corp. could conceivably contain international co-productions all within the company or, put financially, could spread its production costs over a much larger revenue base.

With outlets serving markets in which a good portion of the world's advertising dollars are spent, Murdoch may have already made a mental leap, not to the fourth network in the United States, but rather to the first worldwide television network. In the same interview last year he said, "I do believe we're going to see a lot more global marketing all the way from IBM to McDonald's. The advertising agencies have become global. A company that can offer media all over the world is going to have an advantage. I don't mean necessarily a tie-up or an exclusive thing, but you are going to have an in."

At present the prospect of worldwide television buys seems to provide more inspiration for speeches than dollars for corporate coffers. CBS, which according to a company official is the most advanced of the three networks in selling programming overseas, does sell barter programming, for instance, to the People's Republic of China, with spots from U.S.-based corporations such as Boeing, Kodak or Coca-Cola, dubbed in Mandarin.

But those ads are often placed through foreign-based advertising agencies, and CBS has yet to receive a simultaneous buy for both the domestic network and programming sold abroad. It is currently talking with agencies and corporations about the possibility of doing so, trying to resolve questions about seasonal variations between countries and the delay that usually exists between the domestic and foreign broadcast.

So with a worldwide television network seemingly a possibility only in the future, any added advantage for News Corp. in a fourth network would be the vertical integration of the Fox studio with the television outlets. Even with international co-financing, success in the U.S. would still seem to be the key. Most programming and station group executives think the history of the fourth network will ride on programming, and, as Sheldon Cooper, president of Tribune Entertainment, said, "Ultimately it will be a question of what kind of rating the shows get." And programming is a business with a high failure rate.

Murdoch has, in some of his newspaper operations, been willing for News Corp. to absorb high operating losses to establish market position, and the fourth network may also see such a strategy. Said one Murdoch associate, "At the beginning the fourth network would be both helping and hurting. But its purpose is not: 'let's become rich in one fell swoop,' but rather to try to break even and establish credibility." □



NOW,  
ATLANTA'S  
TOP  
INDEPENDENT  
IS A PLUM.

WGNX-TV  
Atlanta

Congratulations WGNX.  
You're Atlanta's choice...  
the leading Independent  
*and* an Independent  
leader sign-on to sign-off.\*

**PLUMS.**  
**OUR PROPERTIES,**  
**OUR PROGRAMMING**  
**AND OUR PEOPLE.**

\*Source: 1985 November NSI sign-on to sign-off share.

 **TRIBUNE**  
**BROADCASTING**  
Company

© 1986

**The Katz Television Group  
congratulates  
our represented stations**

**WCVB-TV**

BOSTON

**WBIR-TV**

KNOXVILLE

**KMTV**

OMAHA

**KGMB-TV**

HONOLULU

**WCCO-TV**

MINNEAPOLIS

**KATU**

PORTLAND

**distinguished as winners  
of the  
Iris Award for Excellence  
in locally-produced programming.**



**Katz Television Stations. The best.**



Admarketing

Advanswers  
Media/  
Programing

Ally & Gargano

N W Ayer

Backer &  
Spielvogel

Ted Bates

BBDO

Bloom Cos.

Bozell & Jacobs

Leo Burnett

Campbell-  
Ewald

Campbell-  
Mithun

Chiat/Day

Cunningham  
& Walsh

## Special Report

Dailey &  
Associates

Dancer  
Fitzgerald  
Sample

D'Arcy  
Masius  
Benton  
& Bowles

Della  
Femina,  
Travisano  
& Partners

# BROADCASTING'S TOP 50 AGENCIES

W.B. Doner

Doyle Dane  
Bernbach

William Esty

Foote, Cone  
& Belding

Geer, DuBois

Geers Gross

Grey

HBM/Creamer

Jordan, Case,  
Taylor &  
McGrath

Kenyon &  
Eckhardt

Ketchum

Kornhauser  
& Calene

Laurence,  
Charles  
& Free

Levine,  
Huntley,  
Schmidt  
& Beaver

Lowe  
Marschalk

MCA

McCaffrey  
and McCall

McCann-  
Erickson

Needham  
Harper  
Worldwide

Ogilvy &  
Mather

Ohlmeyer

Rosenfeld,  
Sirowitz  
& Humphrey

Ross Roy

Saatchi  
& Saatchi  
Compton

Scali,  
McCabe,  
Sloves

SSC&B

Tatham-  
Laird  
& Kudner

J. Walter  
Thompson

Tracy-  
Locke

Warwick

Wells, Rich,  
Greene

Young &  
Rubicam

# Top 50 Fifth Estate agency billings approach \$16 billion

Domestic broadcast-cable advertising expenditures in 1985 by the leading broadcast agencies eclipsed 1984's record by 8.9%, reaching almost \$15.9 billion.

The 34th annual survey by BROADCAST-

ING of the top 50 Fifth Estate agencies shows that more than \$14.06 billion was allocated to television last year, an increase of 7.9% over 1984. Radio spending by the agencies reached \$1.44 billion, a jump of 13.3% over

1984. Cable TV expenditures rose 35.9% to \$383.4 million. (Some agencies did not break out cable separately and included them in the television figures).

For the eighth straight year, Young & Ru-

## Broadcasting's top 50 advertising agencies

Agency	Combined broadcast/cable billings	Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast percentage of agency's total billings		Last year's rank
									%	%change from 1984	
1. Young & Rubicam	1,514.6	1,374.3	1,020.0	354.3	91.4	23.7	67.7	48.9	64	+11.8	1
2. J. Walter Thompson	1,164.0	1,073.0	710.0	363.0	71.0	21.0	50.0	20.0	71	+6.5	2
3. BBDO	924.0	794.0	480.0	314.0	102.0	30.0	72.0	28.0	71	+9.5	3
4. DMB&B	865.0	734.0	456.0	278.0	98.0	13.0	85.0	33.0	77	—	—
5. Leo Burnett	840.0	810.0	640.0	170.0	25.0	3.0	22.0	5.0	67	+13.2	4
6. Ogilvy & Mather	820.0	740.0	520.0	220.0	66.0	24.0	42.0	14.0	70	+15	5
7. Dancer Fitzgerald Sample	722.4	650.5	329.5	321.0	50.3	12.5	37.8	21.6	78	+19.2	6
8. Foote, Cone & Belding	613.0	528.0	244.0	284.0	66.0	8.0	58.0	19.0	76	+6.6	7
9. Grey Advertising	559.2	497.7	330.1	167.6	35.4	4.1	31.3	26.1	56	+1.8	9
10. McCann-Erickson	492.1	432.3	266.1	166.2	59.8	7.8	52.0	—	63	-3.3	10
11. Doyle Dane Bernbach	457.6	406.1	239.6	166.5	35.4	1.6	33.8	16.1	45	+7.0	11
12. Saatchi & Saatchi Compton	443.0	415.0	360.0	55.0	11.0	11.0	—	17.0	75	32.6	15
13. SSC&B	407.7	368.9	262.1	106.8	33.9	4.8	29.1	4.9	84	+16.7	13
14. Ted Bates	376.0	340.5	251.6	88.9	23.8	15.1	8.7	11.7	75	+16.5	16
15. NW Ayer	358.0	309.0	225.0	84.0	44.0	23.0	21.0	5.0	54	-9.6	12
16. Needham Harper Worldwide	322.4	282.9	208.8	74.1	36.2	15.9	20.3	3.3	45	+3.1	19
17. Backer & Spielvogel	310.3	271.6	202.3	69.3	32.7	2.7	30.0	6.0	81	-2.4	18
18. William Esty	309.0	290.0	201.0	89.0	14.0	3.0	11.0	5.0	61	-2.8	17
19. Bozell & Jacobs	265.2	186.1	66.1	120.0	71.8	7.8	64.0	7.3	34	+29.8	23
20. Advanswers Media/Programming	246.0	227.0	165.0	62.0	15.0	1.0	14.0	4.0	80	+18.8	22
21. Wells, Rich, Greene	230.0	203.0	135.0	68.0	21.0	2.0	19.0	6.0	54	-7.5	20
22. Campbell-Ewald	227.2	183.5	114.7	68.7	37.3	7.6	29.7	6.4	68	+4.5	21
23. Tracy-Locke	199.4	157.7	36.7	121.0	39.2	4.3	34.9	2.5	87	+12.3	25
24. Campbell-Mithun	199.1	172.2	49.8	123.4	25.9	24.7	1.2	1.0	60	+10.5	24
25. HBM/Creamer	197.0	180.1	87.9	92.2	15.9	0.7	15.2	1.0	58	+14.9	27
26. Della Femina, Travisano & Partners	196.7	164.7	58.8	105.9	30.2	2.0	28.2	1.8	79	+10.9	26
27. Chiat/Day	190.0	155.0	100.0	55.0	30.0	10.0	20.0	5.0	76	+40.7	31
28. Cunningham & Walsh	175.6	159.3	96.0	63.3	9.6	2.6	7.0	6.7	49	+7.7	28
29. Lowe Marschalk	174.7	163.3	111.5	51.8	11.4	—	11.4	—	53	+7.8	29
30. Kenyon & Eckhardt	174.0	142.0	92.0	50.0	23.0	4.0	19.0	9.0	62	+30.8	32
31. Jordan, Case, Taylor & McGrath	159.0	135.0	79.0	56.0	14.0	9.0	5.0	10.0	76	+31.4	35
32. Admarketing	158.7	151.0	1.0	150.0	7.7	—	7.7	—	93	+8.7	30
33. Ketchum Communications	137.2	109.6	30.9	78.7	27.3	0.7	26.6	0.3	42	+18.1	36
34. Scali, McCabe, Sloves	133.0	116.7	64.2	52.5	15.1	—	15.1	1.2	53	+8.0	34
35. Ally & Gargano	131.1	123.8	47.5	76.3	5.3	—	5.3	2.0	69	+31.1	39
36. W.B. Doner	114.6	89.8	11.6	78.2	24.4	0.8	23.6	0.4	65	+5.2	37
37. Dailey & Associates	105.1	91.4	70.4	21.0	12.6	0.5	12.1	1.1	65	+5.1	40
38. Ohlmeyer Advertising	103.9	95.1	93.2	1.9	0.8	—	0.8	8.0	90	-17.5	33
39. Tatham-Laird & Kudner	97.0	84.0	45.0	39.0	12.0	8.4	3.6	1.0	41	-2.6	41
40. Rosenfeld, Sirowitz & Humphrey	93.8	85.4	28.0	57.4	5.6	1.2	4.4	2.8	67	-7.1	38
41. MCA Advertising	89.0	81.0	49.0	32.0	3.0	—	3.0	5.0	52	+11.3	44
42. Kornhauser & Calene	86.0	73.0	61.0	12.0	11.0	3.0	8.0	2.0	70	—	43
43. Laurence, Charles & Free	70.0	63.0	35.0	28.0	6.0	2.0	4.0	1.0	30	+7.7	46
44. Geers Gross	70.0	66.0	21.0	45.0	3.0	—	3.0	1.0	50	+35.9	49
45. Bloom Cos.	69.7	43.1	13.6	29.5	26.6	9.7	16.9	—	41	+36.9	50
46. Ross Roy	66.7	44.5	16.7	27.8	19.8	5.0	14.8	2.4	26	-25.1	42
47. McCaffrey & McCall	64.0	51.0	37.0	14.0	10.0	3.0	7.0	3.0	33	-10.0	45
48. Warwick Advertising	58.9	51.8	44.1	7.7	5.6	2.8	2.8	1.5	41	+5.6	47
49. Geer, DuBois	57.4	47.3	15.8	31.5	5.2	1.9	3.3	4.9	55	—	—
50. Levine, Huntley, Schmidt & Beaver	53.5	50.0	15.0	35.0	3.0	—	3.0	0.5	59	—	—

Although many agencies report cable billings in with their TV billings, BROADCASTING separates cable figures into another category in this chart. The combined broadcast-cable billings figure is derived from adding television, radio and cable categories.



CAPITAL CITIES/ABC's  
**WABC-TV • KGO-TV**  
**are GOING with**  
GOODSON-TODMAN'S

# CARD SHARKS



**BILL RAFFERTY** hosts the most exciting game show  
now ready for **FALL 1986**.

**CARD SHARKS** on the CBS Television Network in a short three weeks has **IMPROVED 13%\*** over the previous program in the time period while its lead-in remained unchanged.

**CARD SHARKS** has been sold to stations representing...  
**Capital Cities / ABC, Viacom International, Milwaukee Journal, Multimedia, Tampa Television, KKR...** and many other stations.



**THE TELEVISION PROGRAM SOURCE**

Distributed by  
**THE TELEVISION PROGRAM SOURCE**  
1155 Avenue of the Americas, 30th Floor  
New York, New York 10036  
(212) 302-4400

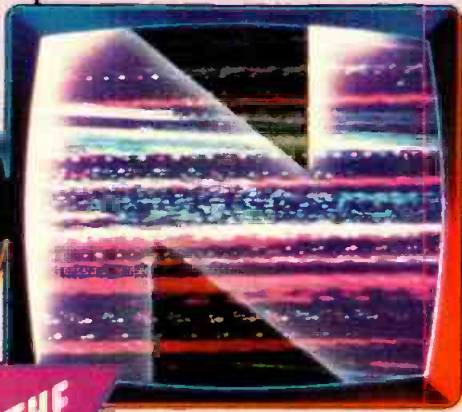
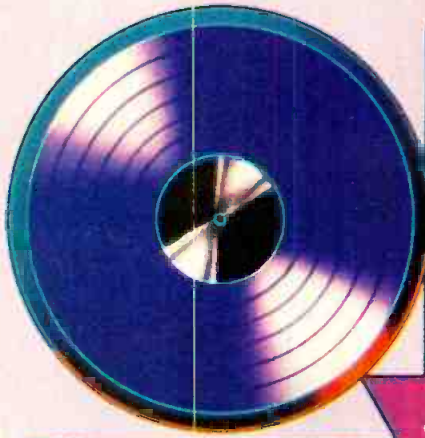
4000 W. Alameda Avenue, 6th Floor  
Burbank, California 91505  
(818) 954-7800

\*Source: A.C. Nielsen - N11





# \$4 BILLION IN SALES SA



## ON THE RECORD



They don't always agree, but they always entertain.

That's right. 4 billion dollars was spent last year on retail sales of records and tapes.

That's why **ON THE RECORD** is on the money.

It's a one-of-a-kind music review show featuring today's hottest albums and newest recording artists.

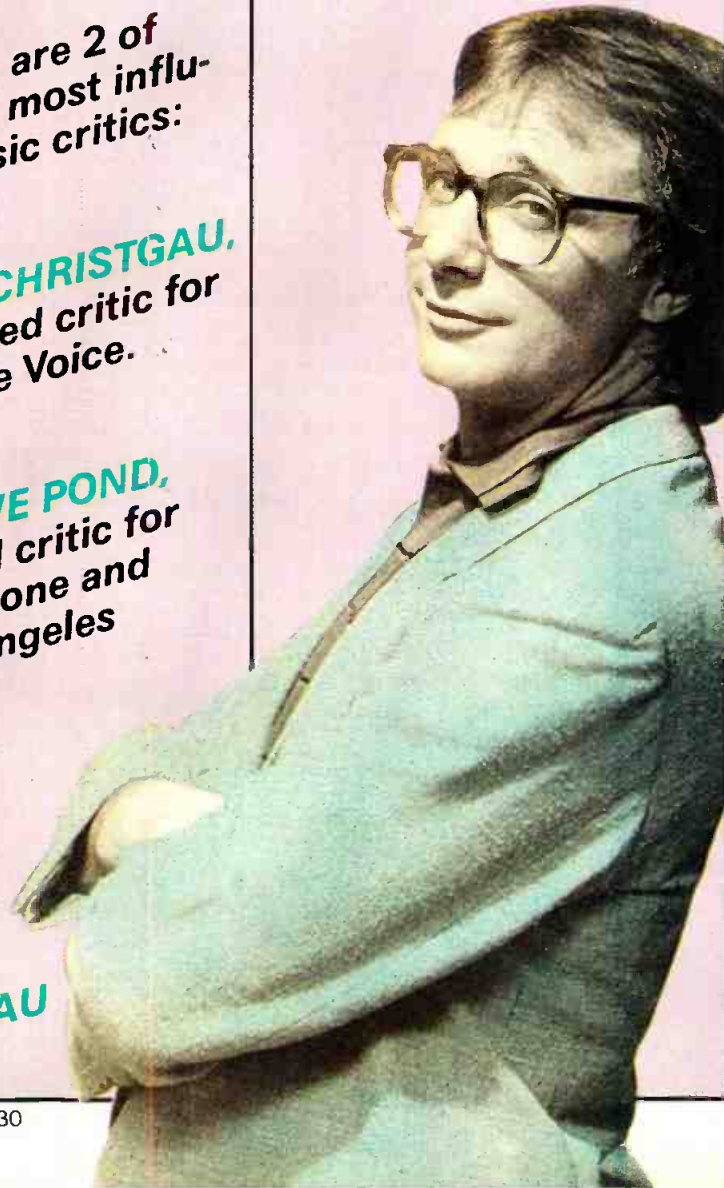


The hosts are 2 of America's most influential music critics:

**ROBERT CHRISTGAU**, opinionated critic for the Village Voice.

And **STEVE POND**, respected critic for Rolling Stone and the Los Angeles Times.

**ROBERT CHRISTGAU**





# YS WE'RE ON THE MONEY.

**ON THE RECORD** is  
a direct hit.

It's aimed at today's  
affluent and diverse  
TV audience.

**ON THE RECORD** is  
music programming  
on target to teens  
and the premium  
18-34 demographic.

It's a proven format  
that will make you  
a big hit with  
advertisers.



**Put ON THE RECORD**  
on your schedule.

With The Samuel  
Goldwyn Company  
backing it, there'll  
be big promotional  
support behind it.

**STEVE  
POND**

**ON THE RECORD** will  
give you a record-  
breaking deal.



**ON THE RECORD.**  
It's on the money.

*Samuel Goldwyn*  
SAMUEL GOLDWYN TELEVISION

bicam romped off with top honors, amassing \$1,514,600,000 in broadcast and cable billings, up 11.8% over 1984.

J. Walter Thompson was the only other agency to top \$1 billion, with billings of \$1,164,000,000. BBDO remained in third place with \$924 million, up 9.5%. D'Arcy Masius Benton & Bowles, the merged agency of D'Arcy MacManus Masius and Benton & Bowles, catapulted into fourth place with expenditures of \$865 million. Leo Burnett moved to fifth place with \$840 million.

Y&R showed the largest broadcast-cable billing surge, with a \$164-million gain over 1984. Dancer Fitzgerald Sample was runner-up with an additional \$126.6 million in billings.

The agencies which showed the greatest percentage increase were Chiat/Day, up 40.7%; The Bloom Cos., up 36.9%, and Geers Gross, up 35.9%.

On the minus side was McCann-Erickson, which stressed that its figures were not final. McCann reported a decline of about \$17 million, while Wells, Rich, Greene was off an estimated \$18 million. Showing the greatest percentage drop was Ross Roy, down 25.1%, Ohlmeyer, down 17.5%, and McCaffrey & McCall, down 14%.

Billings increases were achieved by 36 agencies, while 10 experienced expenditure declines. New to the listing this year are Geer, DuBois and Levine, Huntley, Schmidt & Beaver. Waring & LaRosa moved out of the top 50 for 1985 and the creation of DMB&B provided the second vacancy.

With its enormous investment in broadcast and cable, Y&R was again the kingpin agency in various categories—total broadcast, total TV billings, total network TV billings and cable TV billings. BBDO emerged the front-runner in two sectors—total radio billings and network radio billings. DMB&B was first in spot radio billings and J. Walter Thompson first in spot television.

The following is a list in alphabetical order of the top 50 billing broadcast-cable agencies based on domestic figures. For the most part, figures were obtained directly from the agencies; estimates were obtained for others from various sources.

## 32

**Admarketing** □ This Los Angeles-based agency had broadcast-cable billings of \$158.7 million in 1985, an 8.7% increase. While relinquishing the Kentucky Fried Chicken (southern California) account, the agency picked up Circuit City Stores, Furnishing 2000 and Standard Shoes. Among its other major accounts, all spot radio and TV, are Air Cal, Standard Brand Paints, C&R Clothiers.

## 20

**Advanswers Media/Programing** □ This Gardner subsidiary increased its broadcast-cable billings by 18.8% (almost \$40 million) last year

for a total of \$246 million. Total TV billings came to \$227 million (\$165 million network), while radio billings totaled \$15 million (\$14 million spot). The agency also billed \$4 million in cable advertising. New accounts for the agency in 1985 included R.T. French Foods and new product assignments from Ralston Purina, Airwick Industries and Hollywood Brands. It lost two products of the dairy division of Pet Inc.

## 35

**Ally & Gargano** □ Rising from 1984's combined broadcast-cable billings of \$100 million to \$131.1 million in 1985, Ally & Gargano saw its biggest increases coming in total television billings. In 1984 it had \$95.3 million in the category, whereas in 1985 it was up 30% to \$123.8 million. Network was up from last year's 35.7 at 47.5, and spot was up from last year's 59.6 at 76.3. In radio billings the agency rose from 1984's \$3.7 million to \$5.3 for 1985. New accounts added during the year were Bristol-Meyers Products Division, Andrew Jergens Co., Sanyon Electric and Frye Shoe. Accounts resigned included Travelers Insurance, Timberland Co., Scandanavian Airlines and Midway Airlines.

## 15

**N W Ayer** □ After registering a healthy increase in 1984, N W Ayer's combined broadcast-cable billings for last year fell by 9.6% to \$358 million. Television expenditures accounted for \$309 million (\$225 million for network and \$84 million for spot) while radio spending totaled \$44 million (\$23 million for network and \$21 million for spot). For cable, the agency's billings amounted to \$5 billion. Looking at each broadcast category, overall television spending was down \$39 million compared to 1984 while radio was off by only \$2 million. Cable expenditures, on the other hand, rose by \$3 million. Accounts added in 1985 include AT&T Consumer Products, Iberia and Club Med. Leaving the firm's client roster were Seven-Up and Texize.

## 17

**Backer & Spielvogel** □ This agency posted \$310.3 million in combined broadcast-cable billings last year, off by 2.4% from 1984. Breaking it down, \$271.6 million came from television, \$32.7 million from radio and \$6 million from cable. Major clients added to the agency's list of clients last year were: Finesse mousse (Helene Curtis); Gold Label Soups (Campbell Soup); Miller High Life Genuine Draft beer; Hyundai Motor America; Ohs cereals (Quaker Oats), and Fisher-Price, a division of the Quaker Oats Co. Accounts resigned during the year include Juiceworks (Campbell Soup) and Lowenbrau (Miller Brewing).

## 14

**Ted Bates** □ Combined broadcast-cable billings for Ted Bates rose 16.5% to \$375.6 million with the bulk of that figure—\$340.5 million—concentrated on television. The agency spent \$251.6 million in network television and \$88.9 million on national spot television. For radio, \$15.1 million was channeled to network and \$8.7 million to spot. There was also \$11.7 million invested in cable TV. Avis Rent-A-Car and Commodore Business Machines were added to the agency's client roster in 1985, while the R.J. Reynolds account left the company.

## 3

**BBDO** □ Broadcast expenditures rose by 9.5% to \$924 million, a gain of \$80 million over 1984. Television increased by about \$61 million; radio by \$7 million, and cable by \$12 million. Acquired during 1984 was Visa U.S.A. (Visa Cards and Travelers Cheques). Among the advertisers involved in network and spot radio and television and cable during the year were Black & Decker, Campbell Soup, Dodge cars/trucks, General Electric, Gillette, Pepsi-Cola and Stroh Brewery. Program sponsors in 1985 included Campbell Soup, Pepsi, General Electric, Gillette and Stroh's.


## 45

**The Bloom Cos.** □ This is the second year the Dallas-based Bloom Companies made BROADCASTING's top 50 agency list. It had total broadcast-cable billings of \$69.7 million in 1985, up 36.9% from the year before. Broadcast-cable billings accounted for 41% of the agency's 1985 total billings, down from 53% in 1984. Total TV billings came to \$43.1 million, up 37% from 1984, with \$13.6 million earmarked to network and \$29.5 million in spot. Radio totaled \$26.6 million, an increase of 37% from the year before, with the lion's share (\$16.9 million) going toward spot. As was the case in 1984, The Bloom Cos. reported no cable billings in 1985. Among the major accounts it added in 1985 were Anheuser-Busch's Baybry's Champagne Coolers, Asante mineral waters and Saratoga Springs mineral waters. Also, The Bloom Cos. picked up some accounts from A-B's Campbell-Taggart Division, including Colonial, Rainbo, Kilpatrick & Grant's Farm baked goods. Other new accounts were Pinkerton Tobacco (Redman chewing tobacco) and Rick-SeaPak's Farm Rich Frozen Snack Sticks. The Bloom Cos. resigned its New York Air account.

## 19

**Bozell & Jacobs** □ Combined broadcast and cable billings at Bozell & Jacobs in 1985 were up 29.8%, a gain of more than \$60 million. (Effective Jan. 3, the agency merged with Kenyon & Eckhardt with the merged entity becom-





# Cash in on the new king of nighttime talk radio

Talknet's Bruce Williams is now heard by more people coast-to-coast than any other nighttime talk show host.\* Why is he #1?

Because he's an expert on the care and feeding of money. You name it. Everything from loans and investments to insurance and lawsuits. And he doesn't pull punches. No double-talk. No mumbo jumbo. And that's why listeners love him.

Bruce Williams. For listeners and stations he's like money in the bank.

For more information on how you can cash in on the industry's hottest talk programming service, call Deborah McLaughlin at (212) 664-4456.

## Talknet

FROM NBC RADIO

ing Bozell Jacobs Kenyon & Eckhardt. (For the record, 1985 billings for the two agencies will be reported separately, but starting with 1986, they will be reported as a single agency.) Television billings at Bozell totaled \$186.1 million (\$120 million in spot), radio billings totaled almost \$72 million (\$64 million in spot) and cable billings totaled \$7.3 million. The agency did not report any accounts gained or lost.

## 5

**Leo Burnett** □ Spurred by a \$68-million gain in television, Burnett's radio-TV-cable billings moved up to \$840 million, an increase of 13.2% over 1984. Accounts shifting to the Burnett fold in 1985 were M&M/Mars, Tropicana Juice, Chicagoland McDonald's Restaurants Association and Seven-Up. Dropped during the year were Wilson Sporting Goods, American Bankers Association and Nestle. Active broadcast-cable clients during the year were Commonwealth Edison, Association of Chicagoland McDonald Restaurants Association, Allstate Insurance, Heinz, Harris Bank, Keebler, Kellogg, Kraft, Maytag, Miller Brewing, M&M/Mars, Oldsmobile, Procter & Gamble and Pillsbury.

## 22

**Campbell-Ewald** □ Estimated broadcast-cable billings last year at Campbell-Ewald were up 4.5% to \$227.2 million, after dropping 9.4% in 1984. Television billings totaled \$183.5 million (\$114.7 million in spot) and radio billings hit \$37.3 million (\$29.7 million in spot). Cable billings amounted to \$6.4 million. The agency did not report any clients gained or lost.

## 24

**Campbell-Mithun Inc.** □ Broadcast-cable billings were up 10.5% (\$19 million) to almost \$200 million for Campbell-Mithun in 1985. Most of that came from the agency's television billings, which totalled \$172.2 million (\$123.4 million in spot). Radio billings accounted for almost \$26 million and the agency also had \$1 million in cable billings. Accounts added in 1985 included Physicians Health Plan, Interstate Brands, Bob Evans restaurants, Great Clips and Wilson Foods Corp. Accounts resigned included Jockey for Her and Better Homes & Gardens Real Estate Service.

## 27

**Chiat/Day** □ The agency's broadcast and cable billings totaled \$190 million in 1985, a 40.7% leap over 1984, and accounted for 76% of the firm's total business. The company

a number of television accounts, including the \$19-million Gaines account. Mixed media accounts included NYNEX Information Resources, Trump Plaza Casino and Maxicare. Other major accounts include Apple Computers, Pizza Hut, California Cooler and Porsche.

## 28

**Cunningham & Walsh** □ C&W rebounded in 1985 with about an 8% gain (almost \$13 million) in broadcast-cable billings, which totaled \$175.6 million. In 1984, broadcast-cable billings were off by a little more than 1%. Most of the agency's billings come from television, which totaled \$159.3 million last year (\$96 million in spot), while radio billings contributed \$9.6 million (\$7 million in spot). Accounts added last year included AAMCO transmissions, METRA (Chicago commuter rail), Panasonic personal computers and the Downtown Sports Club (Chicago). The one account reported resigned was the Bank of New York.

## Biggest spenders

## Total broadcast-cable billings

Young & Rubicam—\$1.51 billion

## Total TV billings

Young & Rubicam—\$1.37 billion

## Network TV billings

Young & Rubicam—\$1.02 billion

## Spot TV billings

J. Walter Thompson—\$363 million

## Total radio billings

BBDO—\$102 million

## Spot radio billings

D'Arcy Masius Benton & Bowles—\$85 million

## Network radio billings

BBDO—\$30 million

## Cable TV billings

Young & Rubicam—\$48.9 million

## 37

**Dailey & Associates** □ Based on a projected 5.1% increase in combined broadcast and cable billings for 1985 over 1984, Dailey and Associates was up \$5 million in its billings from last year's \$100 million. Of that, television amounted to \$91.4 million, with \$70.4 million in network and \$21 million in spot. In 1984 the agency totaled \$87 million for television (\$67 million in network, \$21 million in spot). Radio came to \$12.6 million in 1985, with \$530,000 in network and \$12.1 million in spot. In 1984, the agency posted \$500,000 in network radio and \$11.5 million in spot. Cable came in at \$1.1

million in 1985, compared to \$1 million for the previous year.

## 7

**Dancer Fitzgerald Sample** □ DFS added a substantial \$126.6 million in broadcast-cable billings during 1985, bringing its total to \$722.4 million. This amounted to a 19.2% jump in expenditures. The large improvement was in television, accounting for more than \$100 million of the increase. Its cable billings climbed to \$21.6 million from \$17.7 million in 1984 and radio rose by a comfortable \$10 million. New accounts and products landed during 1985 included Stauffer Chemical, Masters Brewing Co., *U.S. News and World Report*, Pacific Northwest Bell, Hewlett Packard Microwave & Communications Instrument Group, Bell & Howell, Pioneer Electronics, AlpWater USA and Thompson Consumer Products. Resigned during the past year was Ashton-Tate. Network TV and spot TV spenders included Procter & Gamble, Toyota, Guild Wine, Royal Crown Cola, Life Savers, Legs, Republic Air, Cadbury USA, Wendy's International and American Cyanamid. Investors on network and spot radio were General Mills, Toyota Dealers, Life Savers, Republic Air and Molson Brewery.

## 4

**D'Arcy Masius Benton & Bowles** □ This agency was created out of the merger of D'Arcy MacManus & Masius with Benton & Bowles and has vaulted into fourth place with broadcast-cable billings of \$865 million in 1985. Separately, in 1984 B&B reported total expenditures of \$339 million while D'Arcy rolled up expenditures of \$574.6 million. DMB&B invested a solid \$33 million in cable last year. The agency said that in 1985 it added more than \$80 million in billings. New accounts were Wilson Sporting Goods, A&P, California Avocado Commission, Jeffrey Martin, ConAgra, National Dairy Promotion, Shopko Stores and Southern Stores. Resigned during the year were Anderson Clayton, Campbell Taggart, Coleman Co., Crown Zellerbach, General Tire & Rubber, Stroh Brewery and Texaco.

## 26

**Della Femina, Travisano & Partners** □ Combined broadcast-cable billings were up almost 11% (\$19 million) at Della Femina last year, to \$196.7 million. Television billings totaled \$164.7 million (\$105.9 million in spot), radio billings totaled \$30.2 million (\$28.2 million in spot) and cable billings totaled almost \$2 million. Accounts added in 1985 included Hayes Microcomputer Products Inc., Commodity Exchange Inc. (Commex), Financial Guaranty Insurance Co., Sportschannel, Ohr-



bach's, Polaroid Corp., Perry Ellis International and Pacific Southwest Airlines. Accounts resigned included Treesweet Products Co., Eastman Radio, First Boston, Singapore Airlines and Walt Disney Pictures.

## 36

**W.B. Doner** □ W.B. Doner was up 5.2% from 1984 when its broadcast-cable billings equaled \$108.9 million, to \$114.6 million in 1985. The increase was led by a gain in television billings—1984's mark of \$83 million was improved to \$89.8 million in 1985. Radio, however, was down from \$25.9 million in 1984 to \$24.4 million. Cable billings were flat at \$400,000. Accounts added during the year included Sohio/Gulf, Cub Foods, Hickory Farms and the American Association of Retired Persons. Accounts resigned included American Hardware Supply.

## 11

**Doyle Dane Bernbach** □ Combined broadcast-cable billings for Doyle Dane Bernbach came to \$457.6 million which was 7% higher than 1984. Television billings rose by \$18.5 million to \$406.1 million while radio climbed \$9.4 million to \$35.4 million. Also on the up side were cable expenditures, which increased \$2.1 million to \$16.1 million. There was more television spending in network—\$239.6 million—than spot. The opposite occurred in radio, however, with more billings being posted for spot—\$33.8 million—than network. Major accounts picked up during the year were Nabisco, Sea World, First Nationwide Savings, Seagrams (Crown Royal, Myer's rum, Leroux cordials, among others) and Mighty Distributors. Accounts resigned in 1985 were North American Phillips, Western Airlines, Carteret Savings, Southern California Gas Co., and Straw Hat pizza.

## 18

**William Esty Co.** □ Total broadcast-cable billings for William Esty came to \$309 million, down 2.8% from 1984. Of that figure, \$290 million went to television, \$14 million to radio and \$5 million to cable. Compared to 1984, \$13 million less was spent in television while \$4 million more was spent in radio and \$1 million more in cable. Accounts picked up during the year include Texaco and Travelers Corp. Resigned from the company in 1985 was Seagram & Sons.

## 8

**Foote, Cone & Belding** □ During 1985 FCB added \$38 million in broadcast-cable billings,

a respectable 6.6% gain. TV swelled by \$37 million, radio declined by \$1 million and cable advanced by \$2 million. New business obtained during the year included new assignments from Colgate-Palmolive, United Telecom, ConAgra (Banquet Foods), Armour Dial and Supercut. Resigned during 1985 was Atlantic Richfield. FCB's long list of broadcast spenders included Colgate-Palmolive, Frito-Lay, Mazda, Coors, Kimberly-Clark, California Raisin Advisory Board, Alaska Tourism, Pacific Telesis, Orion Pictures, First Interstate Bank, Kraft, S.C. Johnson & Son, Pearle Vision, Sara Lee, Volume Shoes and Long John Silver.

## 49

**Geer, DuBois** □ This marks the first time that Geer, DuBois has appeared in the top 50 Fifth Estate agency listing. The agency had television billings of \$47.3 million and radio and cable expenditures expenditures of \$5.2 million and \$4.9 million, respectively. New to the Geer, DuBois fold in 1985 were accounts including the Netherlands Board of Tourism, Random House, St. Vincent's Hospital Center and White Rock Beverage Corp. (Moussy non-alcoholic beer). Relinquished during the year were Foster Grant sunglasses, William Grant & Son and E. F. Hutton.

## 44

**Geers Gross Advertising** □ A subsidiary of London-based Geers Gross Ltd., Geers Gross Advertising had combined broadcast-cable billings of \$70 million in 1985, up 35.9% from 1984, and enough to push it for the second year into BROADCASTING's top 50. Total TV billings came to \$66 million, with 32% of that in network and 68% in spot. Total radio billings added up to \$3 million, all of it in network. It also billed \$1 million in cable—the same as the year before. Among the major new broadcast clients Geers Gross added in 1985 were Kraft for its Frusen Gladje ice cream and Lender's Bagels brands; Cosmair for Avantage, Bio-term and Armani beauty care brands; Nintendo and Hypertek. Accounts resigned included Lehn & Fink and ESPN, the cable television service. Two Geers Gross clients participated only in spot television (Ralph Lauren and Cuisinarts) and two clients participated only in network (Warner Cosmetics and L'Oreal). Kraft and Fuji participated in both.

## 9

**Grey Advertising** □ The agency reported broadcast-cable billings in 1985 of \$559.2 million, up 1.8% from 1984 levels. Cable television increased by almost \$6 million, to \$26.1 million. Major accounts acquired during the year included Itokin America, Amerada Hess Oil

Co., U.S. Department of Treasury, Mitsubishi Motors of America, Bond Investors Guaranty, John Henry shirts, Red Lobster and Humana Inc. Resigned during the year were American Motors Corp. (Renault), Lowrey organs, Marine Bank, Computer Depot and Super Valu Stores. Among active Grey advertisers were American Motors (Renault), Amerada Hess, Arby's, Beecham, Beatrice meats, Borden's, Canada Dry Bottlers, Canon cameras and business machines, Holly Farms, Procter & Gamble, Panasonic, Swift & Co., Warner Bros. and Timex. Grey clients involved in cable were General Foods, Goodrich, STP and Holly Farms.

## 25

**HBM/Creamer Inc.** □ Broadcast-cable billings at HBM/Creamer were up almost 15% in 1985 (almost \$26 million) to \$197 million. Most of that came from the television billings side, where the agency reported doing \$92.2 million in spot business, \$87.9 million in network business and \$1 million in cable billings. Radio billings totalled \$15.9 million, all but a fraction of which came from the spot side. Accounts added in 1985 included Nestle Taster's Choice coffee, worth \$20 million. The agency reported no accounts resigned.

## 31

**Jordan, Case, Taylor & McGrath** □ This agency reported a healthy 31.4% jump in broadcast and cable billings last year, to \$159 million, representing three quarters of its total. Among the new accounts added during those 12 months were Fayva Shoes, Lehn & Fink (Chubs and Wet Ones), Procter & Gamble (Zest soap), General Electric Credit Corp. and Norcliff-Thayer (Avail). Other major accounts include Nestle, Tonka, Aetna, Progresso Foods, Selchow, Welch Foods, Block Drug, Mentholatum, Midlantic Bank, Jones Dairy, LBS and Hanes Underalls.

## 30

**Kenyon & Eckhardt** □ This New York-based subsidiary of Lorimar Inc. reported its broadcast and cable billings jumped 31% to \$174 million. It no longer has the Seagram's account but added several others, including Ponderosa, Faberge and Lorimar's theatrical film division. Other major television accounts include Chrysler Corp., Ocean Spray, Holiday Inns and Massachusetts Mutual Life Insurance. Television and radio accounts include Quaker State and Prudential Bache. Cable accounts include Kawasaki.

## 33

**Ketchum Communications** □ The agency's broadcast and cable billings jumped 18.1% last year, to \$137.2 million, with spot radio and television billings increasing at the same time that its network billings declined. Accounts added at the Pittsburgh-based agency include Honda, Roman Mea, Crown Zellerbach, Coors, Chemical Bank, Phar-Mor and Great America. Those accounts no longer with the agency are Wallpapers To Go, Homelite, Lyons Restaurants, Coleco Industries and Hansens. Major television accounts include Heinz, the California Egg Commission and Certainteed Corp. Mixed-media accounts include Bell Atlantic, Pizza Hut, Beatrice (Hunt-Wesson) and Stuart Anderson.

## 42

**Kornhauser & Calene** □ Combined broadcast and cable billings for 1985 were up slightly from 1984's \$85.8 million to \$86 million. Television was \$73 million for 1985, compared to \$72.5 million for the previous year. Network TV was \$61 million in 1985, compared to \$59.5 million in 1984; spot was \$12 million for 1985, compared to \$13 million in 1984. Radio billings were at \$11 million, compared to \$12 million in 1984. Major accounts for the agency were Whitehall Labs, Boyle-Midway and National Westminster Bank.

## 43

**Laurence, Charles & Free** □ New York-based Laurence, Charles & Free's total broadcast-cable billings rose 7.7% in 1985 to \$70 million. Total TV billings rose 5% to \$63 million, with network up 6% to \$35 million and spot up 3.7% to \$28 million. Cable TV contributed \$1 million, flat compared to the year earlier. Radio totaled \$6 million, with \$2 million of that in network and \$4 million in spot. Among the major new broadcast accounts Laurence, Charles & Free added were Dreyfus Corp.; Beneficial Tax Management; National Distillers, and Dell Lamps. Major accounts resigned included Heublain and Discount Brokerage.

## 50

**Levine, Huntley, Schmidt & Beaver** □ This agency compiled broadcast-cable billings of \$53.5 million in 1985. Among the broadcast accounts landed during the past year were New York Air, which allots about \$2.5 million to radio; Management Science America, which plans to spend about \$2 million in television in the last half of 1986 and Tele-Plus which earmarks about \$1 million to promote its business telecommunications systems. Subaru is one of its long-standing accounts active in broadcast.

## 29

**Lowe Marschalk** □ The New York-based agency reported \$174.7 million in broadcast and cable billings last year, a 7.8% increase over 1984. Helping to boost last year's billings was Braun U.S.A., whose budget Lowe Marschalk no longer places, although it still has the creative account. And although Marschalk also no longer places buys for Norcliff-Thayer (Revlon), new accounts from North American Philips and Fannie Farmer Candy Shops led the increase. Other large accounts include R.J. Reynolds, for spot television; Citicorp; Olympus; Victor F. Weaver, and MONY Financial Services.

## 41

**MCA Advertising Ltd.** □ Last year saw New York-based MCA Advertising increase its broadcast-cable billings 11.3% to \$89 million with television representing 91% of the total. Television billings rose 8% to \$81 million, with network up 23% to \$49 million, but spot down—for the second consecutive year—8.6% to \$32 million. MCA Advertising reported it billed \$5 million in cable in 1985, up from \$3 million in 1984. Radio billings totaled \$3 million, all of it in spot. MCA reported losing no major accounts, it said it added four brands belonging to Stroh Brewery: White Mountain Cooler, Schlitz Malt Liquor; Konig Pilsner and Barbican non-alcoholic beer. MCA Advertising also picked up Ralston-Purina's Ghostbusters cereal.

## 47

**McCaffrey and McCall** □ M&M experienced a 10% drop in its total broadcasting-cable billings for 1985 to \$64 million. Total television was \$51 million with \$37 million of that in network and \$14 million of that in spot. Radio billings totaled \$10 million, with \$7 million in spot. Cable billings totaled \$3 million, up from \$1.6 million in 1984. Broadcast-cable billings accounted for 33% of M&M's 1985 billings.

## 10

**McCann-Erickson** □ The agency emphasized that its figures are estimates only and its final figures were not available at press time. McCann's estimates show that broadcast-cable expenditures dropped by about \$17 million from 1984 levels. The decline seemed to be attributable, in part, to a decrease in the broadcast share from 68% to 63.1%. McCann did not break out its cable billings for 1985 although it reported \$9 million for 1984. Major accounts gained during 1985 were brands from American Home Products, Dunlop Sports Corp., First City Bancorporation of Texas, Mennen Co., National Dairy Promotion &

Research Board and the *Atlantic Journal and Constitution*. Resigned during the year were the Bechtel Group, Council for Cable Information, Nabisco Brands and Pabst Brewing. Substantial broadcast spenders were T&T Communications, Century 21 Real Estate Corp., Coca-Cola USA, Exxon Co., General Motors, Miles Laboratories (Alka Seltzer), Nestle Co. and Sony Corp. of America.

## 16

**Needham Harper Worldwide** □ Total broadcast billings for Needham Harper Worldwide, formerly Needham, Harper & Steers, climbed 3.1% over 1984 to \$322.4 million. Of that figure, \$282.9 million was directed to television (\$208.8 million on network and \$74.1 million on spot) and \$36.2 million was spent on radio (\$15.9 million on network and \$20.3 million on spot). The agency also invested \$3.3 million in cable TV last year.

## 6

**Ogilvy & Mather** □ Ogilvy reported that investments in television, radio and cable during 1985 rose to \$820 million, sparked by new account acquisitions said to be more than \$100 million. Television climbed by an estimated \$70 million and radio by almost \$30 million. Cable spending amounted to an estimated \$14 million. Ogilvy did not spell out its account losses and acquisitions last year but is reported to have had a brisk new business year. Contributing to the agency's banner year were such strong advertisers as American Express, AT&T, Bowery Savings Bank, CPC International, Campbell Soup, Chesebrough-Pond's, General Foods, Hallmark, Hershey Foods, Lever Bros., Pepperidge Farms, Polaroid Corp., Trans World Airlines, Sears, Roebuck & Co. and Avon Products.

## 38

**Ohlmeyer Advertising** □ 1985 billings for radio and TV hit \$103.9 million, with more than 90% of that from network television billings. The dollar figure represented a decline from the year earlier. While the agency lost no major accounts, Nabsico, which has a business association with Ohlmeyer, redirected some of its marketing dollars. But the tie with the food products company is expected to be a major benefit this year, following the R.J. Reynolds' purchase of Nabisco, and billings could increase by more than \$100 million in 1986. Major new accounts in 1985 included Trump's Castle Hotel & Casino, the New York Yankees and two accounts through corporate connections: ESPN Cable Network (Nabisco is a 20% owner) and Harry & David Bear Creek Or-



# TELEVISION SELLS



**Television's unique qualities...impact, effectiveness, cost efficiency...have made it the dominant advertising medium. Spot TV is even more powerful because it adds the ability to zero in on specific target markets and further reap the benefits of local station identity. Whatever you're selling...automobiles, food, toiletries, soft drinks, electronics...even magazines, Spot Television sells it best. As specialists in Spot TV, Petry proves it every day...for our stations and our advertisers.**

**PETRY**

**The Original Station Representative**

chards, an RJR-owned company. Nabisco sponsors a number of network television events, including the Rose Parade on CBS and NBC, the Dinah Shore Golf Tournament on NBC and the Easter Parade on CBS.

## 40

**Rosenfeld, Sirowitz & Humphrey** □ Combined broadcast and cable billings for Rosenfeld, Sirowitz & Humphrey fell 7.1% from 1984's \$101 million to \$93.8 million in 1985. Radio billings were down by almost half from \$11 million to \$5.6 million in 1985. Television billings were down from 1984's \$90 million to \$85.4 million. Within that category, spot was off sharply from 1984's \$70 million figure to \$57.4 million. Network was up from 1984's \$20 million to \$28 million. Cable billings, which were not reported last year, were \$2.8 million in 1985. New accounts for the agency included Charles of the Ritz (\$10 million, mostly in television); Yugo America ("projected" to spend \$10 million-\$20 million in spot TV and radio), and three banks which will spend \$5 million-\$10 million. Accounts resigned include McDonald's local co-ops in New York, Michigan and Wisconsin, which had totaled \$25 million.

## 46

**Ross Roy** □ Detroit-based Ross Roy saw total broadcast-cable billings fall 25.1% over 1984's mark of \$89 million, to \$66.7 million for 1985. The agency attributed the drop-off to 1984 spending that included Olympic spending. In particular, the K-Mart account was said to be down. Among categories, cable billings registered 140% growth, up from \$1 million in 1984 to \$2.4 million in 1985. Radio also registered an increase—of 24%—from last year's \$16 million, at \$19.8 million this year. Leading the increase in that category was a \$4 million jump in network radio billings.

## 12

**Saatchi & Saatchi Compton** □ The agency had a banner year in 1985, adding \$109 million to its broadcast-cable expenditures. The principal benefactor was television which posted a gain of \$106 million over 1984. The substantial climb in billings was abetted by a rash of new accounts including American Motors' Renault division, Jeffrey Martin (Topol, Lavoris), Ludens Inc., Rums of Puerto Rico, Ayerst Laboratories, NASA and the Portuguese Tourist Office. Resigned during 1985 was the *National Enquirer*. Major broadcast clients were Procter & Gamble, Johnson & Johnson, British Airways, American Motors, Thompson Medical and Paine Webber. P&G was a heavy sponsor of daytime serials and prime-time specials. Cable clients included American Motors, Krystal Co., P&G and Johnson & Johnson.

## 34

**Scali, McCabe, Sloves** □ This agency reported broadcast and cable billings of approxi-

proximately \$133 million, just over half of the New York-based agency's total, and an 8% increase over the previous year. Among the major accounts added during the year were A.H. Robins (primarily Rokitussin), Chase Manhattan Bank, Bojangles of America and Equitable Life Insurance.

## 13

**SSC&B** □ SSC&B increased its broadcast-cable billings by nearly 16.7% over 1984 to \$407.7 million. Of the total billings, television accounted for \$368.9 million, radio, \$33.9 million and cable, \$4.9 million. Major new accounts signed by the agency during 1985 include Speedy Muffler King and Car X Service Systems; Timberland footwear; New York State Department of Commerce (business development); Cherry Coke; Lever Brothers' Aim toothpaste and Impulse body spray; RCA/Columbia Pictures International Video and Johnson & Johnson's Sure and Natural. The agency also reports that Datapoint had not advertised in 1985 and that the Mennen account had moved over to its co-owned agency, McCann Erickson.

## 39

**Tatham-Laird & Kudner** □ Tatham-Laird & Kudner bettered its 1984 combined broadcast-cable billing performance of \$94.5 million by 2.6%, hitting \$97 million in 1985. The largest gain among categories came in television, with a 5% gain from 1984's \$80 million, up to \$84 million in 1985. Of that figure, network was up from \$44 million to \$45 million, and spot was up from \$36 million to \$39 million. Compared to 1984, when radio billings were not reported, the agency reported \$12 million in billings for 1985, with \$8.4 million in network, and \$3.6 in spot. Cable billings fell from \$4.5 million to \$1 million in 1985.

## 2

**J. Walter Thompson** □ The agency achieved estimated domestic billings of \$1,164,000,000, retaining a firm grip on second place in the broadcast-cable agency competition. During 1985 JWT increased its estimated spending by \$75 million, a 6.5% gain over 1984. The extensive list of new clients acquired during the year included Lowenbrau, R.T. French, Squibb, Eckerd Drugs, Doubleday books, Royal Canadian mint and Warner Lambert. Lost during the year was H & R Block. Thompson was heavily involved in broadcast with such advertisers as Eastman Kodak, Burger King, Quaker Oats, R.T. French, Sears, Roebuck & Co, Lever Bros., Miles Laboratories, Ford Motor, Dart and Kraft, Jovan Inc. and Nabisco Brands.

## 23

**Tracy-Locke Inc.** □ Tracy-Locke, now a division of BBDO, had combined broadcast and cable billings in 1985 of \$199.4 million, up

12.3%. Television billings totaled \$157.7 million (\$121 million in spot) and radio billings totaled almost \$40 million (\$35 million spot). Cable billings accounted for \$2.5 million. Accounts added in 1985 included CompuShop Inc., Dillard Department Stores, Pepsi-Cola food service division, Princess Cruises and the *Dallas Morning News*

## 48

**Warwick Advertising Inc.** □ New York-based Warwick Advertising Inc. experienced a 2.8% increase in its 1985 broadcast-cable billings to \$58.9 million, with 90% of that in television. Total television billings increased 3.2% to \$51.8 million, with network up 3.5% to \$44.1 million, and spot up 1.3% to \$7.7 million. Radio billings totaled \$5.6 million, divided evenly between network and spot. Warwick reported a total of \$1.5 million in cable billings. Among major broadcast clients added in 1985 were the Crafted With Pride in USA Council Inc., which spent \$2.25 million during the fourth quarter in network and another \$2.25 million in spot. Existing network and spot television clients included Burlington Industries, Cote/Pfizer USA, US Tobacco Co., Sterling Drugs and Benjamin Moore paints.

## 21

**Wells, Rich, Greene** □ Billings at the agency dropped by an estimated \$18.6 million during 1985. Major accounts active in broadcast and cable last year included Liberty Mutual Insurance Co., Miles Laboratories, Purolator courier, Ralston Purina, Mobil Chemical Co., Pan American World Airways, Max Factor & Co., New York State Department of Commerce and Savin Business Machines.

## 1

**Young & Rubicam** □ Y&R ran off with top honors in the broadcast-cable advertising derby among agencies with total domestic billings for 1985 of \$1,514,666,000, an increase of \$160.4 million over the 1984 figure. Radio achieved a comfortable gain of \$16 million while the remainder of the gain came from television. Y&R reported an advance of more than \$10 million in cable to \$48.9 million. Abetting Y&R's growth in billings were new accounts including Walt Disney Motion Pictures, Disneyworld, Disneyland and Disney Video, American Greeting Cards, Book of the Month Club, American Home Products (Arthritis Pain Formula), Chi-Chi's restaurants, Rainier Bank, Colgate, Union Carbide (STP, Simoniz and Prestone). Accounts lost during 1985 were Frito-Lay and Tang. Y&R's extensive roster of broadcast clients included General Foods, Eastman Kodak, American Home Products, Colgate, CIT Financial Services, Lincoln-Mercury Division of Ford Motor Co., Gulf Oil, Johnson & Johnson, Richardson Inc., Time Inc., Union Carbide, Warner Lambert, Del Monte, Pabst Brewing Co., Clorox, Tupperware, International Harvester and NYNEX Business Information Systems.



## On the flipside: trouble in music-video land

**Stations finding that TV jukebox format has not lived up to promise; many stations programming all videos have either gone off the air or changed format; LPTV's hardest hit**

Music video television stations, which 18 months ago were popping up across the media landscape like spring flowers in a garden have undergone a withering lately. Within one year after signing on with an around-the-clock music video schedule, several major-market stations have changed their format or gone off the air. Hardest hit have been some of the low-power television stations that saw music videos as an inexpensive way to fill up air time and attract younger viewers.

The latest casualty of the music video genre is WVUE-TV Atlanta (ch. 69), which has announced that over the next two months, it will phase out its music video format in favor of more traditional independent programming as a result of an increasing number of record companies that are charging for the use of their music videos. Until recently, most record companies have supplied music videos to stations without charge because of the promotional value associated with their exposure.

Other stations that have experimented with the music video format but have since abandoned it are WLXI-TV Greensboro, N.C., and KRLR-TV Las Vegas. WLXI-TV dropped its music video format last September and is now running religious programming supplied by Santa Ana, Calif.-based Trinity Broadcasting Network, which has also acquired the station, while KRLR-TV is going the route of the more traditional independent by scheduling such off-network series as *Dallas* and *Knots Landing*.

Another station, KMSG-TV Sanger, Calif., which covers the San Diego market, originally had planned to program music videos when it signed on early in 1985 but backed away at the last moment after studying other stations that were playing the format. KMSG-TV signed on with a religious format. Music video programming "was a bright star two years ago," said KMSG-TV owner Gary Cocola, but "all of a sudden, the bloom is off the rose."

Joining the full-power former music video stations were an assortment of low-power stations. Two low-power stations on Long Island owned by Bogner Broadcast Equipment Corp., a manufacturer of broadcast transmission antennas, stopped broadcasting a full schedule of music videos eight months ago. "We had plenty of viewers," said President Richard Bogner. "We just couldn't get any advertisers to buy time." Bogner now leases time on one of the low-power stations for ethnic programming and uses the other as a translator for a suburban New York station.

Additional all-music-video low-power stations have signed off in Phoenix and Reno.

However, a handful of music video broadcasters remain enthusiastic about the format and say the programming is viable in larger markets. The principal exponent has been the team of John Garabedian and Arnie Ginsberg, who own WZTZ-TV Marlboro, Mass., which reaches the Boston market. Garabedian is a former owner of WGTF(FM) Nantucket, Mass., and Ginsberg is a well-known Boston disk jockey. WZTZ-TV celebrates its first anniversary this week (Feb. 12). And Wometco-owned WWHT(TV) Newark became an all-music video television station on June 1, 1985, after broadcasting as a subscription television outlet.

"I believe stereo video music programming can work where the HUT level is large enough to support that kind of programming," said James Flynn, vice president and general manager of WWHT. "Major markets have the greatest chance of success." WWHT broadcasts music videos seven days a week from noon to sign-off.

The broadcasters who tried but abandoned music video programming faced a major obstacle: gaining sponsor support. In addition, several complained they did not want to pay for music videos when the programming was essentially considered a promotional tool for the record companies.

Rick Scott, general manager, KRLR-TV Las Vegas, ran 24 hours a day music videos on his station from August of 1984 to May 1985. Since then, he has gradually de-

creased the music video programming and increased the traditional independent programming. "I can take any regular TV program and put it on in place of music videos and instantly create ratings and revenues," Scott said. He said music video programming took a long time to build. He said he was willing to stick with it but felt hindered by inadequate measurement from the rating services and a movement by the record companies to charge for the videos.

Nonetheless, Scott said the format is workable, if given the opportunity. "I firmly believe there will be a time in several years when there will be several broadcast video music stations," he noted. "I don't think it was a fad that has come and gone."

Indeed, in spite of lower ratings last year on MTV and the closing of the Cocoa, Fla.-based Odyssey Channel—which distributed music video programming to cable systems, broadcast and LPTV outlets—local music video broadcasters remain optimistic about the format. Vance L. Eckersley, vice president and general manager, WVUE-TV Atlanta, said the decision to phase out music video programming had been reached "reluctantly," but the station had no other choice, considering the trend among record companies to charge for the use of videos. "It had always been my contention that if there had been any payment, it should have been the other way around," Eckersley said. "They obviously don't agree with that."

Eckersley also said music video programming was underperforming, with obvious



**Pledging allegiance.** Wowk-tv Huntington-Charleston, W.Va., will give up its ABC affiliation to become a CBS affiliate on July 1. Celebrating after the signing are (seated, l-r): Scott Michaels, vice president, affiliate relations, CBS Television Network; Lewis Klein, president of Gateway Communications Inc., owner of the station; (standing, l-r) Leo MacCortney, general manager, wowk-TV, Tony Malara, president, CBS-TV, and Mac Borg, chairman of Gateway.

# FIRST...ALL

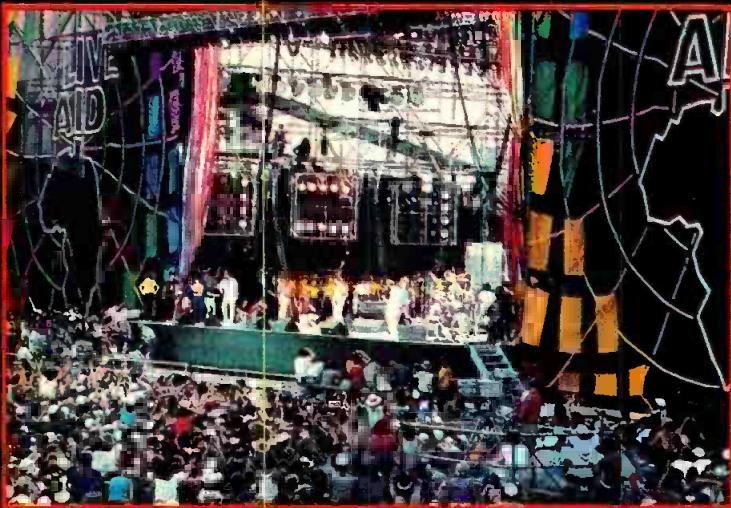
## BREAKING NEWS



## SPECIAL FLASHFEEDS



## REQUEST COVERAGE



## WASHINGTON COVERAGE



Call your Group W Productions representative or call (213) 850-3800.



# YEAR 'ROUND

## SPORTS HIGHLIGHTS



## WEATHER COVERAGE



## FIVE YEARS OF SERVICE



## THE NEWSFEED NETWORK

A half decade of experience, serving local broadcasters, delivering the news they want and need to be **FIRST!**

**America's Television News Service.**

**THE  
NEWSFEED  
NETWORK**

ing was underperforming, with obvious ramifications. "Music videos with us seldom got any significant ratings and were extremely difficult to sell to advertisers and agencies. It was a new form, and there was nothing [like it] in their thinking or practice. For those combined reasons, we decided it was time to get out of the business."

Last year, CBS Records became the first music video supplier to charge for the use of music videos. It has since been followed by the Warner-Electra-Asylum (WEA) group and Polygram labels. However, most outlets—broadcasters, local cable channels, even bars—have contracts with their suppliers that include "most favored nation

clauses." These clauses stipulate that if an outlet agrees to pay one supplier for the use of music videos it automatically triggers payment among its other suppliers. Thus, if a broadcaster agrees to pay one supplier it must usually pay them all.

Eckersley estimates that the combination of the CBS and WEA music video catalogues accounted for one-third of the videos the station played. Until October 1985, more than 90% of WVEU-TV's broadcast schedule was devoted to music videos. Since then, the station cut back to eight hours a day.

But Garabedian, Flynn and others warn that nobody should write the obituary on music video programming. Mitch Rowen,

publisher and editor of *CVC Reports*, a music video programming newsletter, said there are about a dozen stations at present using the format, most of them LPTV stations, and that for all those switching off music videos, there are an equal number switching them on. He cited Tampa, Fla., as a market where a new LPTV station is scheduled to sign on with music videos.

Also, a VHF LPTV station in Houston on channel five has recently been put up on Satcom IV, transponder 18, and is making available music video programming to cable systems and other outlets.

Using the excuse of paying for videos as a reason to get out of the business is a bit

## ABC starts fast but finishes last

NBC withstood an ABC ratings charge to capture its 13th victory during the season's 19th week, Jan. 27-Feb. 2. NBC had a 18.2 average rating and a 28 average share, according to Nielsen's National Television Index. CBS had a 16.4/25 and ABC a 15.8/24.

The NBC win came despite three strong victories on Monday, Tuesday and Wednesday for ABC. ABC's Monday win was attributable to the three-hour, 14th-ranked *American Music Awards* (20.5/30), which won each hour of the night. Its Tuesday win was due to the strong performance of its regular schedule prior to the three networks' specials at 10 o'clock (which ABC also won) on the Challenger space shuttle disaster.

And ABC won Wednesday because of a second straight strong ratings recovery by *Dynasty* (23.9/34), which has re-oriented its plot lines to feature classic character confrontations.

In the early February sweeps battle between major mini-series, national ratings showed nearly a draw. The first part of *Sins*, on CBS and starring Joan Collins, ranked 16th, while NBC's *Peter the Great* ranked 20th. In the Sunday night showdown, the three-hour first part of the CBS mini-series scored a 19.7/28, while the two-hour first part of the NBC mini-series received a 19/28. *Sins* ran second to the night's competition from 8 to 9:30, and first thereafter. *Peter the Great* was third during its first half-hour (9-9:30) and second from 9:30 to 11. ABC ran the James Bond theatrical, "Octopussy," which ranked 31st for the week.

There were two additions to the week's prime time schedules. ABC's *The Disney Sunday Night Movie*, "Help Wanted: Kids," came in 41st with a 15.7/23 at 7:16-9:16; and CBS's now-canceled *Melba* scored a 9.2/13 from 8 to 8:30 on Tuesday.

HUT levels were down 1% for the week, from a 65.7 to 65.2; combined network ratings were down 4%, from last year's 52.5 to 50.4, and combined network shares were down 1%, from 77.8 to 77.1.

■ NBC took second place from 8 to 9 on Monday with the first hour of *NBC Monday Night at the Movies*, "A Masterpiece of Murder," (17.8/25). From 9 to 11, the CBS regular schedule—*Kate and Allie* (18.4/25), *Newhart* (18/5/27) and the 19th-ranked *Cagney and Lacey* (19.1/31)—ran second. NBC's *American Almanac* had a 10.1/16 from 10 to 11.

■ ABC's strong Tuesday was a result of the eighth-ranked *Who's the Boss* (23.6/34), the ninth-ranked *Growing Pains* (23.2/33) and the 21st-ranked *Moonlighting* (19.0/28). At 10, with all three networks running specials on the shuttle, ABC scored a 16.3/27, to NBC's 13/3/22 and CBS's 10.8/18.

■ From 8 to 9 on Wednesday, NBC's seventh-ranked *Highway to Heaven* (23.8/34) gave that network an 18.7/28 for the night, behind ABC's 19.6/29. CBS's Wednesday schedule delivered a 13/20.

■ NBC swept Thursday as usual, led by the first of the week's two performances by *The Cosby Show* (36/51). On ABC from 9 to 10, *Dynasty II: The Colbys* had a season-high 16.8/27, but placed third in its time period.

■ CBS chalked up another Friday victory on the strength of the 13th-ranked *Dallas* (20.9/33). ABC took 8 to 9 with *Webster* (17.9/30) and *Mr. Belvedere* (16.5/27), while NBC won from 10 to 11 with the 11th-ranked *Miami Vice* (21.4/36).

■ NBC's Saturday comedy block delivered that night for the network once again, in a win that featured the 10th-ranked *Golden Girls* (22.8/37) and the 15th-ranked *227* (20.4/33).

■ Aside from mini-series action on Sunday, a special performance of *The Cosby Show*, with Danny Kaye, scored a 27.6/40 from 8 to 8:30, ranking third for the week. From 8:30 to 9, *Amazing Stories* had a 17th-ranked 19.8/28. On CBS from 7 to 8, *60 Minutes* scored a 23.8/37, to rank fifth. The runover from the Pro Bowl on ABC gave that network a 16.3/27 lead-in from 7 to 7:16.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	36.0/61	24.	Newhart	CBS	18.5/27	47.	Hunter	NBC	14.2/25
2.	Family Ties	NBC	32.9/47	25.	Kate & Allie	CBS	18.4/25	48.	Crazy Like A Fox	CBS	14.0/20
3.	The Cosby Show (Sun.)	NBC	27.8/40	26.	Falcon Crest	CBS	18.0/31	49.	Mary	CBS	13.5/20
4.	Dynasty	ABC	23.9/34	27.	Webster	ABC	17.9/30	50.	Airwolf	CBS	13.4/23
5.	60 Minutes	CBS	23.8/37	28.	Masterpiece/Murder	NBC	17.8/25	51.	Roley Square	CBS	12.8/18
6.	Cheers	NBC	23.8/34	29.	Simon & Simon	CBS	17.8/25	52.	Twilight Zone	CBS	12.8/21
7.	Highway to Heaven	NBC	23.8/34	30.	A Team	NBC	17.5/25	53.	Silver Spoons	NBC	12.2/19
8.	Who's the Boss	ABC	23.8/34	31.	Octopussy	ABC	17.4/29	54.	Misfits of Science	NBC	12.0/20
9.	Growing Pains	ABC	23.2/33	32.	20/20	ABC	16.8/27	55.	Equalizer	CBS	11.9/20
10.	Golden Girls	NBC	22.8/37	33.	Dynasty II: The Colbys	ABC	16.8/24	56.	Different Strokes	ABC	11.8/19
11.	Miami Vice	NBC	21.4/36	34.	Mr. Belvedere	ABC	16.5/27	57.	Love Boat	ABC	11.7/20
12.	Night Court	NBC	21.2/31	35.	Scarecrow & Mrs. King	CBS	16.5/23	58.	Trapper John, M.D.	CBS	11.5/17
13.	Dallas	CBS	20.9/33	36.	Gimme a Break	NBC	16.3/28	59.	American Almanac	NBC	10.1/16
14.	American Music Awards	ABC	20.5/30	37.	Pro Bowl, 7-7:16 p.m.	ABC	16.3/27	60.	He's the Mayor	ABC	9.9/16
15.	227	NBC	20.4/33	38.	St. Elsewhere	NBC	16.1/27	61.	Punky Brewster	NBC	9.8/15
16.	Sins, pt. 1	CBS	19.7/29	39.	Blacke's Magic	NBC	16.1/23	62.	*Melba	CBS	9.2/13
17.	Amazing Stories	NBC	19.5/28	40.	MacGyver	ABC	16.0/23	63.	Redd Foxx Show	ABC	9.0/16
18.	Knots Landing	CBS	19.4/31	41.	*Disney Sunday Movie	ABC	15.7/23	64.	Charlie & Company	CBS	8.2/12
19.	Cagney & Lacey	CBS	19.1/31	42.	Remington Steele	NBC	15.8/23	65.	Ripley's Believe It Or Not	ABC	7.9/11
20.	Peter the Great, pt. 1	NBC	19.0/28	43.	Hill Street Blues	NBC	15.5/25	66.	Benson	ABC	7.7/13
21.	Moonlighting	ABC	19.0/28	44.	Kung Fu	CBS	15.4/26	67.	Fall Guy	ABC	7.1/12
22.	Facts of Life	NBC	18.8/32	45.	Magnum, P.I.	CBS	15.4/22	68.	Life's Embarrassing Moments	ABC	6.9/11
23.	Hotel	ABC	18.8/31	46.	Knight Rider	NBC	14.9/24				

\*indicates premiere episode



# *Continental Cablevision, Inc.*

*has acquired approximately 48%  
of its common stock from*

# *Dow Jones & Company, Inc.*

*and other shareholders*

---

*Morgan Stanley acted as financial advisor to  
Continental Cablevision, Inc. in this transaction.*

***MORGAN STANLEY & CO.***  
*Incorporated*

*January 5, 1986*

dubious, suggests Garabedian. "Charges for videos are minimal compared to what replacement programming will cost," he said. "The problem is these stations had false hopes that they could throw some videos on and people would watch you. Without exception, every video station has nickel and dined it and tried to get by on a shoestring budget." Garabedian and Flynn said they have no problem with the idea of paying for videos. "I believe we have to support the product that is provided to us," said Flynn. "If we don't, it could dry up."

Although Garabedian said it could be another two years before WZTZ-TV turns a profit, he figures it's achievable, based on the audience the station is attracting so far. The format is programmed to appeal to the 18-34-year-olds, he said, and has now moved into a "second stage" of providing more local programming such as a call-in sports show (Boston is a town of above-average sports consciousness) and a late-night "pop culture/talk" show. "We are not a video music station," he distinguished. "We are a young adult station targeting a demographic." And 300,000 college students in Boston don't hurt either, he said. □

## Boutiques lead list of NATPE winners of syndicated product

**Many of new syndicated shows that are relatively firm for fall premiere are coming from smaller programers; courtroom, game shows are hot**

Although it is still eight full months away, the 1986-87 syndicated program season is already beginning to take shape. In the weeks after NATPE, eight new first-run strips appear to have broken away from the pack and have either been announced as a "firm go" or have a better-than-even chance of being on the air next season.

Game shows in one form or another constitute more than half of next season's rookie syndicated programs, followed by a mini-revival of courtroom drama shows and a smattering of talk/information/variety productions.

The eight shows that are firmly or prospectively scheduled face strong competition from established shows. The access time periods to which many of these new shows are directed are heavily committed with other shows. *Wheel of Fortune*, *Jeopardy!*, *The New Newlywed Game* and magazine strips such as *Entertainment Tonight* and *PM Magazine*—despite some recent bruising for that category—are still the popular choices among stations for prime time lead-in vehicles.

There were 32 proposed new first-run strips offered at NATPE, including 16 game shows, which had to compete against 33 returning half-hour strips.

The selling season for first-run syndicated strips has been kinder, on average, to the small- to medium-size syndication companies and somewhat more difficult for the distribution arms of the major Hollywood studios. Few of the major suppliers (Columbia, MCA-TV, MGM/UA, Paramount, Warner Bros.) appear to have any new strips going forward at this point. Twentieth Century Fox's *Banko* is the only possible exception. MCA-TV, which had planned to premiere *WinAmerica Sweepstakes*, has put that project on hold and is repositioning it as a 1986-87 midseason replacement.

But most of the new first-run strip development is concentrated in the hands of smaller syndication companies such as ABR Entertainment (*Crosswits*), Blair Entertainment (*Strike It Rich*), Bel Air Program Sales (*We Love The Dating Game*) or Genesis Entertainment (*The Judge*). Those companies' major competitors are not so much the major studios—which are heavily involved with off-network series and movie packages—but larger independents like King World or Lorimar-Telepictures which have made major pushes into first-run strip programming.

With available access time periods limited to the proved successes, syndicators are hoping to see their shows placed in the next-most-valuable time period, early fringe. Some syndicators want to stay clear of access because they don't want to get clobbered by *Wheel of Fortune*. "That's suicide, in my opinion," said Burt Rosen, chairman of ABR Entertainment, who saw his show, *Crosswits*, produced in association with Outlet Communications, get pushed over the threshold after clinching an NBC O&O deal. Instead, Rosen is lobbying for early fringe time periods. "I need a year in the market to let this show build."

The increase in courtroom drama shows has spurred some stations to consider the scheduling of "courtroom blocks" in daytime or early fringe periods. The CBS O&O group was a heavy buyer of courtroom shows at NATPE, three shows for each of its stations in New York, Chicago and Philadelphia. CBS snatched *Divorce Court* from the independents in those markets. The CBS O&O's, until this season when they cleared *America* as a lead-in to their local news, have been heavy users of off-network programming in early fringe. "Action-adventure shows ran out of steam sooner than we expected," said Ray Solley, director of devel-

opment for the CBS-owned stations. The plan now is to go with first-run programming in early fringe, although Solley said no decision has been made to put the courtroom blocks in that time period. "We're waiting to see the competitive schedule."

The eight potential firm-go, first-run strips for fall 1986 premiere are:

■ *The Oprah Winfrey Show* from King World is now in 110 markets representing 85% coverage, including 67 of the top 75 markets. The station lineup includes WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago, KGO-TV San Francisco, WPVI-TV Philadelphia and WBZ-TV Boston.

David Sifford, president of King World Enterprises, said *Oprah* will run in morning time periods on 90% of the stations committed to carry it next fall. The series at present is produced at Capital Cities/ABC-owned WLS-TV, where during the November 1985 sweep it crushed *Donahue* by a 36 to 15 share, according to Nielsen.

■ *We Love The Dating Game* from Bel Air Program Sales, the program distribution arm of Barris Industries, is now in over 90 markets representing 70% coverage. To date all the stations that have cleared *Dating Game* are affiliates with the exception of independents KHJ-TV Los Angeles, which will schedule it at 7 p.m., and KTRV(TV) Boise, Idaho.

Among *Dating Game's* clearances are WABC-TV New York, WMAQ-TV Chicago, WCAU-TV Philadelphia, KPX(TV) San Francisco and KDFW-TV Dallas. *Dating Game* is still not cleared in Boston or Washington. "We have a lot of early fringe time periods," said Brian Firestone, Eastern sales manager for Bel Air Program Sales. "We didn't want to go against *Newlywed Game*." He said about 20 stations are planning to schedule *Dating Game* back-to-back with Bel Air's *Newlywed Game*, including CBS-owned WCAU-TV Philadelphia in prime access.

■ *Night Starring David Brenner*, also from King World, has been sold to 70 markets representing 70% clearance. Major-market clearances include WABC-TV New York, KCOP(TV) Los Angeles, WLS-TV Chicago, KBHK-TV San Francisco, WDIV(TV) Detroit, KXAS-TV Dallas, KHOU-TV Houston, KMSP-TV Minneapolis, WXIA-TV Atlanta and WPLG-TV Miami. King World's Sifford said that most stations will schedule *Night Life* at 11 p.m. or later.

■ *Superior Court*, from Lorimar-Telepictures, is cleared in 47 markets representing 52% coverage. Although still uncleared in New York, *Superior Court* has been picked up by KCBS-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, WBZ-TV Boston, KMOX-TV St. Louis and WSB-TV Atlanta, among others.

■ *Hollywood Squares* from Orion Television is now cleared on 52 stations representing "just under" 50% coverage, said senior executive vice president, Scott Towle. *Hollywood Squares* made headlines when it became known last year that WABC-TV picked up the game show for its 7:30 access time period and passed on a renewal for *Entertainment Tonight*. Other stations that have signed on for *Hollywood Squares* are WLS-TV Chicago, KYW-TV Philadelphia, KGO-TV San Francisco, WCVB-TV Boston and KXAS-TV



Oprah Winfrey



Fort Worth.

■ *Crosswits* from ABR Entertainment is now committed by more than 30 stations representing almost 40% coverage, according to Rosen, the ABR chairman. *Crosswits* got a big lift when it was cleared by the NBC-owned stations in New York, Los Angeles and Chicago. The half-hour game show, which originally ran in syndication in 1976-81, is being produced in association with Outlet Communications Inc. and will run on Outlet's WJAR-TV Providence, R.I.; WCPX-TV Orlando, Fla.; WATL-TV Atlanta; WCMH-TV Columbus, Ohio; KOVR(TV) Sacramento, Calif.; KSAF-TV San Antonio, Tex., and WXIN-TV Indianapolis.

■ *The Judge* from Genesis Entertainment is now in 22 markets representing 30%

clearance and has been picked up by CBS-owned WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. Other major-market clearances include WSB-TV Atlanta, WVUE-TV New Orleans and KUSA-TV Denver.

■ *Strike It Rich* from Blair Entertainment is sold to 22 markets, including CBS-owned WCBS-TV New York and KMOX-TV St. Louis. Other stations to sign up include WRTV(TV) Indianapolis; KTSP-TV Phoenix; WTVF-TV Nashville; WVUE-TV New Orleans; WDAU-TV Wilkes-Barre, Pa.; WTEN-TV Albany, N.Y.; WGHP-TV Greensboro, N.C.; WALA-TV Mobile, Ala., among others.

In addition to the above eight new shows, there are three other strips—without firm go's—that the suppliers say are a sure thing.

*Banko* from 20th Century-Fox is said to have concluded a major group deal, possibly with Taft, but Fox executives declined to report clearances. King World's *True Confessions with Bill Bixby*, a daytime anthology series based on McFadden Magazines' publication of the same name, has above 40 markets cleared, including WCBS-TV New York, WLS-TV Chicago, KCBS-TV Los Angeles, KTVU(TV) San Francisco and KHOU-TV Houston. The Television Program Source's *Card Sharks* is now covering about 38% of the country and has commitments from CC/ABC-owned WABC-TV New York and KGO-TV San Francisco. TPS said it now awaits the go-ahead from Herman Rush, president of Columbia Television Group, which is a 50% owner of TPS. □

## Syndication Marketplace

**Group W Productions** says that according to the November Casandra ratings, its *Hour Magazine* ties King World's *Wheel of Fortune* in early fringe (3-6 p.m.) in total share. According to the Nielsen report, *Hour Magazine* received an 8/25 and *Wheel of Fortune* had a 12/25. Group W says its show rated lower because it is typically carried earlier in the afternoon, when HUT levels are lower. Group W also says that the Gary Collins-hosted show was first in its time period in 80% of the country, that it topped game shows 66% of the time, and equaled *Donahue* on half of the stations carrying it. Complementing its ratings success, the show has been cleared in 11 more markets: WMMT(TV) Kalamazoo-Grand Rapids, Mich.; WMTW-TV Poland Spring, Me.; KIMT(TV) Mason City, Iowa; WAFB-TV Baton Rouge; KSWO-TV Lawton, Okla.; KMTR-TV Eugene, Ore.; WKBT(TV) La Crosse, Wis.; WFBN-TV Traverse City-Cadillac, Mich.; KCWY-TV Casper, Wyo.; KITV(TV) Honolulu, and KORC-TV Tacoma, Wash. In addition, three stations have shifted the show to 4 p.m.: WCPQ-TV Cincinnati, WSVN(TV) Miami and WJAR-TV Providence, R.I. *Hour Magazine* is sold on a cash-plus-barter basis, with Group W retaining two minutes during each show. ■ **Colex Enterprises** says that it has now cleared *Gidget* in 58% of the country with all of the clearances for early fringe or prime access. In addition to the five Taft independent stations, which have bought the series for a minimum of two years of barter through the 1987-88 season (44 new episodes), sales now include WOR-TV New York, KTLA(TV) Los Angeles, WGBO-TV Joliet, Ill. (Chicago), and KTVU(TV) San Francisco. The original 32 episodes starring Sally Field will be stripped along with 44 new episodes that begin in fall 1988. Six-year deals are being cut for two years of barter (three minutes national, three-and-a-half local) followed by four years of cash runs. ■ **Taft-owned DCA Teleproductions** says that it has cleared its second syndicated special, the one-hour *Hollywood Valentines*, hosted by actress and model Andie McDowell, and featuring stars including Michael Douglas, Kathleen Turner, Dan Ackroyd, Chevy Chase and Kelly LeBrock, on 110 stations covering 75% of the country. With a window of Feb. 1-Feb. 14 (Valentine's Day), the barter special (six minutes national, six minutes local), includes the stars discussing romance, love and sex. Co-produced with the Simmons/Oganesoff Co., it has been cleared on WCBS-TV New York, KRON-TV San Francisco, WJLA-TV Washington, WFAA-TV Dallas, KTRK-TV Houston and WSB-TV Atlanta. Ed Baruch, DCA Teleproductions director of marketing and sales, said in association with the company's relationship with the John F. Kennedy Center's National Arts Committee for the Handicapped, DCA is next planning a special called *A Very Special Arts Story*, featuring appearances by Nancy Reagan and Pope John Paul II. The event will be hosted by Cliff Robertson. Sales will also be on a barter basis (six minutes local and six minutes national) for a still undetermined window. The new company, which is not directly associated with Taft-owned WDCATV Washington, also handles some clearances for Taft's Worldvision. ■ **Telepictures** says that it has now cleared *Superior Court* in 62 markets covering 63% of the country. Among major markets already cleared for the courtroom drama are all four CBS O&O's, along with KPIX(TV) San Francisco, WBZ-TV Boston, KMOX-TV St. Louis, WPIX(TV)

Pittsburgh and KMSP-TV Minneapolis. Sales of the show's 34 weeks of first-run episodes and 17 weeks of repeats are on a cash plus barter basis with Telepictures holding back one minute of time. ■ **D.L. Taffner** says that it has cleared *The Ropers* on 27 additional stations bringing the comedy show's total to 76 markets. Sales of the 26-episode *Three's Company* spin-off, which are typically handled together with that show, are for either four runs over five years, or five runs over six years on a cash basis. Among recent clearances are KOVR(TV) Stockton, Calif.; WBEI(TV) Wilkes-Barre, Pa.; WMAZ-TV Macon, Ga.; KLAS-TV Las Vegas; WSTM-TV Syracuse, N.Y.; WETM-TV Elmira, N.Y., and KTFY(TV) Santa Rosa, Calif. ■ **LBS Communications** reports clearing *Your Choice for the Film Awards*, a two-hour pre-Academy Awards special to air March 8-23, on more than 100 stations for 74% coverage. Patty Duke will host the prime time special that will precede the March 24 telecast of the Academy Awards. The show will be produced on March 1 by KHJ-TV Los Angeles at the Cocomat Grove restaurant. Sales are on a barter basis with 10 national minutes and 14 local. Entrants are judged by the National Association of Theater Owners in five categories. LBS has also announced distribution of two specials. *Footsteps of Giants* is a one-hour prime-time program celebrating the 25th anniversary of Alan Shepard's first U.S. manned space flight on May 5, 1961. Production is by Bellvent in association with WNEW-TV New York. The special will examine the recent space shuttle disaster and its implications on the future of the space program. Two runs will be offered beginning in June 1986—one in prime time and one on a weekend. Sales are barter with five minutes national, seven minutes local. LBS will handle the ad sales. *The Magic Lego Box*, a half-hour animated children's special, is available for showings during September and December. The DIC Enterprises show is being sold for two runs, with a two-minute national, four-minute local barter split. The first showing is aimed at after-school time periods, and the second showing is aimed at prime access for the Christmas season. ■ **ITC Entertainment** says its 16-title film package "Volume Five" has been sold in 56 markets. Recent clearances at NATPE included Detroit; Kansas City, Mo.; Colorado Springs-Pueblo; Huntsville, Ala.; Odessa-Midland, Tex.; Paducah, Ky.-Cape Girardeau, Mo., and Knoxville, Tenn. Among the films in "Volume Five" are "All of Me," "Halloween" and "Policewoman Centerfold." ITC is offering its latest package of films for six runs over six years. ■ **S.P.R. News Source** has sold *D.W.I.—The Deadliest Weapon* in more than 50% of the country on a cash basis. Produced by the Gannett Broadcast Group Documentary Unit, the hour-long special examines drinking and driving. Included in sales of the one-hour production is a five-part mini-series for local newscasts and a viewers guide. Among recent clearances are WOR-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, WFAA-TV Dallas, KTRK-TV Houston, KTVN(TV) Reno, WHAS-TV Louisville, Ky., WTSP-TV Tampa-St. Petersburg, Fla., and WMBD-TV Peoria, Ill. ■ **Warner Bros. Television Distribution** reports setting another monthly worldwide sales record, with sales of \$85,420,528 in January 1986. The mark surpasses the former record of \$70,462,030 set in January 1985.

# Stock Index

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Feb 5	Jan 29				(000,000)	
<b>BROADCASTING</b>							
N Capital Cities	216 3/4	214	2 3/4	1.28	20	2,815	
N CBS	113 5/8	114 3/8	- 3/4	- 0.65	25	2,659	
O Clear Channel	17 1/2	17 1/2			26	51	
O Gulf Broadcasting	3/4	3/4				33	
O Jacor Commun.	5 3/8	5 3/8				30	
O LIN	37	37 3/4	- 3/4	- 1.98	25	976	
O Malrite	12 3/8	13 1/8	- 3/4	- 5.71	15	103	
O Malrite 'A'	12 1/2	12 3/4	- 1/4	- 1.96	15	52	
O Price Commun.	9 3/8	9 1/4	1/8	1.35		55	
O Scripps Howard	51 1/2	51	1/2	.98	30	531	
O SunGroup Inc.	4 5/8	4 1/2	1/8	2.77		6	
N Taft	83 1/2	83	1/2	.60	16	754	
O TVX Broadcast Group	12	12			50	70	
O United Television	26 3/4	26 1/8	5/8	2.39	81	292	

<b>BROADCASTING WITH OTHER MAJOR INTERESTS</b>							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Feb 5	Jan 29				(000,000)	
N A.H. Belo	49 7/8	51	- 1 1/8	- 2.20	25	576	
A Adams Russell	28 5/8	26 3/4	1 7/8	7.00	18	176	
A Affiliated Pubs	38 1/4	40 3/8	- 2 1/8	- 5.26	16	468	
N American Family	36 3/4	35 5/8	1 1/8	3.15	18	1,101	
O Assoc. Commun.	31 7/8	31	7/8	2.82		152	
N Chris-Craft	56	55 1/8	7/8	1.58	40	357	
N Gannett Co.	62 3/4	59 7/8	2 7/8	4.80	20	5,034	
N GenCorp	71	70 7/8	1/8	.17	40	1,553	
O Gray Commun.	116	116			20	57	
N Jefferson-Pilot	48 7/8	48 1/2	3/8	.77	7	1,437	
N John Blair	26 3/8	24 1/8	2 1/4	9.32		211	
O Josephson Intl.	7 1/4	7	1/4	3.57		34	
N Knight-Ridder	43 3/4	42 7/8	7/8	2.04	75	405	
N Lee Enterprises	44	41 3/4	2 1/4	5.38	19	565	
N Liberty	34 1/2	34	1/2	1.47	14	350	
N McGraw-Hill	48 7/8	48 3/8	1/2	1.03	16	2,463	
A Media General	72	72 3/4	- 3/4	- 1.03	15	506	
N Meredith Corp.	67 1/4	64 3/8	2 7/8	4.46	13	636	
O Multimedia	28 5/8	28 5/8				314	
A New York Times	51 3/8	48 5/8	2 3/4	5.65	18	2,057	
O Park Commun.	22 1/2	23 1/4	- 3/4	- 3.22	20	310	
N Rollins Commun.	26 5/8	26 1/2	1/8	.47	31	388	
T Selkirk	22 3/4	22 1/4	1/2	2.24	49	184	
O Stauffer Commun.	116	113	3	2.65	19	116	
A Tech Ops Inc.	27 3/4	26 1/4	1 1/2	5.71	19	65	
N Times Mirror	56 1/8	53	3 1/8	5.89	14	3,624	
N Tribune	56	53 7/8	2 1/8	3.94	19	2,269	
A Turner Bcstg.	12 1/2	13 3/8	- 7/8	- 6.54	29	272	
A Washington Post	128	121	7	5.78	15	1,640	

<b>CABLE</b>							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Feb 5	Jan 29				(000,000)	
A Acton Corp.	2	2				11	
O AM Cable TV	2	1 7/8	1/8	6.66		7	
N American Express	60	58	2	3.44	19	13,299	
N Anixter Brothers	21 3/8	21 1/2	- 1/8	- 0.58	22	388	
O Burnup & Sims	6 5/8	6 3/4	- 1/8	- 1.85	4	59	
O Cardiff Commun.	15 1/2	15 1/8			2	1	
N Centel Corp.	48 1/8	46 3/8	1 3/4	3.77	10	1,330	
O Comcast	22 5/8	22 5/8			39	449	
N Gen. Instrument	20 1/8	19 1/8	1	5.22		649	
N Heritage Commun.	21 7/8	21 1/8	3/4	3.55	42	318	
O Jones Intercable	8 1/8	8	1/8	1.56	33	84	
T Maclean Hunter 'X'	15 1/2	14 7/8	5/8	4.20	21	571	
A Pico Products	2 7/8	3	- 1/8	- 4.16		10	
O Rogers Cable	11 7/8	11 3/8	1/2	4.39		270	
O TCA Cable TV	26 1/2	27 1/2	- 1	- 3.63	33	177	
O Tele-Commun.	36 1/8	35 3/4	3/8	1.04	401	1,698	
N Time Inc.	58 1/8	60 3/4	- 2 5/8	- 4.32	17	3,640	
O United Artists Commun.	26 5/8	27	- 3/8	- 1.38	36	546	
N United Cable TV	38	37 1/4	3/4	2.01	60	574	
N Viacom	52	52 3/4	- 3/4	- 1.42	20	922	

	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Feb 5	Jan 29				(000,000)	
<b>SERVICE</b>							
O BBDO Inc.	48 3/4	50	- 1 1/4	- 2.50	17	314	
O Compact Video	8	8 1/8	- 1/8	- 1.53		34	
N Comsat	37	37 1/4	- 1/4	- 0.67	11	669	
O Doyle Dane B.	18 1/2	19 3/4	- 1 1/4	- 6.32	13	97	
N Foote Cone & B.	50 3/4	49 1/2	1 1/4	2.52	12	191	
O Grey Advertising	193	193				12	116
N Interpublic Group	47	44 3/4	2 1/4	5.02	15	512	
N JWT Group	33 3/4	33	3/4	2.27	19	305	
A MovieLab	7	7 1/2	- 1/2	- 6.66		11	
O Ogilvy Group	45 7/8	46 3/4	- 7/8	- 1.87	15	419	
O Sat. Syn. Syst.	8 1/2	8 1/4	1/4	3.03	32	48	
O Telemation	5 1/2	5 1/2				5	6
A Unitel Video	7 3/8	6 3/8	1	15.68	21	15	
N Western Union	10 5/8	11 1/2	- 7/8	- 7.60		259	

<b>PROGRAMING</b>							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Feb 5	Jan 29				(000,000)	
O American Nat. Ent	213 1/6	213 1/6			14	6	
O Barris Indus.	21 1/4	20 1/4	1	4.93	55	185	
N Coca-Cola	85 1/2	83	2 1/2	3.01	16	11,202	
N Disney	117 5/8	118 1/4	- 5/8	- 0.52	22	3,849	
N Dow Jones & Co.	44 3/8	44	3/8	.85	21	2,860	
O Financial News	8 5/8	9 13/16	- 13/16	- 12.10		91	
O Four Star	5 3/4	5 3/4			6	4	
A Fries Entertain.	12 3/4	11 3/8	1 3/8	12.08	21	43	
N Gulf + Western	51 1/2	52 1/8	- 5/8	- 1.19	15	3,279	
O King World	38	39 1/4	- 1 1/4	- 3.18	37	386	
A Lorimar	48 1/2	44	4 1/2	10.22	12	371	
N MCA	46 1/2	47 1/2	- 1	- 2.10	29	3,485	
N MGM/UA	23 3/4	23 5/8	1/8	.52		1,180	
N Orion Pictures	11 3/8	11	3/8	3.40		107	
N Playboy Ent.	9 1/4	9 1/8	1/8	1.36		87	
O Reeves Commun.	13 1/4	12 3/4	1/2	3.92		164	
O Republic Pictures 'A'	11 1/2	11 3/8	1/8	1.09	82	33	
O Republic Pictures 'B'	10 1/4	10 1/4			73	7	
O Robert Halimi	4	3 1/8	7/8	28.00	44	68	
O Sat. Music Net.	19	21 1/2	- 2 1/2	- 11.62		129	
O Telepictures	22 1/2	20 1/4	2 1/4	11.11	24	297	
N Warner Communications	38 5/8	38 1/2	1/8	.32		2,352	
O Westwood One	49 3/4	45 1/2	4 1/4	9.34	46	164	

<b>ELECTRONICS/MANUFACTURING</b>							
	Closing		Net	Percent	P/E	Market	Capitali-
	Wed	Wed					
	Feb 5	Jan 29				(000,000)	
N 3M	93	89	4	4.49	15	10,635	
N Allied-Signal	48 1/8	45 1/2	2 5/8	5.76	10	7,702	
N Arvin Industries	23 5/8	22	1 5/8	7.38	11	368	
O C-Cor Electronics	6 5/8	6	5/8	10.41	20	19	
O Cable TV Indus.	3 1/8	3 1/8			31	9	
A Cetec	7 1/4	7 3/8	- 1/8	- 1.69	17	15	
O Chyron	7 1/4	7 1/4			23	73	
A CMX Corp.	1 3/8	1 1/4	1/8	10.00		5	
A Cohu	11 1/4	11 1/4			11	20	
N Conrac	17	16 3/8	5/8	3.81	20	102	
N Eastman Kodak	48 5/8	46 7/8	1 3/4	3.73	15	10,984	
N General Electric	73	69 7/8	3 1/8	4.47	14	33,259	
O Geotel Inc.	1 3/8	1 3/8			22	4	
N Harris Corp.	28 3/4	26 7/8	1 7/8	6.97	17	1,156	
N M/A Com. Inc.	13 3/4	12 7/8	7/8	6.79	14	598	
O Microdyne	5 5/8	5 7/8	- 1/4	- 4.25	70	25	
N Motorola	42 1/4	40	2 1/4	5.62	43	5,034	
N N.A. Philips	38 5/8	39	- 3/8	- 0.96	11	1,115	
N Oak Industries	1 7/8	1 3/4	1/8	7.14		57	
N RCA	62 1/8	61 7/8	1/4	.40	16	5,572	
N Rockwell Intl.	37 1/8	35	2 1/8	6.07	9	5,537	
N Sci-Atlanta	11 5/8	11 3/4	- 1/8	- 1.06	16	270	
N Sony Corp.	19 1/2	20 1/4	- 3/4	- 3.70	14	4,503	
N Tektronix	59	55 3/4	3 1/4	5.82	15	1,205	
N Varian Assoc.	28	28			23	601	
N Westinghouse	45 5/8	44 1/2	1 1/8	2.52	13	7,969	
N Zenith	18 3/8	18 3/4	- 3/8	- 2.00	918	424	
Standard & Poor's	234.71	231.30	3.41	1.47			

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.



## RAB: Sales are star of Texas conference

**Emphasis is on how-to workshops; topics range from direct-mail marketing to effective sales techniques**

By most accounts, the Radio Advertising Bureau accomplished what it set out to do last week: to motivate and inform the 1,000 radio sales executives attending its annual Managing Sales Conference. "This meeting generated more enthusiasm among attendees than any of the other previous RAB conferences," said Group W Radio President and RAB Board Chairman Dick Harris.

The motivation was provided by a greater focus than in previous years on classroom-oriented workshops that featured marketing and sales experts. The information came from sessions on such topics as using direct-mail marketing as a promotion and advertising tool and obtaining available vendor money, which RAB describes as 100% retail advertising money that usually goes to television and newspapers. The meeting, which was held for the sixth time in as many years—since the conference's inception in 1981—at the Amfac hotel adjacent to the Dallas-Fort Worth airport, carried the theme: "It's what you learn after you know it all that counts."

RAB President Bill Stakelin opened the three-day event before a packed audience on Sunday morning (Feb. 2) by citing a telegram from President Reagan that praised the radio industry for its "third straight year of double-digit revenue growth" and its "contribution to American business and the consumer economy." But Stakelin warned attendees that "if you are not developing retail business and if your sales staff isn't customer-oriented, you won't survive."

Stakelin's address was followed by that of motivational speaker Denis Waitley, who told the audience that the decision by an advertiser or agency to make a buy is directly related to the seller's own "self-esteem."

Other principal speakers at the conference included: Art Gunther, president and chief executive officer, Pizza Hut; Don Keough, president and chief executive of Coca-Cola Co.; Tony Alessandra, a La Jolla, Calif.-based sales consultant, NBC Radio personality Dr. Ruth Westheimer and sales consultant Zig Ziglar, who addressed the closing general assembly.

As in past years, there was a series of "roundtable" sales discussions on a number of different formats and on co-op advertising, hiring and firing personnel, promotions and starting a city/market association.

The gathering marked the first time that the RAB conference was open only to RAB members and the second year it housed an exhibit floor, called the "radio marketing center." Traffic on the floor ranged from very



Stakelin

light to moderate.

Attendance at the three-day annual sales meeting came to approximately 1,200. That figure includes 1,000 radio executives—the pre-determined attendance cap—along with exhibitor booth registrants and workers and hospitality suite hosts and guests. Many of the radio sales executives at the gathering were first-time attendees.

This year's conference chairman was former Doubleday Broadcasting President Gary Stevens, who is now first vice president, corporate finance department, for the New York investment banking firm of Wertheim & Co.

Next year's conference is scheduled for Feb. 7-10 at the Hyatt Regency hotel in Atlanta. Steve Berger, vice president, radio, Nationwide Communications, will serve as the 1987 conference chairman with Toney Brooks, president of Sandusky's radio division, as vice chairman. □

### Selling spots: serious business

**RAB conference hears advice on how to sell more effectively**

Pricing and inventory control are standard problems in the radio business, and solutions are not easily implemented. The biggest obstacle to getting a handle on both is the leverage that advertisers can use in markets with competing media outlets to pressure radio stations into accepting lower-than-asked-for rates. "It should not be that way, but it is,"

said veteran radio sales manager Cos Capellino. "You negotiate radio spots," just as consumers negotiate with car dealers for the price of an automobile.

Among those offering advice on how to deal with the situation at a session last week at the RAB conference was Bob Barnett, sales manager at KYUU-FM San Francisco. Barnett offered a list of "don'ts," including:

- Don't be afraid to walk away if the client tries to negotiate a price that is not economically viable.

- Don't sell out more than two weeks in advance (with exceptions during certain retail seasons). Stations that do are selling at rates that are too low, said Barnett.

- Don't undervalue your station. Pricing, said Barnett, is based on more than just ratings. Other factors include the makeup of the audience, advertiser demand, format dominance and market pricing.

Barnett also advised being very careful with seasonal discounts. He said his station used to discount heavily in the six weeks after Christmas. But those generous discounts tended to put downward pressure on the station's rates for the rest of the year, Barnett said. Two years ago, he said, "we stopped digging a hole [in the post-holiday season] which we spent the rest of the year getting out of it."

All of the panelists at the session urged stations to sell the broadest dayparts possible.

"Sell the station in the broadest sense," said Weezie Crawford, general sales manager at WFYR-FM Chicago. "[Selling] Monday to Sunday 5 a.m. to 1 a.m. gives you complete flexibility to put spots wherever." Acknowledging that "it's not easy to get people to buy that way," Crawford insisted that sales managers must "take control." One

way to get clients to accept spots placed in broad dayparts, she said, is to "give best rate preference to those who will buy that way. With every limitation the rate should go up [and conversely] you reward advertisers who will buy the way you want to sell." Managers should establish rules barring purchases when the client's placement requirements are too restrictive, she said.

"We can't tell you how to price," said Dan Maxwell, general sales manager, WTAR(AM)-WLTJ(FM) Norfolk, Va. But there are some similarities in the way many stations sell, he added. All sales managers should review selling levels weekly, he said. "You shouldn't be quoting rates without knowing your demographics and your advertisers," said Maxwell. "You could be missing opportunities to increase revenues."

He also advised having a rate card with a bottom rate below which sales people will not negotiate. But, he said, "we are in the negotiating business." When a client is trying to get a better price, the cutoff point on prices should be those quoted in the bottom grid. "And you should be damn happy you get that rate," said Maxwell. "Make sure it's a good deal for you." He added: "Don't be afraid to ask for the home-run rate when approaching sellout."

Some stations accept political advertising reluctantly because they are required by law to offer the lowest unit rate. Barnett of KYUU-FM shared his station's solution to dealing with political-advertising inquiries in 1984. "We didn't do any political advertising in 1984," he said. When people called in to inquire about political advertising, he said, "those messages got lost." (No one posed the question of reasonable access for federal candidates required by the law.) □

## Reviewing newest research services

### MART, Consumer Market Profile get high marks from managers

Testimony was provided at last week's RAB by three radio station managers on the attributes of two relatively new research services, which, the executives said, provide more detailed demographic, psychographic, media-usage and buying-pattern information on the local market level than either Arbitron or Birch. The two services are the Media Audience Readership Traffic (MART) database, distributed by Impact Resources Inc., based in Westerville, Ohio, and the Consumer Market Profile offered by Leigh Stowell Inc., based in Seattle.

Jennifer Grimm, general sales manager, WTQR-FM Winston-Salem, N.C., said a principal reason her station bought the MART service was that many retailers use MART in developing a media plan, thus giving the station's MART data "instant credibility." And, she said, "MART shows that radio is strong, recording 30% more listening, compared to Birch and Arbitron." She said there were more than a million ways to cross tabulate the MART data. The data reports why listeners tune to stations, said Grimm. "We

develop our profile and go out and sell from that."

Sarah Kennard, general sales manager, WBT(AM)-WBCY(FM) Charlotte, N.C., owned by Jefferson-Pilot, said her stations recently subscribed to the Stowell service after their co-owned television station in the market had used it successfully. She said Stowell provided purchase trend information on 16 product categories, audience listenership data and demographic and psychographic profiles of the local market.

Jeff Anderson, general sales manager, KFMB(AM) San Diego, said his station uses the Stowell database to "help advertisers target their best prospects." He said the data was particularly effective at demonstrating the product-purchase and radio-listening habits of San Diegans. "It's more attuned to consumer behavior," he said.

"National studies usually try to fit local markets into data collected on a national basis," Stowell, he said, provides "localized" data. He added that the data is "usually within one or two percent of [clients'] own stud-

ies."

Also speaking at the panel was Dr. John Davenport, director of research, Bonneville International Corp., who developed the MART system in 1978 (marketing and distribution rights were subsequently sold to Impact). Davenport said broadcasters are "getting away from selling totally by the numbers... we should emphasize the quality of our markets."

He said stations subscribing to sophisticated market research services should focus on utilizing that research to the fullest extent. "You want something back," he said. "Look at the research in terms of the bottom line." The trick is, he said, to convert the data into an effective "sales message [because] research sells nothing; sales people do."

The cost of the research services varies from market to market and none of the station managers chose to disclose how much they were paying. One manager offered, however, that "it is not inexpensive research." □

## Direct-mail directions

### The medium can pack a punch when used right by radio stations

Direct-mail marketing as a formidable advertising and promotion tool for radio stations was the focus of an early Monday morning RAB panel. Clarke Brown, vice president and general manager of KSON-FM San Diego, said he uses direct mail as the "primary" medium for advertising his station. He told the audience that last year, soon after Jefferson-Pilot took over ownership of the station, KSON-FM underwent a format shift from "traditional" country to "modern" country. "We wanted to get away from the station's stereotyped image of cowboys and boots, so we developed a new logo and elected to exploit this new look through direct mail," he said. According to Brown, the promotion generated new listeners for the station and kept some of the old ones by

having the "sample" format.

To "get the word out" about KSON-FM's new sound, the station ran a 12-week, lottery-based promotion in its mailer. Cash prizes ranging from \$100 to \$10,000 were offered when listeners' numbers were aired. "The reason we used the lottery theme," said Brown, "was because it coincided with the debut of the California state lottery last September." Brown said the station gave away "straight cash" because it didn't want anything else to compete with the message—the new image of the station.

Jack Marsella, sales manager of MOR WIBC(AM) Indianapolis, said his station has experienced great success using a direct mail catalogue of 75 prizes, entitled "The WIBC Incredible Prize Catalogue Sweepstakes." Marsella said that the value of each coupon is based on the number of households in the mailing. He offered station sales and general



Brown, Marsella, Arnold and Bobo



managers, who are thinking about direct mail promotions, the following advice: Determine all cost factors including printing and mailing; reinforce the campaign on the air through a series of spots, and write a description of the direct mail campaign for the sales department so it understands the promotion. Marsella said there are several direct mail marketing companies that put together total direct mail packages for radio stations.

Marsella called advertiser-supported direct mail marketing a "terrific" programing and sales promotional vehicle in which both the station and client win. But he warned that a "total commitment from all levels of station management" is necessary for the promotion to be executed properly.

Offering a different approach to direct mail marketing was Boyd Arnold, vice president and general manager of AOR WHCN(FM) Hartford, Conn. Arnold utilizes a "noncommercial" concept, saying AOR listeners are skeptical of direct mail pieces.

He said WHCN is perceived by its listeners as a "quality" rock station, upholding a 16-year tradition in the market. "We were looking for a way to reinforce our quality perception," said Arnold, "and direct mail advertising tested well in focus groups." He noted that the station had used television advertising "with some success but the message was seldom understood."

Arnold said the WHCN direct mail piece contains important informational telephone numbers that could be displayed at a visible location in the house. "[The promotion] makes a statement that we are the quality, mainstream rock station in Hartford," he said. (According to Arnold, WHCN is one of four AOR outlets in the Hartford market.)

Arnold said the WHCN mailer achieved its purpose by reinforcing the station's relationship with its core audience (18-34) while picking up new listeners in the upper demographics (25-44).

WHCN sent out 170,000 direct mail pieces at a cost of between \$60,000 and \$65,000. "Direct mail is a long-term, institutional-like marketing approach. It's not a quick fix for Arbitron ratings," Arnold said.

The panel discussion was moderated by Jerry Bobo, vice president of sales for the Blair-owned radio stations. □

## Small-market sales edge

### Managers share sales and management philosophies

Small-market station managers offering advice to their peers at last week's RAB conference said that disciplined, motivated and goal-oriented sales forces, coupled with salable and well-promoted program formats, are the keys to improving sales performance. The managers also stressed that salespeople must learn the ins and outs of the businesses of their potential clients.

Vic McGill, general sales manager, WMT-AM-FM Cedar Rapids, Iowa, said several



Weiner, Rowan, Smith, moderator Dean Sorenson of Sorenson Broadcasting, and McGill.

sales people on his staff meet regularly at breakfast at 6 a.m., and "no one is in [the office] any later than 7:30." And, he added, "we don't hire rookies. The average age of our staff is 42 years old." McGill said "total commitment" was required of the sales people on his staff. "They are in six or seven days a week—every one of them," he said. The staff is motivated by a "tremendous profit sharing plan," something he said only 26% of the radio stations in the country offer.

McGill said he instituted an AM-FM combination sales policy and reassigned accounts to match the "personalities" of his salespeople with their clients. "It's more efficient," he said, and with 10 sales people selling combinations, "I feel as if I have 20 reps."

But Bill Rowan, general sales manager, WJTN(AM)-WWSE(FM) Jamestown, N. Y., said he did not allow combination sales at his stations, for fear of "siphoning" advertiser dollars from the long-established WJTN to the up and coming WWSE. "We want the FM to carve its share from other stations or media" in the market, he said. Rowan also said the AM station had succeeded in attracting a steady stream of business to remote broadcasts. "Remotes made the AM a part of the community," he said, suggesting that listeners have come to believe that "if it's good enough for JTN, it's a big deal."

McGill said his two stations command more than 50% of radio ad revenues in their market. "It's not management that is doing this," he said. "It's a combination of employees and product. You have to have a marketable product."

Knowing his clients' businesses and helping those clients "solve problems" through radio advertising is the sales rep's key function, said Phil Smith, general sales manager, WAOV(AM) Vincennes, Ind. He said his salespeople build an account list to no more than 50 accounts. They are supposed to see each client every week or two and risk losing the account if three weeks pass without a visit.

Smith said sales staffs should sell and be managed "by objective." That means daily activities have to be organized and "reasonable" sales goals have to be set. Smith said sales people who miss their goals by more than 20% for 60 days are put on probation and are fired if the inadequate performance continues for another month. Four qualities

that sales people should possess, he said, are empathy (putting themselves in the shoes of the client), an "overwhelming desire to succeed," self drive and a "desire to continue to learn."

Phillip Weiner, general manager, WUHN (AM)-WUPE(FM) Pittsfield, Mass., said, "My entire staff is involved in sales," including announcers who read copy or produce spots. Weiner said the stations try to position themselves as the "voice" of clients by producing their spots, and if possible, getting them to use the spots on all the radio stations on which they advertise in the market. He also said the stations try to sell on a "until further notice" basis, as opposed to flights of 12 or 26 weeks. Weiner also said most sales agreements require the advertiser to give the station two weeks notice before dropping a schedule, which gives the sales staff "a couple of weeks to work on" retaining the account. □

## Marketing maturity

### Panel advises stations to exploit the 35-and-up demographic

"It's the largest and fastest growing market in America," said Herman Davis, chief operating officer and creative director of Cadwell, Davis, at an RAB session on selling the 35-54 age group. (Cadwell, Davis, a New York-based advertising agency, handles the *Modern Maturity* magazine account.)

The radio station's task, according to Davis, is to get advertisers "excited" about mature demographics by showing them that older adults need their products. For example, said Davis, the mature audience has new personal care needs and many in it—nearly 50%—purchased luxury cars last year.

Davis's partner, Frankie Cadwell, president of the firm, identified characteristics of today's mature audience that she said are misunderstood. She said many older people enjoy more freedom than younger population groups, are beginning second careers, have flexible habits because of changing life styles and associated needs and represent more than half of the U.S.'s discretionary income. Part of the battle is to convince ad-



vertisers to introduce products geared for the mature audience, she said.

Cadwell said that commercials targeted to 65-year-olds should have a voice and style quality that would appeal to someone who is 50. "They [65-year-olds] think and feel 15 years younger," she said.

Radio affords the advertiser the most efficient vehicle to reach the mature audience that grew up on the medium, said Davis. "Radio is also great for the advertiser who wants to add the over-50 group to his target audience but can't afford the cost of television commercials."

Later in the session, Maurie Webster, president of the New York-based Webster Group, which consults the 35-64 Committee (a group promoting that demographic), outlined a presentation, derived from a number of sources, given to the airline industry last month by the New York chapter of the group.

The study showed that between 1971 and 1985, the demographic with the greatest increase in air travelers over a 12-month period was 35-49, up 69%. Also up substantially, 39%, was the 50-plus demographic.

The 35-64 Committee's airline study also pointed out that of the two types of travel, business and personal/pleasure, the "major opportunity for growth" is in the pleasure type. According to the study, in a recent 12-month period, only 18% of people 50 and older flew on business trips. "The vast majority [68%] flew only for personal/pleasure and 14% flew for both," the study said.

The 35-64 Committee's agenda for the coming weeks, according to Ted Dorf, vice president and general manager of WGAY(FM) Washington and founder of the group three years ago, includes development of "hit squads" to carry the mature audience's marketing message straight to clients. "The war is far from over," he said. □

## Vendor money interests RAB attendees

**Defined as unspent manufacturer dollars, most vendor money comes from new product launches**

What looks to be an emerging growth area in radio sales—vendor money—generated much talk during last week's RAB conference.

Vendor money, according to Lisa Morrison, director of vendor sales for Blair Radio, is unspent manufacturer dollars—the list includes sales promotions as well as public service and strategic marketing funds—available to vendors such as distributors and food brokers that sell their products to retailers. "This is not co-op selling," said Morrison. "With vendor sales, you don't ask the retailers for money. You generate money for them."

Where is the best available vendor money? Morrison said most vendor dollars will come from new product launches. She added that vendors are also in the business of "capturing real estate [aisle space]" in new stores. Both avenues allow stations to set up

**Looking ahead.** Dick Harris, president, Group W Radio, said in remarks at the RAB conference last week that the radio industry must be more aggressive and innovative in the face of increasing competition. He cited television split-30's and cable television as two examples of growing competition for advertising dollars.

Harris also complained of consolidations in the rep business: "It's getting to be a box-car proposition," he said, with "more and more stations loaded into one box-car." Generally there is not enough experimentation in radio, said Harris. "This is no time to play it safe," he said. "Those who make it will be those committed to walking down new paths and taking risks."

sales promotions with retailers.

Morrison cited several cases of how radio stations receive vendor money for sales. For example, she said a station in San Antonio, Tex., was able to raise \$56,000 in vendor money for a local jewelry store chain by instituting a "frequent purchaser bonus" promotion. According to Morrison, the station's sales order from the company, which had never advertised on radio, was for \$42,000.

Vendor selling is the start of a "marriage" between radio station and retailer, she said, noting that securing vendor money, which can be used for all media, "doesn't cost the retailer anything." In vendor sales, the vendor, through the retailer, sells products while the radio station builds traffic, she said. Morrison is currently working with 27 Blair Radio-represented stations in vendor selling.

"Vendor money is not a cure-all or get-rich-quick scheme for radio stations," warned Steve Strauss, president of Howe/Strauss & Associates, a Tempe, Ariz.-based marketing consultancy firm. "It takes more time to develop than co-op money," he said.

Strauss offered steps for garnering vendor funds:

- Hiring a sales person who understands the retail business and who is able to get to decision makers on the client level, not the agency level.

**Solid-state returns.** A new computerized polling system from M. A. Kemper, Inc. has been sold to NBC's owned-and-operated TV stations in New York, Chicago, Los Angeles and Washington, as well as a number of other TV broadcasters. NBC made the estimated \$750,000 group buy in December, and a total of 25 units have been sold since early summer, although the system, called ESCAPE/600, was not officially released until the NATPE conference in New Orleans in January. Deliveries are expected in March, after testing of the product is completed.

According to Marvin A. Kemper, company president and broadcast syndicator for four decades, the completely solid-state system provides synthesized human voice capabilities and can "branch" the survey into as many as a dozen sets of questions depending on response. ESCAPE (which stands for electronic, synthesized, computerized automated polling equipment) can take polls up to 15 minutes long with random digit dialing to take the required sample from separate phone exchanges, and allows response through both touch-tone and dial phones. Survey results are provided on computer printouts, Kemper said, using either bar charts with user-defined labels, a selected search format, a matrix format with statistical parameters or an Arbitron- or Nielsen-like format.

The system is sold exclusively by market to only one of each type of medium (i.e. broadcast stations, newspapers), he added, and cost varies with the size of the market, starting at \$62,000.

Among the broadcasters to have ordered the system: WNEV-TV Boston, KDKA-TV Pittsburgh, WMAR-TV Baltimore, WITI-TV Milwaukee, WTHR(TV) Indianapolis and KCNC-TV Denver.

- Printing a presentation kit to interest vendors in sales and promotion ideas.

- Contacting retailers that operate in multiple locations because they have the attention of the suppliers. □

## How to move into the GM slot

"It used to be that the general sales manager automatically moved into the general manager's seat," said Perry Ury, president of 1080 Corp., which owns WTIZ(AM) Hartford and WSTC(AM)-WYRS(FM) Stamford, both Connecticut. But now, said Perry, who moderated a session on "moving up" at last week's RAB conference, sales managers "now compete with program directors and financial people" among others for the top slot.

George Green, now vice president and general manager of KABC(AM) Los Angeles, served 14 years as general sales manager there under Ben Hoberman, the recently resigned president of ABC Radio, before moving up. Green said Hoberman told him up front that he wasn't going anywhere for a while. "I hung in for 14 years." But others without that kind of patience should seek opportunities elsewhere, said Green. "You have to be goal oriented," he said. "I wanted to be the best general sales manager in the business." His relationship with Hoberman was simple, said Green. "He told me: 'You go out and make the money and I'll save it.' And that was our relationship."

Cindy Weiner, general manager of WNYR(AM)-WEZO(FM) Rochester, N.Y., said clients and national reps helped her get to the top by giving her good recommendations. "You have to believe in people and have intuition as to whom you can trust," she said.

Rick Betzen, general manager, KIBL-AM-FM Beeville, Tex., advised: "Learn as much as possible about the station operation [and] work like hell." Betzen also said he looked for stations that needed help. Traveling through Beeville one day he tuned to KIBL. "When I heard that howling dog and polka music I knew that station was in trouble." □



## Seagram takes a second shot

### Seagram poll finds increased awareness of alcohol equivalence

Joseph E. Seagram & Sons, a New York-based liquor and wine distributor, has produced new ammunition in its battle to convince the three major television networks to air its "equivalence" ads. According to a November 1985 poll conducted for Seagram by Detroit-based Market Opinion Research, 59% of Americans now believe that 12 ounces of beer, five ounces of wine and one and a quarter ounces of distilled spirits contain the same amount of alcohol, up from 37% in March 1985, and 78% of the survey's respondents feel the networks made the wrong decision in not showing Seagram's ads.

Seagram began approaching the networks last April about the television advertising campaign, presenting several proposals for television commercials that were rejected. ABC said it was "seeking more information regarding the equivalency argument." CBS said that, among other problems, it thought the ads were misleading and did not "distinguish between the three kinds of alcohol's variation in [rate of] blood absorption." CBS said it asked for substantiation of one of Seagram's claims in a spot directed toward pregnant women "and none was forthcoming." NBC said it believed the campaign "implicitly promotes consumption of distilled spirits," oversimplifies the equivalence issue and points up the difficulty "of illuminating an issue of such complexity in a brief advertisement" (BROADCASTING, Oct. 21, 1985).

After the networks' rejection, Seagram countered in October with a \$5.7-million public awareness campaign, spending \$1.3 million on cable, \$200,000 on public television stations and \$4.2 million on print ads.

The cable/television campaign featured 30-second and 60-second messages on Cable News Network, Financial News Network, Lifetime, USA—all cable services—superstation WTBS(TV) Atlanta and 17 public television stations (BROADCASTING, Oct. 21). Over the six-week campaign, Seagram 66% of its broadcast advertising budget on 30-second spots presenting the equivalence message, and 33% on 60-second spots sandwiching that message with indictment of the networks for refusing to air the PSA's.

At a press conference held at the Rayburn House Office Building in Washington last Wednesday (Feb. 5), Seagram and MOR presented the results of the November study to an audience of government leaders and special interest groups. According to Robert Teeter, president of MOR, 80% of the November survey respondents felt equivalence was believable, 86% said it was not deceptive, 75% said it was important for the public to know and 74% said the government should help communicate the fact.

One of the purposes of the survey, which polled 800 adults (defined by the legal drinking age in each of 48 states), was to "measure consumer awareness of television and print equivalence advertising." The study found that 44% of respondents recalled see-

ing at least one ad. The survey also included data from a five-week equivalence campaign that was conducted on two network affiliates in New Orleans—WWL-TV (CBS) and WDSU-TV (NBC). Created at the direction of the Metropolitan Safety Council of Greater New Orleans and paid for by Seagram, that campaign showed a 24% increase in belief in equivalence, with 66% of respondents claiming to have seen the local television ads, compared to 33% who said they saw the national cable ads. The Louisiana campaign "gave us an opportunity to establish some concrete evidence as to the social cost of the network reluctance to put this on TV," Herbits said. "How many more people could learn about alcohol equivalence if the message were carried on the networks?"

Only 6% of those surveyed were aware that Seagram, itself, was teaching equivalence, Herbits said. "We like that. We want to avoid the misperception that equivalence was somehow a commercial message rather than a public service message." But he acknowledged that Seagram stands to gain from increased public knowledge. "Public ignorance of equivalence is clearly a factor in the evolution of grossly discriminatory legislation, taxation, regulation against spirits," said Herbits. He also claimed that the "misperceptions associated with alcohol undoubtedly increase the number of alcohol-related accidents. Many of them have been blamed on spirits; most of them should be blamed on beer."

Herbits was asked whether the company would favor legislation "not allowing beer and wine advertising on TV and radio [spirits companies voluntarily agreed in 1936 not to advertise over the air] or would support an equal-time bill that would allow equivalence ad messages in the public interest." Seagram, said Herbits, believes "that the networks, regardless of whether they stop beer and wine [advertising] right now, have a very heavy debt to pay to society for what has been going on for a long time. And we believe that the best way to solve that problem is to put the equivalence messages back on TV."

Herbits said Seagram has a "new message" for the networks. "They have lost their chance to profit by doing the right thing. They have not lost their obligation to do the right thing," he said. "We believe that we have no obligation to subsidize their morality. We are therefore withdrawing our offer to buy time on the networks, but we redouble our message that the networks still have a job to do." He said Seagram is asking the networks to air equivalence as a public service announcement—either their own message or one that Seagram has prepared about alcohol and pregnancy.

Seagram has "successfully completed" its major advertising, according to Herbits, now that its goal of 50% public awareness of equivalence has been met. "As long as the numbers continue their relentless growth toward 100%," he said, "we will leave alcohol equivalence education to the public and private alcohol educators of America." □

**SOMETHING GREAT  
IS COMING...**

**MARKETING DIVISION**

150 E. 52nd St., New York, NY 10022  
(212) 319-8008

## Come together

The reorganization by European manufacturers Bosch and Philips of their television broadcast equipment operations into a new joint venture based in Darmstadt, West Germany, may well prepare the firms for expansion in the U.S. as well as the European market.

The two multibillion-dollar conglomerates, Robert Bosch GmbH of Stuttgart, West Germany, and N.V. Philips of Eindhoven, the Netherlands, are still negotiating the scope of the new Euro Television Systems (ETS) company, but, according to Erich Zipse, president of Bosch's U.S. video equipment division, "the joint venture will continue U.S. marketing maybe even with more emphasis."

James Wilson, vice president and general manager at Philips Television Systems Inc. (PTSI) in Mahwah, N.J., added that although contemplation of the merger began as part of an international program, "You can't ignore the U.S. marketplace, and this does permit expanding."

The deal, announced at the end of January ("In Brief," Feb. 3), combines four of the companies' U.S. and European divisions. Both Bosch and Philips, with international TV broadcast equipment annual sales estimated at \$200 million, will share equally in ETS at first. Bosch expects eventually to take over a majority interest in the business, although exactly how the U.S. operations will be consolidated is still unknown, according to both Wilson and Zipse.

The two Bosch divisions involved in the deal include its Salt Lake City-based video equipment division, developed after buying manufacturer Telemation from Bell & Howell in 1979. The division makes a line of video graphics systems, routers and master control switchers.

Also part of the venture will be Bosch's main broadcast group, a 1,750-employee division, based in Darmstadt, that makes Quatercam quarter-inch videotape electronic newsgathering systems, B-format one-inch videotape recorders and telecine equipment.

The Philips operations to be brought into ETS are the PTSI sales organization and a development and production division in the Netherlands. PTSI has acted as U.S. sales agent for Philips's studio and field video cameras, TV and FM transmitters and professional compact audio disk players since 1965, except in a two-year period from 1981 to 1983 when it had combined with Central Dynamics, a Montreal-based switcher manufacturer.

Although Philips's U.K. subsidiary, Pye TVT, is not part of the joint venture, Wilson explained, the Mahwah facility will also continue to market Pye TVT's transmitter line, which accounts for half of its annual sales. A component video effects unit also made by Pye TVT, but never sold in the U.S., is being phased out by the firm, he added, while an-

other Philips U.S. subsidiary in the professional test and monitoring equipment field will remain separate from the joint venture.

The only area where the two have some product-line overlap, Zipse said, is in video cameras, where both make field units. An agreement between the two currently allows Philips to offer Bosch quarter-inch Linplex recorders with its ENG camera.

## Trade a dish for a plate

One of the drawbacks of satellite broadcasting has been the dish antenna needed to collect satellite signals. Although relatively small (just two or three feet in diameter), the dish is still difficult to mount on roofs and aim at the appropriate satellite. What's more, it's not esthetically pleasing to most neighbors.

But there may soon be an alternative. Matsushita and Comsat have developed a flat-plate or planar antenna for satellite broadcasting that looks like a window or skylight when mounted on a wall or roof.

David Beddow, vice president and general manager, Comsat Technical Services, said Comsat and Matsushita, which have been working together on the plate antenna under a "memo of understanding," intend to form a joint venture to build the antennas and begin marketing them by the end of the year.

According to Beddow, the development of the plate has truly been a joint effort. Comsat Labs has supplied the RF technology, he said, while Matsushita has come up with the proprietary Mylar-like material used in the receiving elements of the antenna.

The plate is actually a rectangular box with one or more moveable panels containing the receiving elements. The box's depth is about six inches; its length and width depend on how much antenna gain is desired. To achieve the same gain as a given dish antenna, he said, the plate antenna has to have the same surface area. For example, a plate antenna with three-and-a-half-foot-by-two-foot plate would deliver the same signal as a three-foot dish antenna.

Besides the esthetic advantage of the plate, it is much easier to mount and, because of its "low profile," impervious to wind, Beddow said. The plate does not have to face a satellite directly to receive signals from it. It must, however, be mounted in such a way that the tiltable panel within it can be placed in the general direction—within 30 degrees—of the satellite. Once that's done, the plate can be focused on the satellite electronically.

Although the plate is being developed principally for high-power satellite broadcasting, Beddow said, it could be used for all types of satellite communications—from C-band reception of cable programming to private digital networks. The advantages of the plate antenna, however, are lost when it is

built to the sizes needed for C-band reception.

Flat-plate antennas are not new. In radar applications, they have been used for years. What's special about the Matsushita-Comsat plate is its cost. According to Beddow, it will cost no more than a comparable dish.

Not satisfied with unobtrusive, Matsushita and Comsat are going for invisible. According to Beddow, they are experimenting with flat plates disguised as chimneys and windows.

Paul Heinerscheid, director of technical operations, United States Satellite Broadcasting, Hubbard Broadcasting's satellite broadcasting venture, is familiar with the antenna and how it works. He said it could "remove some of the obstacles" to the satellite broadcasting business, noting its ease of installation and its esthetics. "It looks like a nifty piece of equipment."

## Growing concern

Townsend Associates, a Westfield, Mass.-based television transmitter manufacturer, has been bought by development banking firm Avenir Group, Inc. for an undisclosed amount. The privately held Townsend, with annual sales in excess of \$10 million, has reportedly been seeking additional growth capital for the past two years.

Thomas C. McDonald, vice president of Avenir, has been named chairman of the board of the firm, and company founder George R. Townsend will remain vice-chairman, a position he has held since stepping down as president and chairman last April. Howard G. McClure, Townsend president, will remain in his present position, along with other members of the company's management team.

In a statement accompanying the Jan. 29 announcement of the sale, Townsend said, "The exit of the RCA Broadcast Equipment Division from the industry opened an opportunity for Townsend Associates to accelerate its growth, and the acquisition by Avenir Group Inc. provides the additional broad-based management and financial resources required for Townsend Associates to successfully achieve that rapid growth."

According to McClure, the company is the number-two supplier of UHF TV transmitters, and carries what he claimed is the broadest line of TV transmitters in the industry, with products for low-power, medium-power and high-power television and instructional television fixed and microwave distribution services.

Townsend was founded in 1963 with a UHF TV transmitter line, McClure said, then merged with Ampex in 1967 and expanded its line to include VHF products. Ampex sold the division in 1974 to a radio transmitter manufacturer that later went out of business, leaving the company inactive until it was reestablished as a private firm in 1976. Continued growth since then, according to McClure, made 1985 the company's most



profitable and biggest sales year, with 30% growth expected over the next year.

Avenir Group, with offices in Bloomfield Hills, Mich., and Westport, Conn., is headed by Thomas McDonald's brother, Alonzo L. McDonald, Avenir chairman and chief executive officer, former president of Bendix Corp. and member of President Jimmy Carter's White House staff, and currently on the board of directors of Scientific-Atlanta. Avenir owns eight companies, and has interests in a number of others, with Townsend the first in the electronics field, McClure said.

### Words of warning

The FCC, attempting to assuage industry worries about the potential for deliberate interference to satellite transmissions, has issued a warning against intentional jamming by modified backyard earth stations.

At the same time, through a letter distributed last week to several hundred satellite uplink operators, the commission highlighted broader concern about the interference that results from improper operating procedures at licensed uplink facilities.

The FCC notices came as the result of a Dec. 10 meeting at which satellite operators and users expressed fears that members of

the home satellite dish industry were being encouraged to jam cable industry transmissions in retaliation for plans to scramble cable programming; a concern inflamed by cable program distributor Eastern Microwave Inc.'s complaint to the FCC last October that it had experienced two days of serious interference it believed may have been intentional (BROADCASTING, Dec. 2, 1985, et. seq.).

According to Charles Magin of the FCC's Field Operations Bureau, no evidence was found to link the EMI complaint to any source of intentional interference and no further complaints of such interference have been filed.

Home satellite industry representatives have also not heard subsequent reports of intentional interference, according to Chris Schulteiss, publisher of the trade publication *STV Satellite Television Magazine*, who said he had been "extremely concerned" about the possibility of interference occurring as cable programmers began scrambling their services early this year. *STV* helped precipitate the issue of intentional interference last fall by publishing a fictional account of a home dish owner blackmailing HBO out of scrambling by jamming its signal.

The FCC warning against jamming cited possible penalties for the activity, including \$10,000 fines and one-year prison terms specified by the Communications Act. On

the other hand, the advisory letter to uplink operators, sent by Richard M. Smith, FOB chief, suggested "particular attention" be paid to using only the operator's assigned frequency; activating only at the assigned times, and using only assigned azimuth, elevation, polarization, as well as minimum necessary power.

### Conference planning

The National Association of Broadcasters 1986 Engineering Conference in April will include 19 separate radio and TV technical sessions with 90 papers, seven panels, and workshops, luncheons and receptions April 12-16, according to preliminary information from the NAB.

The television topics are small-format videorecording and tape, multichannel sound, satellite systems, high-definition TV, new technology, graphics and system maintenance. Radio topics cover AM technical improvement, AM stereo, new technology, AM-FM allocations, radio subcarriers, system maintenance and production. Also to be reviewed in sessions are broadcast auxiliary, nonionizing radiation, UHF TV transmission. Four evening workshops are scheduled as well, along with the regular FCC engineers panel.

## The Media

### C-SPAN gets large budget increase

#### Cable public affairs network develops into mature operation with \$8-million kitty, up 20%

Those who still perceive C-SPAN as a shoe-string operation dispatching ill-equipped and inexperienced crews to cover press conferences, speeches and congressional hearings that supplement its live gavel-to-gavel coverage of the House of Representatives had better take a fresh look. Cable's home-grown public affairs network has begun to mature into a first-class operation.

Triggering C-SPAN's metamorphosis is money—lots of it. The board of directors voted last December to increase the operating budget for fiscal 1987 (April 1, 1986-March 31, 1987) to \$8.1 million, up 20.8% from the \$6.7 million authorized for the current fiscal year.

Most of the network's revenues come from affiliate fees. Small and medium-sized cable companies, defined as those with fewer than 200,000 total subscribers, pay four cents per month for each of their subscribers that receives C-SPAN. Large companies, those with more than 200,000 subscribers, pay two cents per month for the first 200,000 subscribers and one cent for each additional subscriber, regardless of whether they actually receive C-SPAN.

Instead of adjusting the large companies' affiliate-fee formula to increase C-SPAN's revenues, the board decided to impose a

40% surcharge on each company's regular annual payment. According to C-SPAN Board Chairman Jack Frazee, vice chairman, Centel Corp., the board plans to eliminate, raise or lower the surcharge each year, according to the needs of the network. "The surcharge is probably going to be needed for fiscal 1988," he said.

According to C-SPAN Chairman Brian Lamb and President Paul Fitzpatrick, the additional funds will help C-SPAN pay for its new administrative offices, hire new employees and better compensate some old ones and buy some new production equipment.

Two weeks ago, C-SPAN's burgeoning administrative staff moved into more spacious offices in the Hall of States building on Capitol Hill, three floors above its old offices, where the engineering department, studios, dubbing facilities and some programming offices remain. The move increased C-SPAN's total space by 70%—from 10,000 square feet to 17,000 square feet.

The new offices would embarrass most established Washington law firms, but by C-SPAN's standards, they are downright plush. There are many private or semiprivate offices and new color-coordinated carpeting and paint throughout.

(C-SPAN had at one time planned to move a few blocks away into 23,000 square feet in the Capitol Place building, but decided against it for several reasons. Among them: the cost of moving the entire operation to

Capitol Place would have been \$700,000, while that of moving the administrative offices upstairs was only \$100,000.)

According to Fitzpatrick, who joined the network last August, C-SPAN now employs 101 people full time and 14 part time. Plans call for increasing the full-time staff to roughly 127 people by the end of fiscal 1987, he said.

C-SPAN is facing higher personnel costs not only because it is increasing staff, but also because it has been increasing salaries and benefits to bring them more in line with the rest of the industry. "There was a time when they were an embarrassment," said Lamb.

Last spring, C-SPAN's technicians considered joining a union—the National Association of Broadcast Employees and Technicians—but, after lengthy discussions with management, they voted against it in June. That C-SPAN subsequently began increasing salaries and benefits had nothing to do with the union activity, Lamb said. Indeed, he said, plans to boost salaries and benefits were part of a new five-year plan drawn up on the order of the executive committee in March before the union activity began.

According to Lamb and Fitzpatrick, the network is in dire need of new production equipment—cameras, videocassette machines and, possibly, a new transportable Ku-band or C-band earth station. C-SPAN needs a transportable for coverage of events

outside Washington. The trailer-mounted unit the network now uses is, Fitzpatrick says, on its last wheels and has to be completely overhauled or replaced. C-SPAN telecast 163 hours of non-Washington programming in 1985 and would like to increase that to more than 200 hours this year, he

said.

By the end of 1986, C-SPAN may be delivering a second channel of programming to cable systems. If the Senate decides to permit cameras in its chambers—Senators were debating the question last week—C-SPAN will distribute live gavel-to-gavel coverage

of the Senate proceedings on Satcom III-R, transponder 19. According to Lamb, C-SPAN would gradually supplement the Senate coverage on the second channel with other public affairs programming just as it did the House proceedings on the first channel, available on Galaxy I, transponder 13. In addition, he said, important Senate debates would be incorporated in the first channel, either live or on a tape-delayed basis.

Even though C-SPAN has an extra transponder, C-SPAN could not offer the second channel of service without incurring additional expenses. For one thing, Fitzpatrick said, it would have to buy and install a second master control center.

According to Fitzpatrick, C-SPAN plans to use some of its new funding to step up its marketing activities. The C-SPAN marketers, he said, will focus on small cable companies whose carriage of C-SPAN means additional revenues as well as increased reach. "There are literally thousands of cable operators whom we have not had a chance to visit and talk to."

Besides affiliate fees, C-SPAN counts on three other sources of revenue: corporate underwriting, lease of transponder subcarriers and subscription fees from C-SPAN Update, a weekly tabloid for C-SPAN fans that now counts around 8,000 subscribers paying almost \$20 a year each.

In fiscal 1986, C-SPAN attracted about \$400,000 in corporate underwriting, including a \$100,000 telephone system from Northern Telecom. The fiscal 1987 calls for corporate underwriting of \$500,000 and Frazee believes that figure may be conservative. "If we put our minds to it, we can achieve the \$500,000 and, perhaps, a little bit more."

The Update's expenses are greater than its revenues, but Fitzpatrick believes it can at least break even in the future as subscriber-ship increases and as it begins to sell advertising. Subscriber-ship, he said, could eventually top 20,000.

Despite the outside sources of income, it's likely that the cable operators will be called upon in the years ahead to make ever greater contributions to C-SPAN. And, with supporters like Frazee, the money may roll in. "C-SPAN is beyond the cable industry," said Frazee. "It's a tremendous asset to the country and I would like to see them have enough to grow." □

### Fifth Estate Quarterly Earnings

Company	Quarter	Revenue (000)	% change *	Earnings (000)	% change *	EPS **
Burnup & Sims	Second	\$49,991	7	\$1,072	-90	\$0.12
Capital Cities	Fourth	\$271,492	5	\$39,812	4	\$3.04
	Year	\$1,020,880	9	\$142,222	—	-\$10.87
Dow Jones & Co.	Fourth	\$278,716	8	\$40,883	19	\$0.63
	Year	\$1,039,314	8	\$138,608	7	\$2.15
Dun & Bradstreet	Fourth	\$807,522	23	\$72,290	16	\$0.96
	Year	\$2,771,669	16	\$294,708	15	\$3.88
The Ogilvy Group	Fourth	\$150,184	18	\$14,279	22	\$1.51
	Year	\$490,486	14	\$30,247	17	\$3.19
Playboy Enterprises	Second	\$49,955	-7	(\$40,678)	NM	(\$4.32)
Time Inc.	Fourth	\$945,191	11	\$51,406	-24	\$0.81
	Year	\$3,403,544	11	\$199,819	-7	\$3.15
United Cable TV	Second	\$48,616	15	\$2,391	8	\$0.13
Westwood One	Fourth	\$5,042	35	\$1,060	91	\$0.31
	Year	\$19,103	49	\$3,473	78	\$1.17

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

Results are for pre-merger **Capital Cities Communications**. Company said that excluding effects of recent acquisitions, pro-forma revenue increased 5% over previous year, with revenue of broadcasting division up 3%. Operating income for company grew 4% on pro-forma basis to \$277.5 million, with broadcasting division gaining 3%. Actual results for broadcasting showed 1985 revenue of \$293.7 million and operating income of \$145.8 million. Results for cable (now-owned by The Washington Post Co.) showed revenue of \$84.6 million and operating income of \$5.2 million. Company said dilution of earnings from recent acquisitions and costs associated with purchase of ABC reduced 1985 net income by \$7.8 million, or 60 cents per share. Net income for previous year also had "extraordinary gain" of \$7.6 million, from sale of investment. □ Operating income for **Dow Jones & Co.** increased 14% in fourth quarter, to \$67.4 million, and by 5% for full year, to \$242.7 million. □ Operating income for **Dun & Bradstreet** rose 36% in fourth quarter, to \$134.5 million, and 24% for year, to \$507 million. Revenue for marketing services division (which contains Nielsen Marketing Research) rose 11% and had operating income gain of 7%. □ Despite increase in revenue and net income for **The Ogilvy Group**, operating income for New York-based agency decreased 25% in fourth quarter, to \$15.8 million, and 7%, to \$44.6 million, for full year. Net income increased despite poorer operating income primarily because of 76% increase in interest and other income. □ **Playboy Enterprises** had net income of \$4.3 million in second quarter of 1984. In most recent quarter almost all of net loss came from decision to "fully reserve \$37.9 million... which arose from the April 1984 sale to Elsub Corp. of the company's interest in the former Playboy Hotel/Casino in Atlantic City." Operator of casino (since renamed Atlantis) had recently filed for involuntary bankruptcy and failed to meet interest payments on public debt, Playboy said. On continuing operations basis, Playboy lost \$2 million, compared to gain of \$2.4 million in previous second quarter. Video division experienced "significant operating loss compared to operating income in the same period last year." Company attributed decline in earnings to "increased amortization of the substantial investment in programming made for The Playboy Channel over the past two years, coupled with increased marketing and operating expenses." Average subscribers to the channel over quarter was "slightly" lower than last year, but company's president and chief operating officer said channel achieved positive cash flow in quarter. □ Operating income for **Time Inc.** in 1985 slipped 1%, to \$387.7 million. Net interest expense jumped from \$2.4 million to \$26 million. Year-end subscriber count for Home Box Office was 14.6 million, up 100,000, and 3.7 million for Cinemax, up 400,000. For MSO, American Television and Communications, basic subscribers rose 200,000 to 2.7 million, while pay subscribers remained at 2.3 million. Financial results for Video division showed fourth-quarter revenue gain of 9%, to \$354 million, while full-year total rose same to \$1.37 billion. Operating profit for division declined 6% in fourth quarter to \$45 million, and rose 4% for full year to \$220 million. □ Operating income for **United Cable Television** was up 21%, to \$20.6 million. Cash flow was up 14% to \$23.8 million. As of Nov. 30, company had 956,000 basic subscribers and 809,000 premium subscribers, including those in managed systems. □ Income before taxes for **Westwood One** increased 82% for both fourth quarter and full year, to \$1.9 million and \$6.4 million, respectively.

## U.S. prepares for ITU conference on wider AM band

**Latin American visits are part of preconference activities; planning method, maximum power among issues being worked out**

U.S. officials from the FCC and the State Department are, and others soon will be, working their way through the capitals of five Latin American countries. They will be taking soundings to aid the U.S. in its preparations for a regional conference that is to begin planning the use of 100 khz of spec-



trum that has been added to the AM radio band. Thus far, at least, officials say they do not expect the session, scheduled in Geneva April 14—May 2, to develop the kind of controversy that has engulfed other International Telecommunication Union-sponsored conferences in recent years. But they also say they will not have a solid estimate of the conference's likely course until the end of the month and the conclusion of a preliminary meeting, in Fortaleza, Brazil, that most countries of the region are expected to attend.

The 100 khz are a gift the General World Administrative Radio Conference of 1979 tacked on to the upper end of the AM band that now runs from 530 khz to 1605 khz (BROADCASTING, Dec. 17, 1979.) How many new stations the expansion will accommodate in the U.S. depends on the power limits and other technical parameters that are to be adopted. But estimates heard at the 1979 WARC were in terms of "hundreds" of additional stations (even though the U.S. plans to use the lowest new channel for travelers information service, as it does now). And although there are those who say the U.S. already has more than enough AM stations, daytime-only operators seeking full-time stations probably would not agree. As Wallace Johnson, a consulting communications engineer who has been named a vice chairman of the delegation to the conference, says, "No matter what new spectrum space is opened up, it gets filled up."

The U.S. has completed much of its preparatory work for what will be the first ITU session—which is to lay the technical groundwork and establish the principles of the plan that will be implemented in a concluding session, to be held in 1988. Last December it submitted to ITU headquarters in Geneva the proposals that had been adopted by the FCC in August, in the form of a First Report. But that was the easy part. Essentially, the Report would extend to the new section of the band the technical parameters—including frequencies of 10 khz bandwidth—that a Regional Administrative Radio Conference adopted for an AM plan for the western hemisphere in 1981, in Rio de Janeiro (BROADCASTING, Jan. 4, 1982). The additional channels would be treated as an extension of the existing band, rather than as a separate one with its own technical standards. And the U.S. does not foresee other countries raising serious arguments about that portion of its proposals.

But the U.S. has yet to develop proposals in connection with two principal issues—and the soundings being taken in Latin America by the FCC and State Department representatives, who are under the leadership of James McKinney, chief of the FCC's Mass Media Bureau and head of the U.S. delegation to the conference, are designed to aid in that exercise. One involves the planning method it will propose, the other, the maximum power.

The choice of the former will be between an assignment method, similar to that now employed in the U.S. in apportioning the AM band and adopted by the Rio conference for use throughout the western hemisphere, and an allotment method. A number of permutations can enter into the development of

either one. But under the first, countries would attempt to determine in advance where they intend to locate stations, on what frequency and at what power, and then resolve among themselves any incompatibilities that result. Countries of the hemisphere are continuing to resolve incompatibilities that emerged from the Rio conference.

And under allotment planning, which is used in other services, a frequency would be designated for a given area, one covering an entire country or part of a country, along with the protection to be afforded stations in the allotment area. Theoretically, coordination with foreign countries would not be required, but one commission staffer said, "In the real world, there will always be questions among countries to be resolved, bilaterally or multilaterally."

U.S. officials decline to specify which method the U.S. is likely to favor. The FCC, along with Commerce's National Telecommunications and Information Administration and the State Department will focus on the matter in March. However, the allotment method is considered the more flexible. It would allow countries to assign stations within their borders as they see fit, provided only that they do not cause interference to foreign outlets. And the U.S., said McKinney, in an interview before his departure from Washington, "believes very strongly in flexibility." Canada, for its part, makes no secret of its preference. Edward DuCharme, director of regulatory policy in Canada's Ministry of Communications and expected to be named head of Canada's delegation, said that "while we still haven't nailed everything down, we will go the allotment planning route."

As for the maximum power the U.S. will propose for inclusion in the plan, most discussion centers on 5 kw or 10 kw. The present limit throughout the hemisphere, set by the Rio conference, is 50 kw. And the U.S.,

according to McKinney, would not object to a plan permitting a country to authorize that much power, provided the stations involved "are far enough from neighboring countries or operate with directional antennas pointing away from the border." Canada is also considering proposing maximum power of 5 kw or 10 kw. And McKinney regards that higher figure as "pretty good." He noted that "most regional stations [in the U.S.] are 10 kw."

Although the rancor that marked much of the Space WARC conference in Geneva last summer and fall is not expected in Geneva next April, the U.S., Canada and Mexico are bracing for a problem with Brazil over its interest in retaining the expanded band for aeronautical, maritime and other services. The agency that regulates Brazil's aviation industry last fall made an issue of the matter before the International Civil Aviation Organization, persuading the latter to adopt a resolution calling on the countries of the hemisphere to defer broadcast use of the band until the mid-1990's. The 1979 WARC allocating the 100 khz to AM use in the hemisphere specifies that the section of the band between 1605 khz and 1665 khz be made available for broadcast use in 1988 and the remainder in 1990. And the U.S. and its neighbors to the north and south are determined to clear the band for broadcast use.

McKinney does not rule out compromise. In fact, he suggests it is essential. He said: "Our proposals will have to give countries the ability to use the band for nonbroadcast services, as long as they can coexist [with broadcast services], if we want our proposals to be adopted."

McKinney left on his Latin American trip last week with Wilson LaFollette, assistant chief of the commission's policy and rules division, who is a vice chairman of the delegation, and William Jahn, deputy director of the State Department's Office of International Radio Communications, another vice chairman. They are holding talks in Mexico

## Bottom Line

**Of dividends and debentures.** Directors of Dow Jones & Co. voted to increase quarterly dividend on common stock to 2.05 cents per share, up from 1.95 cents. ... Comcast Corp. said it intends to redeem all outstanding 9½% debentures due Oct. 1, 2009. Debentures, issued October 1984, are still convertible into common shares which, using closing stock price of Jan. 17, are worth \$1,580.50.

□

**Time is money.** New York Board of Estimates has approved three contracts that are expected to increase 1986 revenue of noncommercial WNYC-TV New York by \$2.6 million by permitting it to lease air time. Board approved new contract with World Television Corp., which will air Chinese entertainment and news programming throughout week. Board also renewed contracts with Fuji California Inc. (broadcaster of Japanese entertainment and news) and U.S. Nippon Communications Network (distributor of Japanese entertainment and news programs). (In 1985, seven contracts were approved, totaling \$1.6 million, station said.)

□

**Belt tightening.** Time Inc. announced elimination of 188 jobs in company's magazine unit and hiring freeze for Time's New York-based operations, including HBO and Manhattan Cable TV. Job reductions are continuation of company plan, announced last October, to reduce Time's operating costs by \$75 million, or roughly 2.5% of total. Time also announced 11% revenue increase for both fourth quarter and full-year, while net earnings declined 23% and 8%, respectively.

City, Santiago, Buenos Aires and Brasilia. Leaving this week for talks in Bogota and Caracas are Jonathan David and Larry Olson, of the commission's international branch, who are expected to be named to the delegation.

The two teams will test opinion in the countries on their respective itineraries before hooking up in Fortaleza for a CITELE (Inter-American Telecommunications Conference) meeting that is scheduled to run from Feb. 20 to Feb. 28. Some 20 countries are expected to attend, and by time the meeting breaks, the Americans hope they will have the information that will provide a clearer picture of the needs and interests other countries of the hemisphere hope to satisfy in Geneva. The U.S. has been discussing conference matters with Canada and Mexico, but as for other countries in the hemisphere, McKinney said, "there hasn't been a lot of attention paid to the conference, so we don't know about them." □

## Goodman's goals for broadcasting

**Former NBC chairman suggests forming new entity to negotiate for U.S. rights; also wants to abolish fairness doctrine and alter concept of television sweeps**

Broadcasters should form a joint entity, the American Television Authority, to negotiate for American rights to such big events as the Olympic games and then divide them among American participants. That was one of three proposals made by Julian Goodman, former chairman of the board of NBC, at the University of Georgia after receiving the Di-Gamma Kappa Distinguished Achievement Award in Broadcasting.

To "lift the level of our service in general," Goodman suggested forming the ATA, abolishing the fairness doctrine and abolishing or altering the television rating sweeps.

Goodman, who joined NBC in 1945 as a news writer and retired as chairman in 1979, is now a director of Gannett Co., the media conglomerate. The cost of rights to the Olympic games has "escalated out of control," said Goodman. "Someday some rights holder on one of these big events is going to be badly burned." Networks, independent stations, cable and public broadcasting would benefit by negotiating through an organization, Goodman said, because they

**Putting their best shot forward.** The White House News Photographers Association, founded in 1921 "to advance and strengthen the professional standards of those who record history with a camera," has announced the winners of its 43d annual awards which will be presented at the association's annual dinner May 15 at the Shoreham hotel in Washington. The top winners in nine broadcasting categories are:

### News series

**Estel Dillon**, NBC □ *Vietnam Memorial* (first)  
**Steve Affens**, WJLA-TV Washington □ *Mississippi Kid* (second)  
**George Fridrich**, NBC □ *Big Bands* (third)

### General news

**Steve Affens**, WJLA-TV Washington □ *To Not Die in Vain* (first)  
**Don Lee**, Chronicle Broadcasting □ *Seat Belts* (second)  
**Hal Hoiland**, WDM-TV Washington □ *XMAS Day* (third)

### Feature

**Paul Fine**, CBS □ *ROP* (first)  
**Rodney Batten**, NBC □ *Silver Hill* (second)  
**Hal Herman**, WJLA-TV Washington □ *Fox Hunt* (third)

### Day feature

**Hal Hoiland**, WDM-TV Washington □ *Tryouts for Ballet School* (first)  
**James Forrest**, WRC-TV Washington □ *Suite Life* (second)  
**Steve Affens**, WJLA-TV Washington □ *GTI Road Test* (third)

### Spot news

**Steve Affens**, WJLA-TV Washington □ *Bay Storm* (first)  
**Tad Dukehart**, WDM-TV Washington □ *Owen Road Fire* (second)

### Lighting

**Marvin Purbaugh**, NBC □ *The First Lady, Nancy Reagan* (first)

### Sound

**Jeffrey Goodman**, NBC □ *Wine* (first)  
**Harry Weldon & Eric Speights**, ABC □ *A War in the Family* (second)  
**Clyde Roller**, WJLA-TV Washington □ *The Newcomers* (third)

### Editing

**Mike Tcherkassky**, NBC □ *Subways* (first)  
**Holly Fine**, CBS □ *ROP* (second)  
**Estel Dillon**, NBC □ *Springbreak* (third)

### Cameraman of the year

**Steve Affens**, WJLA-TV Washington

would not drive prices up by competing among themselves. And the "American viewer, who has an insatiable appetite," would benefit because the number of hours televised would no longer be limited by the amount of time available on the winning network.

The idea was tested during negotiations for rights to the 1980 Olympics, Goodman said, when he talked with ABC and CBS executives about asking the Justice Department to waive antitrust considerations to allow the three networks to negotiate jointly with the Russians, who "were whipsawing the three networks in such an outrageous manner, with an asking price so far out of

reason, that all three backed away." The three networks were in Washington seeking an antitrust waiver when CBS dropped out, said Goodman, adding: "I do not yet know why." NBC eventually won the rights, but never used them. America boycotted the Moscow games after the invasion of Afghanistan.

Abolishing the fairness doctrine, Goodman said, would give broadcasters some of "the freedom they need, they deserve, and to which they are entitled." If Congress "sought to impose on newspapers the same onerous and unfair yoke that the fairness doctrine imposes on broadcasters," he said, "the force of the combined energy spent on editorials in the U.S. press would lift the roof of the U.S. Capitol at least 10 feet." Presently, he said, "the stories that are not done on the air take on as much importance as the ones that are done; for who knows how many times the excuse of potential regulatory trouble is used not to do a story?"

As to the elimination of ratings sweeps, Goodman sees that as an incentive to better scheduling of better programming. During the sweeps which establish viewing levels on which stations base commercial rates, the networks try especially hard to lure viewers to their affiliated and owned stations, he said. "The result is that as much of the high-

**White House honors.** Journalists who regularly covered the White House during the year ending Dec. 31, 1985, are invited to enter two memorial award competitions sponsored by the White House Correspondents' Association. The Aldo Beckman Memorial Award will recognize "a Washington correspondent who personifies the journalistic excellence as well as the personal qualities exemplified by Mr. Beckman" (an award-winning correspondent for the *Chicago Tribune* and president of the association in 1978-79). The Merriman Smith Memorial Fund award will honor a "single story written, dictated or broadcast under deadline pressure" during "coverage of the President or a member of his family, either in the United States or abroad, by a correspondent at the scene."

Deadline for entries is March 17. The awards will be presented at the association's annual dinner, to be held April 17 at the Washington Hilton hotel. For information, contact: Gary Schuster, CBS News, (202) 457-4321.



Four Special  
Advertising  
Opportunities

**NAB**



# Convention

**Pre-Convention Issue**

April 7  
Advertising Deadline:  
March 28

Everyone selling a service, concept or product to the billion-dollar radio/TV market must be represented in one or more of BROADCASTING's NAB Convention specials.

**Convention Issue**

April 14  
Advertising Deadline:  
April 4

So don't miss these unique advertising opportunities... beginning with the April 7 Pre-Convention Issue... followed by the April 14 Convention Issue with its bonus distribution—at the convention... the April 21 Post-Convention Issue, where it all happened is wrapped into one package... and the April 28 Issue provides an in-depth look at the exhibit floor and the equipment displayed during the Convention.

**Post-Convention Issue**

April 21  
Advertising Deadline:  
April 11

For full information on positions available—or to reserve space—contact your nearest BROADCASTING representative.

**Post-Post Convention Issue**

April 28  
Advertising Deadline:  
April 18

**Washington 20036**

John Andre, Skip Tash  
1735 DeSales Street NW  
202—638-1022

**New York 10017**

Dave Berlyn, Charles Mohr  
Ruth Windsor  
630 Third Avenue  
212—599-2830

**Hollywood, California 90028**

Tim Thometz  
1680 N. Vine St.  
213—463-3148

**You belong in Broadcasting**

powered programing as possible is crammed into those 18 weeks, and for the rest of the year, the pressure is not so great, and neither is the programing." Goodman suggested that ratings be purchased on a year-round basis,

or in secret random rating periods.

CBS founder William Paley, Goodman recalled, once suggested that each network set aside two hours per week for "unrated, high-quality programs." Correcting the problem

"takes money, and it takes broadcast leadership," said Goodman. "How it is done is not as important as the first step—recognizing that we have a problem in sweeps, and addressing it." □

## America's religious broadcasters: Rise of fundamentalism is cheered

**Speakers at NRB's 43d annual meeting from FCC, government and media see America turning back to basics**

Most of the plenary sessions began with religious songs, and at one, attendees were urged to turn to one another and say: "This is going to be your best year ever under God." At last week's 43d annual National Religious Broadcasters convention in Washington, an estimated 4,000 people took steps toward realizing that forecast, as they met with politicians, television evangelists and other delegates Feb. 2-5 under the theme "Changing Lives to Change the World."

The NRB, which lists 435 radio stations and 175 television stations among its members, has grown considerably over the years. Said NRB executive director, Ben Armstrong: There is "great growth in gospel broadcasting today. . . [the NRB] is making its voice and presence felt not only in evangelical fundamental circles but also in the

**Clean-up campaign.** A group of Christian leaders plan to ask the networks and advertisers "to take immediate steps" to reduce the incidence of sex, violence, profanity and "anti-Christian programing" on television by at least 35% starting with the fall 1986 TV season, and again in 1987. The group, called Christian Leaders for Responsible Television, is headed by Donald E. Wildmon, executive director of the National Federation for Decency. CLRT said at the National Religious Broadcasters convention in Washington last week that the networks and their sponsors must "share a large portion of the blame" for such acts now shown on TV. "More and more, television is seen as a purveyor of gratuitous sex and violence, undermining moral values and reflecting a perverted, corrupted caricature of human existence," said CLRT. To depict "immoral and criminal" behavior "is itself reprehensible. But to do it in the name of 'entertainment' and for the primary purpose of monetary profit is to demonstrate moral weakness, utter disregard for the rights of others, and a selfishness that is unworthy of humanity," CLRT said.

CLRT said that it hopes to complete its meetings with the networks by the third week in April. It will also send "letters of appreciation" to companies (including Dart, Kraft, Sears and Phillips Petroleum) that show "sensitivity and concern in the selection of programs" in which they buy advertising, and will seek meetings with companies that lack such sensitivity. The latter, CLRT said, include American Motors, Wendy's, Noxell and Warner-Lambert. If the networks and advertisers don't respond, CLRT said it will "seek other means," asking viewers to write letters or possibly calling for a boycott.



Buchanan



Swaggart

**Taking a shot at syndication.** Robert (Bobby) Morin, former senior vice president of worldwide syndication at 20th Century Fox Telecommunications, is heading a new program syndication company backed by several former National Basketball Association franchise owners. Morin is president of New Century Telecommunications, the television syndication arm of publicly owned New Century Productions, whose founding principals include Sam Schulman (former owner of the Seattle Seahawks) and Irv Levin (former owner of the Boston Celtics). Morin has assembled a team of former Fox syndication executives—including Dave Skillman, Steve Orr and Gene Lavelle—and in the past several months has acquired the rights to nearly 300 theatrical titles for syndication (233 of the titles were acquired with the purchase of the Janus Library last spring). Morin and his sales force are now out on the street with three all-cash film packages. The first contains 12 first-run theatricals, including "Hercules in New York," starring Arnold Schwarzenegger in his first film, and "The Grey Fox," starring Richard Farnsworth. The second package, "The Best of the Best," contains 30 titles from the Janus Library, and the third, "The Big 21," consists of 21 re-issued theatricals—some also from the Janus Library—including "Crucible of Horror" and "Big Combo." The company is also entering mini-series production and has just signed actor Michael York to an \$8-10-million, four-hour production for HBO titled *Vengeance: The Sword of Gideon*. The mini-series is about Israeli intelligence tracking down the 1972 Munich Olympic terrorists.

secular field."

Those at the four-day event watched a videotaped message by President Reagan on Monday, saw a debate on "Religion and Politics" on Tuesday and listened to potential presidential candidate Pat Robertson on Wednesday, among other activities. (Among those present to cover the gathering were *Entertainment Tonight*, C-Span, ABC, NBC and CBS.)

Additionally, about 1,300 exhibit personnel representing 260 companies were on hand for NRB's Media Expo '86.

Reagan, who has attended the past four conventions, told this year's gathering he was taking a cue from NRB and "addressing members of the electric church electronically." In a message videotaped on Jan. 30, the President spoke against abortion and in favor of voluntary prayer in schools. Calling 1986 a "year of opportunity," he told the religious broadcasters that the time had come to give "both moral and material support" to those nations fighting for freedom.

(Vice President George Bush, who also attended last year's convention, did not appear this year. However, a delegation of more than 40—including NRB's Armstrong and his wife; members of the NRB executive committee; past NRB presidents, and evangelists Jim Baker and Jimmy Swaggart—met with Bush and his wife at their home late Tuesday afternoon.)

Although similar in format, but more heated in delivery than last year's debate between Senator Edward Kennedy (D-Mass.) and the Rev. Jerry Falwell, Swaggart and former Congressman John Buchanan of Norman



# THE WORLD OF TELEVISION FOR THE TELEVISION OF THE WORLD



## THE RIGHT PEOPLE FROM ALL THE RIGHT PLACES

In 1985, the 21st Annual MIP-TV was attended by 6,000 professionals from 1,500 companies and 115 countries. Over 1,200 production and distribution firms offered more than 28,000 programs for sale. Clearly, MIP-TV '86 will once again be the largest international television program market.

## YOUR BEST CONTACTS

MIP-TV '86 will enable key decision makers to participate in program sales and coproduction opportunities within Cannes' convenient international setting. More than 650 buyers of television programs and ancillary rights have already been invited to negotiate with an impressive list of producers and distributors.

## NEW OPPORTUNITIES

In the past, stands at MIP-TV have been completely sold out. However, this year we are pleased to announce that new exhibition space with screening rooms is now available in the upper level of the Palais des Festivals. If you simply want to attend, MIP-TV will make your participation and promotion effortless.

# MIP-TV 86

22nd INTERNATIONAL TELEVISION PROGRAM MARKET

April 24-29, 1986 Palais des Festivals Cannes, France

Please send me information without obligation

Name _____	Position _____
Company _____	
Main Activity of this Company _____	
Address _____	City/State _____ Zip _____
Country _____	Telephone _____

Please return to: Perard Associates, Inc., David Jacobs, 100 Lafayette Dr., Syosset, NY 11791. Tel: 516-364-3686, Tlx: 6852011.

B

Lear's People for the American Way, held a debate on "Religion and Politics" this year. The two spoke at a congressional breakfast attended by about two dozen congressmen and senators on Tuesday (Feb. 4).

Buchanan, himself a southern Baptist minister, said he "cherished" the protection of individuals provided by the separation of church and state. And while he said he didn't mean that "people of faith" shouldn't be involved in politics, he believed that God "leaves us free and governments should as well."

Swaggart, who claims more than 10 million viewers weekly for his half-hour daily television program, said that "much Bible" provided people with "much freedom." He said that for the past 40-some years, the philosophy of what he called the "secular humanists"—those who favor or tolerate abortion, pornography and homosexuality (and whom Swaggart said Buchanan represented)—had taken over the media, entertainment and "sad to say . . . much of the political spectrum and most of the churches."

The philosophy, Swaggart said, "has come within a hairbreadth of destroying this nation," which had "only seen a turn-around in the past few years." The secular humanists, Swaggart said, "finally succeeded . . . to bring the homosexuals out of the bathroom, to put them in the bathhouse and now they're in the blood banks. And we have AIDS as a result of it."

Said Swaggart: "We are opposed to some issues. And as a preacher of the gospel and a Christian, if we don't stand up for it—who will? We believe the salvation of the United States of America is still the old-fashioned principles laid down in the word of Almighty God." And as for the title, "People for the American Way," Swaggart said it was "the same play on words that Communists use."

Singer Pat Boone, wearing his trademark white boots, was among those entertaining the conferees. Boone, who received an NRB Award of Merit for excellence in program production, said he has been trying to get "the message out" into the secular community through his songs and weekly radio show. He is also planning a radio show for children called *Uncle Pat's Treehouse*, on which he will play gospel records.

The convention also provided a forum for evangelists Billy Graham (who also received an Award of Merit for excellence in program production) and Jerry Falwell; White House director of communications, Patrick Buchanan (who received the NRB's Distinguished Service Award), and the Rev. Jesse Jackson. (The last was reportedly upset that NRB scheduled another breakfast in honor of Israel at the same time he was to speak, resulting in a low turnout to hear Jackson.)

Buchanan spoke at an FCC luncheon at which FCC Commissioner Dennis Patrick told the religious broadcasters that they represented a "significant population," and that millions "hunger for your product—God's good news . . . Americans are turning back to basics—and it's about time. Hopefully, our deregulatory efforts will give you the freedom you need to respond effec-



**Pennsylvania delegation.** More than 30 members of the Pennsylvania Association of Broadcasters were making the rounds on Capitol Hill last week. The visit was part of an annual pilgrimage the PAB makes to meet with Pennsylvania legislators. Lunching with the broadcasters were the state's Republican Senators John Heinz (pictured at left) and Arlen Specter (pictured at right). The broadcasters discussed a number of legislative issues, including must carry, music licensing and television in the Senate. On the last, Specter told the broadcasters he thought the Senate will approve legislation permitting broadcast coverage of its chamber. Heinz said the chances for passage of campaign finance reform legislation during this congressional session weren't very good. A campaign finance reform bill now pending in the Senate contains provisions that would expand the equal-time provisions of the political broadcasting law.

tively to those changing needs and interests. I suspect that with God on your side and with government off your back, you're going to be successful."

Also speaking during the conference was former U.S. Ambassador to the United Nations, Jeane J. Kirkpatrick. She spoke about Israel's willingness for peace and said it was a "dirty secret" in the UN that Israel doesn't

get fair play. During a keynote address at a Wednesday prayer breakfast in honor of Israel, Kirkpatrick labeled as "brilliant" a suggestion made to her by a California rabbi that the C-Span cable network cover the UN security council proceedings. She suggested they be broadcast in Israel as well.

Next year's conference will be held Feb. 1-4 at the Sheraton hotel in Washington. □



**DBS dealings.** Francois Schoeller, president of TeleDiffusion de France (TDF), discussed recent developments in the European DBS industry last week at a luncheon for journalists in New York. TDF, a government-linked agency, is responsible for overseeing France's broadcast transmission facilities (it also owns some) and has approved the launching of a high-powered DBS satellite, TDF-1, this year, with a second TDF-2 planned for 1988. TDF-1 will initially carry four DBS programming services—including one associated with Italian-television group owner Silvio Berlusconi and with British publisher Robert Maxwell—that can be received by homes using two-to-three-foot dishes. Contracts with the operators of the four channels should be signed by the end of this month, said Schoeller, who is now deciding whether to insure the satellite launch. (He is contemplating insuring only the losses of the programming services). To make certain that sufficient numbers of converters and dishes will be available to consumers, the president of TDF said it was lowering the \$11 million annual per-transponder rent for the first few years to \$8 million, with the understanding the programming companies will invest the difference in the manufacture of converters and dishes. By 1989, TDF would have to order a new generation of satellites and will make a decision then about the project's long-term viability—it hopes to break even by then. Schoeller also talked about the possibility of transferring all of France's terrestrial broadcast transmission to satellites 10 or 15 years from now.



## THE NEW 1986

# Co-op source— directory

gives you 16 sales and marketing facts about manufacturer's co-op programs — at a glance:

- ① — **THE EXAMPLE COMPANY**  
Advertising Department  
200 West 39th Street  
New York, NY 10000  
**Contact**  
Bill Nelson, National Sales Manager  
(212) 222-1111
- ② — **Retailer Co-op Plan**  
See also Wholesaler Co-op Plan
- ③ — **Products**  
Pens; pencils
- ④ — **Trademarks**  
Yipee, Ya-hoo; Yellow; Yipes
- ⑤ — **Eligible media**  
Radio; TV; newspaper; weekly newspaper; circular; catalog; magazine; direct mail; flyer; outdoor. May include spot announcements only, not sponsorships; classified line ads. Other media require prior approval.
- ⑥ — **Regional variations**  
Program only available in WA, OR, ID, NV, CA
- ⑦ — **International availability**  
Canada; Mexico
- ⑧ — **Timing**  
Program: Calendar year  
Accrual: Previous calendar year  
Advertising: Jan. 1 thru Nov. 30  
Claim: Within 60 days of ad run
- ⑨ — **Accrual**  
5% of net purchases.
- ⑩ — **Participation**  
100%  
Lowest earned rate.  
May include: agency fees; production charges; talent fees.
- ⑪ — **Advertising specifications**  
Maximum size: 3 column inches.  
All of manufacturer's products may be advertised.  
No competing products.  
Manufacturer's products must be clearly separated from other products.  
Products must be illustrated.  
Trademark name must be prominent.  
Not misleading.  
Store name and address.
- ⑫ — **Media requirements**  
All media: Manufacturer's agreement/commitment form or contract must be completed before advertising is scheduled; prior approval required.  
Radio: FCC license.  
TV: FCC license.  
Newspaper: Broad general interest; serving retailer's primary trading area; paid circulation; audited circulation; audited rates.
- ⑬ — **Advertising aids**  
Print elements; radio commercials; TV elements.
- ⑭ — **Reimbursement method**  
Credit memo or check.
- ⑮ — **Claim documentation**  
All media: Paid media invoice.

Unique 3-way index saves you time and effort!

**TRADEMARK INDEX** (product by brand name)

**MANUFACTURER'S INDEX** (maker's name)

**PRODUCT CLASSIFICATION INDEX**  
(product by generic heading)

- ⑯ — **Claim address**  
Outdoor: Photo; list of locations.  
The Example Company  
Advertising Department  
200 West 39th Street  
New York, NY 10000  
Attn: Bill Nelson, National Sales Manager

## Discover Over **3,800 Sources** of "Hidden" **Advertising Dollars** Instantly!

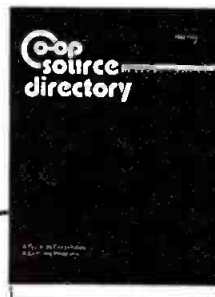
### *YOURS FREE FOR 15 DAYS!*

At last! Here's your opportunity to grab a bigger share of the *billion dollar* cooperative advertising business. The NEW 1986 CO-OP SOURCE DIRECTORY puts over 3,800 co-op advertising programs right at your fingertips—*ready cash* you (or your clients) may be overlooking . . . *easy profits* you can't afford to miss.

This is the single most accurate, reliable and up-to-date source of essential facts on cooperative advertising programs you can get today. Makes your research and sales calls easier, faster, less aggravating, and more successful!

The CO-OP SOURCE DIRECTORY comes out twice a year — in March and September. Order now and we'll send you the latest issue *at absolutely no risk or obligation*. Look it over and see for yourself the many rewarding opportunities you're missing. See how much work this amazing guide will save you. But if you don't agree it will *more than pay for itself*, return it in 15 days and owe nothing.

The annual (2 issues) subscription fee is \$172.00, which we'll gladly bill later.



For a **FREE** look at the  
**NEW 1986 CO-OP SOURCE  
DIRECTORY—**

**CALL TOLL-FREE  
1-800-323-4588**

Think of the dollars you could be losing.

**DO IT NOW!**

## srds

**SRDS Co-op Source Directory**  
3004 Glenview Road,  
Wilmette, IL 60091

# RIDING GAIN

## O N R A D I O

### Checking up

Birch Radio has begun to use a central calling facility which it acquired from the A.C. Nielsen Co. last year to monitor its interviewers who are gathering local radio audience data on the telephone. That's the word from top Birch executives last week.

The move is in response to a concern expressed by some agencies and radio stations that the seven-year-old rating service could not properly monitor its field interviewers. "This [central calling facility] will eliminate that one final objection," said Birch Radio Chairman Tom Birch. (Birch's chief competitor, Arbitron, uses a diary methodology which has been shown to have a lower response rate than the telephone recall system). "It will also dramatically improve the delivery of data," he said.

The new facility is located in Sarasota, Fla., and employs some 300 full- and part-time staffers. There are 110 interview stations spread across two floors. "We can immediately validate each call," Birch said.

Separately, Birch Radio said that Dancer Fitzgerald Sample (DFS) has signed to receive the rating service's monthly and qualitative reports. "We have every intention of using Birch Radio as an important part of

our spot radio buying process," said Sam Michaelson, vice president and associate buying director for DFS. The agency will use Birch in conjunction with Arbitron.

DFS is the latest in a growing list of major advertising agencies to subscribe to Birch. That list includes: McCann-Erickson, Kenyon & Eckhardt, Ted Bates, BBDO and NW Ayer.

Birch Radio currently measures local radio audiences in over 200 markets, 88 of which are measured year-round on a monthly basis.

### Data purchase

CBS Inc. purchased half interest in Mainstream Communications Corp., which owns Mainstream Data Ltd., a Salt Lake City limited partnership that is developing a point-to-multipoint data transmission system.

The system, according to CBS, will enable clients to transmit digital information to a number of remote printers or computers by satellite and over FM subcarrier frequencies. Mason Best Co., a Texas-based merchant banking firm, owns the other half of Mainstream Communications Corp.

### Switch to Westwood

As part of the updated format for Mutual Radio's *Larry King Show*, which moved to its new start time of 11 p.m. NYT last Monday (Feb. 3), the program is using the resources and facilities of Westwood One—the network's new owners—in Los Angeles as well as Mutual's Washington (Arlington, Va.) and New York studios to interview guests. Interviews from Los Angeles and New York are being conducted by King during the first hour of the newly-expanded six-hour show via satellite from Mutual's Washington studio.

King and the guest answer phone calls from listeners in the second hour. That is followed by two hours of the "Open Phone America" segment. A taped repeat of the first two hours round out the last two hours of the *King* show.

In another development, Mutual has signed KFI(AM) as its new affiliate in Los Angeles. The previous Mutual affiliate in the market was KMPC(AM).

### Music fest

Public radio WNYC-AM-FM New York was scheduled to begin its "American Music Festival"—10 days of special broadcasts featuring only works by American composers—last weekend. The festival has been an annual event over WNYC since 1940.



**Apollo live.** The Westwood One Radio Networks on Jan. 25 launched its first installment of *Live From The Apollo*, a monthly series of concert broadcasts targeted for black and urban contemporary stations and originating from the newly refurbished Apollo theater in New York. The first broadcast featured singer Eugene Wilde (right) who is pictured with Westwood One's vice president for black and urban programming, Sid McCoy. The series is hosted each month by B. K. Kirkland, program director of WBLS(FM) New York.



**Joining Masla.** Peter Moore, former president of Selcom Inc., the New York-based unit that was comprised of Selcom Radio and Torbet Radio before the two firms were acquired from Selkirk Communications Ltd., Toronto, by John Blair & Co. late last year (BROADCASTING, Dec. 9, 1985), has joined Masla Radio as executive vice president. Moore reports directly to Masla Radio President Jack Masla.



# Why Go Transtar?

Because We'll Listen  
To Your Needs.

We'll listen to you — to your needs — and we'll help. Our four 24-hour quality formats — Format 41<sup>SM</sup>, Country, Adult Contemporary, and now The Oldies Channel<sup>SM</sup> — are winning all across America because they *solve problems* for broadcasters like you. Call and tell us your situation; we'll come through for you.

Please send more information on Transtar:

Name/Title: \_\_\_\_\_

Station: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

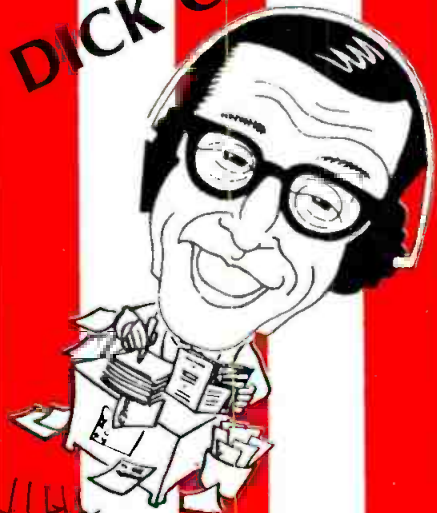
Send To: Transtar Radio Network, Inc.  
6430 Sunset Blvd. Suite 401  
Los Angeles, California 90028

Better Yet,  
Call Right Now: **1-800-654-3904**  
(California 1-800-962-4653)

**TRANSTAR**  
The Quality Satellite Network

- 
- \* Cost Savings ✓
  - \* Quality Programming ✓
  - \* More Flexibility ✓
  - \* No More Personnel Headaches ✓

# DICK CERRI



## MR. FOLK MUSIC

For 25 Years  
#1 #2 — Men • Women  
•Adults 18-49  
In the Tough  
Washington  
Market

Now-  
Exclusively  
Yours - 2  
Weekly Hours  
Great Music -  
Live Interviews -  
The Whole Folk  
Scene—

Music Americana

### PARKWAY

Call  
Andy Bitsko

## 202 659-5959



**Cost cutting.** Trimming telephone costs was the focus of a day-long seminar sponsored by the National Association of Broadcasters on Jan. 29. Conducted by Ed Horrell (pictured standing) of Mitchell and Horrell, a Memphis, Tenn.-based telecommunications consulting firm, the seminar offered broadcasters advice on a number of issues, including how to manage telephone costs, selecting a long-distance phone service, and buying and using a business phone system. Also participating in the seminar was John Kean of Jules Cohen & Associates, Washington, who presented a special report on "Teleco Private Line Alternatives for Broadcast Point-to-Point Transmissions."

### Playback

The ABC Radio Networks has signed an agreement with Kaminsky & Co., a New York-based radio program production company created by Bob Kaminsky, former director of production for DIR Broadcasting, to produce a new series featuring concerts and special event programming. The series, to be entitled *Music Of America*, kicks off next month with a country music concert spotlighting the Oak Ridge Boys and the Judds at Radio City Music Hall.



NBC Radio Network was scheduled to launch a new weekly religious feature anchored by NBC News Correspondent Mike Maus last Saturday morning (Feb. 8), titled

*Mike Maus on Religion.* According to NBC, the series, which consists of two 60-second reports, examines "the people and organizations that reflect the growing American interest and involvement in religious life and activities."

### Bills, bills ,bills

NBC is purchasing Jefferson-Pilot Data Systems' JDS 2000 sales-traffic computer system for its eight owned-and-operated radio stations.

NBC's Jonathan Schwartz, director of administration of the radio group, said the first two of eight separate systems are now in operation at NBC's New York stations, WNBC(AM) and WYNY(FM). The remaining installations, which replace Marketron com-



**RAB honors.** Former Doubleday Broadcasting President Gary Stevens (l) receives an honorary plaque from RAB Executive Vice President Wayne Cornils for his "outstanding service to the radio industry" as chairman of this year's sales conference. The award was given at RAB's Sunday luncheon at its Managing Sales Conference in Dallas. Stevens is now first vice president in the finance department of the New York investment banking firm of Wertheim & Co.



# 35 MILLION AMERICAN WOMEN ARE WAITING...

For *Tuning In To Life* – the exciting radio series presented by the American Association of Retired Persons for women over the age of 50.

Fascinating interviews. Intriguing commentaries. Conversations with active mid-life and older women.

Your station can have this ongoing series – either via the AP and NPR satellites or reel-to-reel tapes.

And best of all, it's available to you *free*.

*Tuning In To Life* is a strong audience-building opportunity you can't afford to miss.

Call (202) 737-5840 or send the attached card today.



A radio series about mid-life and older women and the people in their lives.

Produced by Thea Marshall Communications • A public service of the American Association of Retired Persons.



puter systems now in place at the stations, will be put in operation under a staggered schedule over the next year at NBC stations WJIB(FM) Boston, WMAQ(AM) and WKQX(FM) Chicago, KNBR(AM) and KYUU(FM) San Francisco and WKYS(FM) Washington.

The computers, which use IBM 36 System hardware and JDS software to aid in inventory control, sales and budget analysis, cash management and financial planning, are currently installed at over 150

broadcast stations, according to John McDonald, JDS product sales manager. The JDS 2000 is one of three sales-traffic systems made by the company, which began operations in 1969 as a Charlotte, N.C.-based subsidiary of Jefferson-Pilot Communications.

Viacom Broadcast Group has also purchased the JDS computer system for its seven owned stations in New York, Chicago, Washington, Houston and Memphis.

Cowan, Barrie Summerfield and family and Manley Thaler and family. It was former owner of KZTR(FM) Camarillo, Calif. WHCU is on 870 khz with 5 kw day and 500 w night. WHCU-FM is on 97.3 mhz with 52 kw and antenna 880 feet above average terrain. *Broker: R.C. Crisler & Co.*

**WYEA(AM)-WMLS(FM) Sylacauga, Ala.** □ Sold by Summit Broadcasting Inc. to Action Communication Enterprises Inc. for \$705,000, comprising \$290,000 cash and remainder note. **Seller** is owned by Joseph V. Windsor, who has no other broadcast interests. **Buyer** is principally owned by David C. Phillips, who has interest in WSIC(AM)-WFMX(FM) Statesville and WFSC(AM)-WRFK(FM) Franklin, both North Carolina. WYEA is on 1290 khz full time with 1 kw. WMLS is on 98.3 mhz with 2.7 kw and antenna 502 feet above average terrain. *Broker: Business Broker Associates.*

**WHLF(AM) South Boston, Va.** □ Sold by Faver Broadcasting Income Fund Ltd. 1 to South Boston Radio Inc. for \$400,000. **Seller** is limited partnership principally owned by general partners, William O Woodall and Ronald Verlander. It owns seven AM's and three FM's. It recently purchased WDVA(AM) Danville, Va. ("Changing Hands," Jan. 27). **Buyer** is owned by Robert Harrison, Al Haskins and Timothy Moran. Haskins is general manager and Moran is president of WPTM(FM) Roanoke Rapids, N.C., and Harrison is general manager of WGAF(AM) Valdosta, Ga. WHLF is on 1400 khz with 1 kw day and 250 night.

**KAOI(FM) Wailuku, Hawaii** □ Sold by Maui Broadcasting Corp. to KA OI Communications Inc. for \$300,000, comprising \$150,000 cash and remainder note at 10% over five years. **Seller** is owned by Kirk Munroe, who has no other broadcast interests. **Buyer** is owned by Roger Whitehurst, former owner of cable systems serving, Kaufman, Tex. He has no other broadcast interests. KAOI is on 96.1 mhz with 100 kw and antenna 1,250 feet above average terrain. *Broker: Blackburn & Co.*

**KLFQ-FM Lyons, Kans.** □ Sold by Armer Communications Inc. to David Waters for \$360,000. **Seller** is owned by Lance Armer, who has no other broadcast interests. **Buyer** is former general manager of KEBQ(FM) Ardmore, Okla. KLFQ is on 106.1 mhz with 100 kw and antenna 350 feet above average terrain. *Broker: Chapman Associates.*

## Changing Hands

### PROPOSED

**WPTY-TV Memphis** □ Sold by Precht Communications to Chase Broadcasting of Memphis Inc. for \$12.5 million. **Seller** is owned by Robert H. Precht, who also owns KECI-TV Missoula, KTVM(TV) Butte and KCFW(TV) Kalispell, all Montana, and KIEM-TV Eureka, Calif. **Buyer** is owned by David T. Chase, who also owns WTIC-AM-FM-TV Hartford, Conn. WPTY-TV is independent on channel 24 with 100 kw visual, 10 kw aural and antenna 1,348 feet above average terrain. *Broker: R.C. Crisler & Co.*

**WMGR(AM)-WJAD(FM) Bainbridge, Ga.** □ Sold by Decatur Broadcasting Co. to Guardian Communications Inc. for \$1.8 million. **Seller** is owned by Marjorie O. Dowdy and her son, John, who have no other broadcast interests. Marjorie Dowdy's brother-in-law, Charles, and his sons, Wayne and Morgan,

own Gulfport, Miss.-based station group of three AM's and five FM's and separately own other radio stations. Wayne Dowdy is also democratic congressman from Mississippi. **Buyer** is subsidiary of Guardian Corp., Rocky Mount, N.C.-based franchise holder of Hardee's restaurant chain in middle Atlantic states. It is principally owned by Leon (Lindy) Dunn. Broadcast subsidiary is headed by Bob Manning. WMGR is daytimer on 930 khz with 5 kw. WJAD is on 97.3 mhz with 100 kw and antenna 1,050 feet above average terrain. *Broker: Communications Brokers Inc.*

**WHCU-AM-FM Ithaca, N.Y.** □ Sold by Cornell University to Eagle Broadcasting Co. for \$1,475,000 cash, including 15% for non-compete agreement. **Seller** owns no other stations and has operated WHCU-AM-FM as commercial station. **Buyer** is principally owned by brothers, Kenneth and Charles

### Sunrise Montana, Inc. (Richard G. Elliott, President)

has acquired

**KGHL (AM) & KIDX (FM)**  
Billings, Montana

for

**\$3,000,000**

from

subsidiaries of  
**Communications Investment Corporation**  
(George C. Hatch and Family, owners)

We are pleased to have served as  
broker in this transaction.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS/NEGOTIATIONS • FINANCING • APPRAISALS

#### WASHINGTON, D.C.

20036

1100 Connecticut Ave. NW  
(202) 331-9270

#### CHICAGO, IL

60601

333 N. Michigan Ave.  
(312) 346-6460

#### ATLANTA, GA

30361

400 Colony Square  
(404) 892-4655

#### BEVERLY HILLS, CA

90212

9465 Wilshire Blvd.  
(213) 274-8151

2/10/86

### CABLE

**System serving Soperton, Ga.** □ Sold by Cablevision of Soperton Inc. to TeleScripps Cable Co. for approximately \$1 million. **Seller** is owned by J. Roger Kennedy, who owns systems in Florida, Georgia and South Carolina serving 10,000 subscribers. **Buyer** is joint venture between Scripps Howard Cable Services Co. and TeleCommunications Inc. It serves 180,000 subscribers in five states. System passes 1,000 homes with 885 subscribers and 25 miles of plant. *Broker: Communications Equity Associates.*

*For other proposed and approved sales see "For the Record," page 84.*



## FCC puts out language of ban on zoning that disfavors dishes

**Order preempts state and local zoning regulations that single out dishes; Dawson dissents**

The FCC last week released the text of its decision preempting certain types of local zoning regulation of earth stations (BROADCASTING, Jan. 20).

How well the order clarifies the FCC's intentions, which were subject to differing interpretations at the time of the vote, remains to be seen.

The final rule reads: "State and local zoning or other regulations that differentiate between satellite receive-only antennas and other types of antenna facilities are preempted unless such regulations (a) have a reasonable and clearly defined health, safety or esthetic objective; and (b) do not operate to impose unreasonable limitations on, or prevent, reception of satellite-delivered signals by receive-only antennas or to impose costs on the users of such antennas that are excessive in light of the purchase and installation cost of the equipment. Regulation of satellite transmitting antennas is preempted in the same manner except that state and local health and safety regulation is not preempted."

In a statement dissenting in part, Commissioner Mimi Dawson said she couldn't support the FCC's blessing of "either blanket bans against all communications antennas or local ordinances which allow discrimination in effect against satellite antennas [TVRO's]."

Dawson said the rule essentially divided local ordinances into two categories: those that differentiate between TVRO's and other types of antenna facilities and those that do not. Local ordinances that fall into the latter category are not preempted. She said that dichotomy seemed "intended to create" an "enormous loophole" she couldn't support. "First, since blanket bans against all antennas (or blanket bans which grandfather existing antennas) do not 'differentiate' among types of antennas, they are entirely permissible under the majority's rule," she said. "Moreover, the majority's reading of 'differentiate' allows numerous rules which have the effect of discriminating against TVRO's. For example, the majority seems to include within the definition of 'differentiate' only those ordinances which separate TVRO's by name or those which identify some 'shape' characteristic unique to TVRO's (as an ordinance which prohibits spherical antennas).

**Self control.** The National Association of Broadcasters issued a "white paper" urging broadcasters to exercise restraint in the acceptance of advertising by political action committees favoring or opposing identified candidates. The advice was issued in recognition of movements in the Congress to defuse PAC activities. Several pending bills would require broadcasters to provide equal time to any candidate if a political action committee or other third party attacked him or endorsed his opponent.

The paper offers guidelines that broadcasters may use in reviewing PAC advertising: "Is the material merely reflecting a personal vendetta; is it unfair or patently false; is the sponsor raising issues of no concern to the local audience or are they raising important local issues the candidates have chosen to ignore? . . . We should not be mere conduits for the irresponsible and destructive."

The paper says that broadcasters should exercise editorial judgment to the "fullest . . . because as public trustees, we owe it to our communities. And secondarily, by exercising editorial discretion and increasing a station's involvement in the political process, we help to prove to Congress the fallacy of maintaining what are essentially outdated, discriminatory and unconstitutional political broadcasting laws."

Other ordinances—even if they have the effect of discriminating against TVRO's—do not come within the ambit of the majority's rule and, thus, are not preempted by the commission.

"Such ordinances are not difficult to imagine. For example, a city ordinance might prohibit all antennas over eight feet tall or might prohibit all antennas which are more than 20 feet high and more than three feet wide. Neither ordinance, in the majority's

view, would 'differentiate' between TVRO's and other antennas because neither would single out TVRO's by name or 'shape.' But each would have the effect of prohibiting satellite antennas.

"I cannot support such a local blanket veto power over interstate communications. In 1984, Congress amended the Communications Act to recognize the legal right (with certain enumerated exceptions) of individuals to intercept and receive 'any satellite

### NEW SUNBELT OPPORTUNITIES

#### Southwest — Small Market

50,000 watt fulltime AM  
Class C FM  
Profitable  
\$1,300,000 terms

#### Florida — Small Market

Fulltime AM  
Class A FM  
Profitable  
\$600,000 terms

**CECIL L.  
RICHARDS INC.**

A Confidential Service to Owners & Qualified Buyers

NEGOTIATIONS FINANCING APPRAISALS  
TV CATV RADIO NEWSPAPERS

7700 LEESBURG PIKE  
FALLS CHURCH, VA 22043  
(703) 821-2552

4320 DUNDEE ROAD  
NORTHBROOK, IL 60062  
(312) 291-0188

## Washington Watch

**Discrimination suits.** Capcities/ABC Inc. has been sued by present employe and former employe at its Washington news bureau on grounds of racial and sexual discrimination. In suit, Michele Shepherd, black graphic designer in bureau, charges she has been subjected to racial and sexual discrimination. LaRue Graves, who is also black and served as graphic artist in bureau until November 1985, claims he was dismissed for participating in meeting with other ABC minority employes on subject of equal employment opportunity at ABC. They are suing for total of more than \$10 million.

□

**Local angle.** FCC has agreed to give nonlocal applicants for instructional television fixed service facilities time to amend applications to include local participants in their plans. With that local participation, national entities may qualify for priority for ITFS facilities reserved for local entities. Precisely how much local participation is needed is not clear. In press release, FCC said: "A local application whose composition includes minority participation by a nonlocal application may be considered 'local,' if properly composed, particularly if the local participants exercise complete control over the applicant's operations, including programing decisions." ITFS applicants will have 90 days to amend applications after FCC issues text of decision.

□

**News workshop.** National Association of Broadcasters and Radio-Television News Directors Association are sponsoring "News and Team Management" seminar for general managers and news directors March 12-15. Seminar will examine problems of managing news department and "achieving news leadership in your community." Scheduled at Innisbrook Resort and Conference Center, Tarpon Springs, Fla., seminar will be conducted by Phil Grosnick with Block Petrella Weisbord/Designed Learning. For more information, contact Carolyn Wilkins at (202) 429-5366.

□

**Ashland TV.** In summary decision, FCC Administrative Law Judge John Frysiak has granted application of Christian Communications Inc. for new TV on channel 65 in Ashland, Va. Christian Communications, nonprofit corporation, was sole remaining applicant after settlement agreement. James Campana, Christian Communications president, is currently cable TV programer in Richmond, Va. He has no other broadcast interests.

□

**Remand ruling.** Court of Appeals in Washington has deferred action on FCC's request for remand of teletext order pending oral argument in case. Oral argument is scheduled for Feb. 20. Telecommunications Research and Action Center appealed teletext decision; it also asked court to deny remand (BROADCASTING, Jan. 27).

□

**Amateur ruling.** FCC Private Radio Bureau has rejected request of Lee Shoblom, Lake Havasu City, Ariz., for waiver to use his amateur radio station to gather news for broadcast over low-power TV station. Bureau said amateur radio communications are for "self-training, inter-communication and technical investigations by persons interested in radio technique, solely with a personal aim and without pecuniary interest," and that "these purposes outweighed" Shoblom's "proposed use."

□

**Something new.** FCC has launched inquiry into creation of new consumer radio service in frequencies currently allocated for general mobile radio service.

cable programing for private viewing.' By allowing localities to prohibit satellite antennas as part of a blanket ban or as the effect of some 'nondiscriminatory' ordinance,' I think we do great damage to that congressional goal."

## FCC draws fire over EEO plans

**Commenters express range of reservations about FCC's proposed easing of reporting requirements**

FCC proposals purportedly aimed at easing the equal employment opportunity reporting burdens of broadcasters (BROADCASTING, Nov. 18) have drawn criticism, much of it from broadcasters.

Among the FCC's proposals: to require no reporting by licensees with no more than five employes (the current ceiling is no more than four) and to change its model EEO program reporting forms to emphasize that its primary concern is EEO efforts, not numbers. Full-time and part-time employes could be combined into the same table in annual employment reports, rather than listed separately, as required now.

In comments filed last week, the National Association of Broadcasters asserted that the FCC's proposals were "sufficiently lacking in conceptual clarity so that it is not at all certain any reduction in burdens or increase in benefits will result." NAB said, among other things, that one FCC proposal—to require broadcasters to use the services of minority and female entrepreneurs—exceeded the FCC's jurisdiction and that a proposal that licensees compare, within job categories, their employment profiles and the "people available for such positions" required further "clarification." The NAB also recommended that the FCC not adopt a proposal for the solicitation of employe job descriptions; that the commission shouldn't require all licensees to submit data on hiring and promotions; that the FCC should "carefully consider" the merits of combining part-time and full-time data on annual employment forms (395), and that the commission "clearly articulate a judicially acceptable rationale" for its proposal to raise the EEO reporting threshold. "The commission's proposed consideration of alternative labor force data as well as information on skills availability is highly meritorious," NAB added, however.

The Broadcast Financial Management Association recommended that the FCC eliminate its model EEO program reports (forms 396 and 396-A); incorporate into its rules the EEO guidelines and policies now contained in those forms; adopt a rulemaking clear that a broadcast licensee shall not be determined to have violated the FCC's EEO requirements due to a failure to attain any statistical or numerical processing guideline; replace form 396 with one entitled Broadcast EEO Program Report, consisting of two parts—"EEO Policy and Program Requirements" and "Additional Information"—which would be filed at renewal time

**We Know How to Get You the Price You Want  
for Your Property. Call Us Toll Free.**

**Robert W. Rounsaville & Associates**

**MEDIA BROKERS AND CONSULTANTS**

ATLANTA, GA 30355 P.O. Box 11898 (404) 261-3000/1-800-531-1500  
ORLANDO, FL 32802 P.O. Box 2991 (305) 423-9426/1-800-328-3500



by stations having six or more full-time employees; limit additional data collection to situations where a licensee appears to be engaging in discriminatory employment practices; supply licensees with labor force information for the metropolitan statistical area or county in which the station is located and allow licensees to submit alternate labor force figures accompanied by an appropriate explanation; revise the annual employment report (form 395) by combining data for full-time and part-time employees to conform to the EEO-1 form used by the Equal Employment Opportunity Commission; eliminate the requirement that stations file annual reports from headquarters or other regional and national offices of broadcast licensees, and increase from five to six full-time employees the threshold for subjecting licensees to EEO reporting requirements.

In a joint filing, Forward Communications, Guaranty Broadcasting, Lake Huron Broadcasting, May Broadcasting, Retlaw Enterprises, Shamrock Broadcasting and WKRG-TV Inc. said the information requested in parts II and III of the proposed form 396 should be collected only when the need for a supplemental investigation was indicated. The licensees also had problems with several proposed revisions. "In particular, licensees object to the inclusion in the proposed rule of 'suggested' ways to meet the commission's EEO requirements, as these 'examples' could over time become *de facto* standards of compliance," they said. "The examples should, instead, be included as

**Must-carry variation.** Grace Cathedral Inc., which is in the process of buying a newly constructed UHF TV station in Akron, Ohio, has asked the FCC to consider a rule that would permit use of the compulsory copyright license only by those cable operators that agree to carry local broadcast stations during the first five years of their operation. In comments at the FCC, Grace Cathedral said its proposal would meet the First Amendment concerns of *Quincy*, in which the appellate court held the must-carry rules were unconstitutional. "It [the proposed rule] is narrowly drawn, would benefit only the local start-ups and would burden only a small proportion of all cable operators," Grace Cathedral said. "By limiting carriage to five years, start-ups would be protected only as long as they reasonably require shelter, and their long-term futures would be left to the workings of the marketplace."

guidelines in the form 396 instructions. Licensees also believe the expansion of EEO requirements contemplated by various parts of the proposed rule amendment is unwarranted."

Multimedia Inc. urged the FCC to retain its existing EEO reporting requirements without substantial modification, saying that the proposed changes would create more EEO record keeping than is required now. "This is particularly true of the proposed FCC form 396," Multimedia said. "Compiling and maintaining records necessary to provide and document complete responses to that form as proposed would add substantially to licensees' existing record keeping obligations."

The law firm of Haley, Bader & Potts saw no "compelling reason" to change the way things are currently done. "The proposed revised form 396 would be more burdensome than the current form and would subject all renewal applicants to the type of inquiry

now required only of licensees whose employment profile raises a 'red flag,'" the firm said. "Rather than requiring all licensees to file the revised form 396 with their renewal applications, the commission should require the filing of that form only by those renewal applicants whose employment profiles do not fall within the guidelines specified by the commission. The impact of some of these burdens could also be lessened by increasing the reporting threshold to 10 full-time employees rather than six as proposed by the commission."

CBS generally opposed new requirements that would result in additional data reporting or additional burdens such as the wholesale furnishing of EEO documents to third parties unrelated to the hiring process. "CBS believes that such additional reporting requirements are only appropriate where the commission has reason to believe that a particular licensee should be required to go to greater lengths than usual to demonstrate

This announcement appears as a matter of record only.

## Capital Cities/ABC, Inc.

**\$1,000,000,000**  
Revolving Credit Agreement

Provided by

Chemical Bank

The Bank of New York

Bankers Trust Company

Manufacturers Hanover Trust Company

The First National Bank of Chicago

The First National Bank of Boston

National Bank of Detroit

Commerce Bank of Kansas City

Citibank, N.A.

Bank of America NT & SA

The Chase Manhattan Bank, N.A.

Morgan Guaranty Trust Company of New York

Marine Midland Bank, N.A.

Continental Illinois National Bank  
and Trust Company

Security Pacific National Bank

United Missouri Bank of Kansas City, N.A.

Agent

**Chemical Bank**

January 1986

that it provides equal employment opportunity," CBS said.

American Women in Radio and Television urged the FCC to retain its current 10-point model EEO program form with minor modifications.

"The narrative emphasis of the 10-point program provides a better presentation of a licensee's EEO efforts," AWRT said. "It thus better serves the commission's need for non-statistical indicia of a licensee's EEO efforts while assisting all licensees in reviewing key elements of their EEO programs on a regular basis."

Cox Communications said the 10-point model EEO program form should be retained and that only minor modifications

should be made in form 395. "The majority of the proposals of the notice ... would neither further equal employment opportunity nor reduce the burden associated with compliance with commission EEO requirements," Cox said.

WPXI-FM-TV New York supported the FCC's proposals, but expressed reservations about combining full-time and part-time employees in station work-force profiles. "Whether or not this approach may lead to abuses, it will most certainly result in increased litigation," it said.

National Public Radio urged FCC to retain "meaningful" EEO reporting mechanisms. "Employment of women and minorities at all levels is critical to the provision of broad-

cast services which truly represent the public interest," NPR said.

The National Association for Better Broadcasting, the League of United Latin American Citizens, the National Association for the Advancement of Colored People, Chinese for Affirmative Action, the NOW Legal Defense and Education Fund and the Women's Legal Defense Fund opposed the the proposed amendments. "The commission has presented no rational justification for the proposed changes," they said. "The present regulations provide the commission and the public with important information concerning the recruitment and hiring of minorities and women by broadcast licensees."

## For the Record

As compiled by BROADCASTING, Jan. 30 through Feb. 5, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

### Ownership Changes

205 ft.)—Seeks transfer of control of Oasis Radio Inc. from Carole R. Prentner to Edward G. Attsinger for \$150,000. Seller is sister of buyer, and has no other broadcast interests. Buyer also owns eight AM's and five FM's. Filed Jan. 24.

■ WMJR(AM)-WJAD(FM) Bainbridge, Ga. (AM: 930 khz; 5 kw-D; FM: 973 mhz; 100 kw; HAAT: 1,013 ft.)—Seeks assignment of license from Decatur Broadcasting Co. to Guardian Communications Inc. for \$1.8 million, comprising \$600,000 cash and remainder note. Seller is owned by Marjorie O. Dowdy and her son, John. Marjorie Dowdy's brother-in-law, Charles, and his sons, Wayne and Morgan, own Gulfport, Miss.-based station group of three AM's and five FM's. Wayne is democratic congressman from Mississippi, who also has interest, individually, in WAKK(AM)-WAKH(FM) Oxford, Miss. Charles and Morgan also own WROA(AM) WZKX(FM) Gulfport and WMCB(FM) Milan, both Georgia, and hold CP for new FM in Lamesa, Tex. Buyer is subsidiary, of Guardian Corp., Rocky Mount, N.C.-based franchise holder for Hardee's restaurant chain in middle Atlantic states. It is principally owned by Leon (Lindy) Dunn (59.94%), chairman. Broadcast subsidiary is headed by Bob Manning. Filed Jan. 27.

■ KIDI(AM) Gooding, Idaho [CP]—Seeks assignment of license from Valley Broadcasting Co. to Wescom Corp. for \$160,000. Seller is owned by Glacus Merrill and his wife, Marie, and Dennis Clark and his wife, Darla. It has no other broadcast interests. Buyer is owned by Anthony Cuesta, who has no other broadcast interests. Filed Jan. 29.

■ WCRD(FM) Bluffton, Ind. (100.1 mhz; 3 kw; HAAT: 130 ft.)—Seeks transfer of control of Wells County Radio Corp. from Herman Zeps to Travis L. Holman and his wife, Rebecca, and Michael W. Lautzenhauser and his wife, Deborah, for \$250,000, comprising \$50,000 cash and remainder note at 10% over 20 years with balloon payment at close of tenth year. Seller has no other broadcast interests. Buyers have no other broadcast interests. Filed Jan. 7.

■ KPLC-TV Lake Charles, La. (ch. 7; ERP vis. 295 kw, aur. 55 kw; HAAT: 1,480 ft.; ant. height above ground: 1,519 ft.)—Seeks assignment of license from Calcasieu Television and Radio Inc. to NASCO Inc. for \$18 million cash. Seller is owned by G. Russell Chambers. He also has interest in cable systems in Massachusetts, Rhode Island and Philadelphia. Buyer is principally owned by Bill F. Cook. It owns, through subsidiary, Channel Communications Inc., KAIT-TV Jonesboro, Ark., and WCLQ-TV Cleveland. Subsidiary president, Brian Byrnes, also owns KLNT(AM)-KNJY(FM) Clinton, Iowa. Filed Jan. 24.

■ WHCU-AM-FM Ithaca, N.Y. (AM: 870 khz; 5 kw-D; 500 w-N; FM: 97.3 mhz; 52 kw; HAAT: 880 ft.)—Seeks assignment of license from Cornell University to Eagle Broadcasting Co. for \$1,475,000 cash, including 15% for noncompete agreement. Seller is educational institution. Licensee is headed by William G. Herbster, who also has interest in LIN Broadcasting. Buyer is principally owned by brothers, Kenneth and Charles Cowan; Barrie Summerfield and family, and Manley Thaler and family. It was former owner of KZTR(FM) Camarillo, Calif. Filed Jan. 24.

■ KCKX(AM) Stayton, Ore. (1460 khz) [CP]—Seeks assignment of license from Elizabeth Wamsley to AZELCO Inc. for \$10,000. Seller also has interest in KORX(FM) Greenfield, Mo. Buyer is owned by Joe C. Henry, who has interest in KLCK(AM) Goldendale, Wash., and KIML(AM) Gillette, Wyo. Filed Jan. 24.

■ WCRS(AM)-WQDK(FM) Ahsokie, N.C. (AM: 970 khz; 1 kw-D; FM: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Resort Broadcasters Inc. from Ellek Seymour to Ahsokie Communications Inc. for \$750,000, comprising assumption of notes of \$295,000 and \$296,700, assumption of noncompete agreement of \$53,000 and remainder note. Seller is owned by Ellek Seymour, who is also selling WYAK-AM-FM Surfside Beach-Garden City, S.C. Buyer is owned by W.E. Tart, former owner of WANC(AM) Aberdeen, N.C. He is also buying WVBS-AM-FM Burgaw, N.C., from same seller (see below). Filed Jan. 27.

■ WVBS-AM-FM Burgaw, N.C. (1470 khz; 1 kw-D; FM: 99.9 mhz; 100 kw; HAAT: 922 ft.)—Seeks assignment of license from Resort Broadcasters of N.C. Inc. to Sand Communications for \$3 million, comprising \$2 cash and remainder note at 10% over 10 years. Seller is owned by Ellek Seymour, who is also selling WYAK-AM-FM Surfside Beach-Garden City, S.C. (see below). He bought Burgaw stations last year for \$1.3 million. Buyer is also buying WCRS(AM)-WQDK(FM) Ahsokie, N.C., from same seller (see above). Filed Jan. 27.

■ WYAK-AM-FM Surfside Beach-Garden City, S.C. (AM: 1270 khz; 5 kw-D; FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks transfer of control of Resort Broadcasters from Faver Broadcasting Income Fund Ltd. 1 to South Boston Radio Inc. for \$400,000. Seller is limited partnership principally owned by general partners, William O. Woodall and Ronald Verlander. It owns seven AM's and three FM's. It recently purchased WDVA(AM) Danville, Va. ("Changing Hands," Jan. 27). Buyer is owned by Robert Harrison, Al Haskins and Timothy Moran. Haskins is general manager and Moran is president of WPTM(FM) Roanoke Rapids, N.C., and Harrison is general manager of WGAF(AM) Valdosta, Ga. Filed Jan. 2.

### Applications

■ KKIP(AM) [CP] Lowell, Ark.—Seeks assignment of license from Stephenson Broadcasting Co. to Eklund-Fox Communications for \$21,540. Seller is owned by Robert Stephenson. It also owns WWLS(AM) Moore, Okla., and KKCC-FM Clinton, Okla. Buyer is owned by Kenneth G. Eklund and John Fox. Eklund is broadcast engineer. Fox is CEO of seller. Filed Jan. 22.

■ KAVC(FM) Rosamond, Calif. (105.3 mhz; 3 kw; HAAT:

"TWENTY YEARS 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.



## New Stations

### Applications

#### AM's

■ Genesee, N.Y.—LCO Communications seeks 1600 khz; 1.8 kw-D; 620 w-N. Address: 125 Main St., 14454. Principal is owned by Morris Levy and Lowell G. Conrad. It has no other broadcast interests. Filed Jan. 16.

#### FM's

■ Chevak, Alaska—Kashunamiut School District seeks 88.1 mhz; 152 w; HAAT: 75.4 ft. Address: P.O. Box 644, 99563. Principal is educational institution headed by Xavier Atcherian, chairman, and Alex Tatum, superintendent. It has no other broadcast interests. Filed Jan. 21.

■ Pinetop, Ariz.—CCCL Broadcasting Co. seeks 106.7 mhz; 100 kw; HAAT: 989.8 ft. Address: 914 Monterey Ct., Gallup, N.M. 87301. Principal is owned by Betty Chapman, who has interest in KGAK(AM)-KQNM(FM) Gallup, N.M. Filed Jan. 22.

■ West Sacramento, Calif.—Yolo County Public Radio seeks 88.9 mhz; 2.47 kw; HAAT: 257.8 ft. Address: P.O. Box 2564, El Macero, Calif. 95618. Principal is nonprofit corporation headed by David Jonsson, publisher of Sacramento magazine, who owns two AM's and three FM's. Filed Dec. 17.

■ Boston, Ga.—Boston Radio Co. seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: Cooper Road, Rt. 2, Box 27D., Meigs, Ga. 31765. Principal is owned by Cindy White and her husband, Jerry. His father and brother have interest in WCLB(AM) Camilla, Ga. Filed Jan. 9.

■ Kaneohe, Hawaii—FM Kaneohe Ltd. Partnership seeks 104.3 mhz; 78 kw; HAAT: 2,211.6 ft. Address: 629 Elcipo St., Honolulu 96816. Principal is owned by George Lindemann and family. It is app. for 10 new FM's. Filed Jan. 10.

■ Kaneohe, Hawaii—Virginia and Frederic Fruits seek 104.3 mhz; 100 kw; HAAT: 1,026 ft. Address: 14309 Locust St., Olathe, Kan. 66062. Principals are married and are also applicants for four new FM's. Filed Jan. 10.

■ Emporia, Kan.—Christian Action Team Inc. seeks 91.9 mhz; 3 kw; HAAT: 267 ft. Address: 910 Woodland, 66801. Principal is nonprofit corporation owned by Steven E. Pearson and three others. It has no other broadcast interests. Filed Jan. 21.

■ Goodland, Kan.—Bott Communications seeks 102.5 mhz; 100 kw; 1,009.5 ft. Address: 10841 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott and his wife, Sherley. It owns 4 AM's. Filed Jan. 13.

■ Goodland, Kan.—Grace Communications seeks 102.5 mhz; 100 kw; HAAT: 445 ft. Address: Rte. 2, Box 5. Brewster, Kan. 67732. Principal is owned by Allen D. Quenzer and Herbert P. Roszhart and two others. Roszhart has interest in KGRD(FM) Orchard, Neb. Filed Jan. 13.

■ Houghton, Mich.—Robert A. Kramer seeks 96.3 mhz; 100 kw; HAAT: 856 ft. Address: Box 373, Johnstown, Ohio 43031. Principal has interest in WZZT(FM) Johnstown, Ohio. Filed Jan. 24.

■ Lakeview, Mich.—James J. McCluskey seeks 106.3 mhz; 3 kw; HAAT: 328 ft. Address: 1293 Floyd Ave., Jackson, Mich. Principal owns WAAQ(FM) Big Rapids, WJCO(AM) Jackson and new FM in Standwood, all Michigan. Filed Jan. 24.

■ Panaca, Nev.—Nevada Public Radio Corp. seeks 91.7 mhz; 10 w; HAAT: 6,018 ft. Address: 5151 Boulder Highway, Las Vegas 89122. Principal is nonprofit corporation headed by John F. Harvey. It also owns KNPR(FM) Las Vegas. Filed Jan. 14.

■ Tonopah, Nev.—Nevada Public Radio Corp. seeks 91.7 mhz; 10 w; HAAT: 5,711 ft. Address: 5151 Boulder Highway, Las Vegas 89122. Principal is nonprofit corporation headed by John F. Harvey. It also owns KNPR(FM) Las Vegas. Filed Jan. 14.

■ Dickinson, N.D.—Prairie Public Broadcasting Inc. seeks 89.9 mhz; 12.5 kw; HAAT: 492 ft. Address: 207 N. 5th St., Fargo, N.D. 58108. Principal is nonprofit corporation headed by Maurice Cook, chairman. It owns three FM's and six TV's in North Dakota. Filed Jan. 24.

■ Chillicothe, Ohio—Xavier University seeks 89.3 mhz; 2.5 kw; HAAT: 349.6 ft. Address: 3800 Victory Parkway, Cincinnati 45207. Principal is educational institution headed by Charles L. Currie. It also owns WXVU-FM Cincinnati. Filed Jan. 8.

■ Ridgebury, Pa.—Area Youth for Christian Radio Inc. seeks 96.9 mhz; 770 w; HAAT: 639 ft. Address: 7643 Camp-

bell Rd., Bath, N.Y. 14810. Principal is owned by Richard Snavely and family. It also owns WCIK(FM) Bath, N.Y. Filed Jan. 23.

■ Ridgebury, Pa.—Peconic County Telephone Co. seeks 96.9 mhz; 1.55 kw; HAAT: 430.5 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal is owned by Nanette Markunas and Joseph Albert. It has no other broadcast interests. Filed Jan. 23.

■ Ridgebury, Pa.—Geri E. Ross seeks 96.9 mhz; 750 w; HAAT: 623 ft. Address: 1253 South Main St., Horseheads, N.Y. 14845. Principal has no other broadcast interests. Filed Jan. 17.

■ Ridgebury, Pa.—Fitzgerald, Coleman, and Krawetz, Partnership seeks 96.9 mhz; 710 w; HAAT: 555 ft. Address: 62 North Keystone Ave., South Waverly-Sayre, Pa. 18840. Principal is equally owned by Kevin Fitzgerald, Joseph Coleman and Linda Krawetz. It has no other broadcast interests. Filed Jan. 23.

■ Harrogate, Tenn.—Linda F. McCulley seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: Rte 2, Box 84-T1, 37752. Principal has no other broadcast interests. Filed Nov. 15.

■ Paris, Tex.—J.R. McClure seeks 93.9 mhz; 50 kw; HAAT: 499 ft. Address: 1700 Greenway, Gilmer, Tex. 75644. Principal has interest in WMAX(AM) Grand Rapids, Mich. Filed Jan. 22.

■ Paris, Tex.—Blacksmith Broadcasting Inc. seeks 93.9 mhz; 50 kw; HAAT: 492 ft. Address: Rte. 6, Box 506, 75460. Principal is owned by Michael Murillo, Floyd Caylor and Michael P. Rose. It has no other broadcast interests. Filed Jan. 22.

■ Paris, Tex.—The Gene Sudduth Co. seeks 93.9 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 1116, 75460. Principal is owned by Gene Sudduth, who also owns KPFE(AM) Paris, Tex. Filed Jan. 16.

■ Paris, Tex.—Douglas Reasno seeks 93.9 mhz; 50 kw; HAAT: 492 ft. Address: 319 East Provine, 75460. Principal has no other broadcast interests. Filed Jan. 22.

■ Paris, Tex.—Dwight Magnuson seeks 93.9 mhz; 50 kw; HAAT: 490 ft. Address: 7532 Woodburn Dr., Knoxville, Tenn. 37919. Principal has no other broadcast interests. Filed Jan. 22.

■ Pittsburg, Tex.—Don H. Barden seeks 96.9 mhz; 3 kw; HAAT: 303 ft. Address: 1249 Washington Blvd., 21st Floor,

Detroit, Mich. Principal owns cable systems in Detroit, Romulus, VanBuren and Inkster, all Michigan, and is app. for six new FM's. Filed Jan. 23.

■ Pittsburg, Tex.—Jane A. Filler seeks 96.9 mhz; 3 kw; HAAT: 300 ft. Address: P.O. Box 61002, Sacramento, Calif. 95860. Principal has no other broadcast interests. Filed Jan. 23.

■ Mount Jackson, Va.—French Brothers seeks 96.9 mhz; 3 kw; HAAT: minus 61 ft. Address: The French Building, Lawyers Row, P.O. Box 232, Woodstock, Va. 22664. Principal is owned by brothers, Warren, Orrin, Millson and F. Douglas French, and their wives. It owns cable systems in Bayse and Edinburg, both Virginia. Filed Jan. 23.

■ Mount Jackson, Va.—Randal J. Kirk seeks 96.9 mhz; 1.479 kw; HAAT: 142.5 ft. Address: Main Street, Kirk Bldg., Bland, Va. 24315. Principal owns WPSK-AM-FM Pulaski, Va. Filed Jan. 23.

■ Mount Jackson, Va.—Shenandoah County Broadcasting Corp. seeks 96.9 mhz; 3 kw; HAAT: minus 28.7 ft. Address: 15 Campbell St., Luray, Va. 22835. Principal is owned by brothers, Earl and Richard Judy. It owns WISG(AM) Mount Jackson and cable system serving Luray, Va. Filed Jan. 23.

■ Naches, Wash.—Naches Valley Broadcasting Partnership seeks 96.9 mhz; 3 kw; HAAT: minus 722 ft. Address: 2412 Larson Rd., Yakima, Wash. 98908. Principal is group of five, headed by principal owner Robin P. Calhoun, technician at KNDU-TV Kennewick, Wash. Filed Jan. 21.

## Facilities Changes

### Applications

#### AM's

#### Tendered

■ WHNE (1190 khz) Cumming, Ga.—Seeks CP to increase power to 5 kw. App. Jan. 28.

■ WGOM (860 khz) Marion, Ind.—Seeks CP to add night service with 500 w and make changes in ant. sys. App. Jan. 28.

## PUTTING BUYERS AND SELLERS TOGETHER FOR 32 YEARS

### PLAINS

AM/Class C FM. Shows continuous growth. Asking \$2,000,000 with possible seller financing. Contact - Peter Stromquist (818) 366-2554

### ROCKY MOUNTAINS

Top 50 market: Fulltime AM with Class C FM. Asking \$2,000,000 with \$500,000 down. Good terms. Contact - Greg Merrill (801) 753-8090

### SOUTHWEST

Metro Market FM in bustling, growing market. Asking \$650,000 for the assets. Contact - Bill Whitley (214) 680-2807

### FLORIDA

Small market AM/FM with limited competition. New equipment. Asking \$980,000, good terms. Contact - Randy Jeffery (305) 295-2572



**CHAPMAN ASSOCIATES®**  
nationwide media brokers

For further information on buying or selling, contact Janice Blake, Marketing Director, Chapman Associates, 8425 Dunwoody Place, Atlanta, GA 30338  
(404) 998-1100

■ WACK (1420 khz) Newark, N.Y.—Seeks CP to increase night power to 5 kw and make changes in ant. sys. App. Jan. 28.

■ KASY (1210 khz) Auburn, Wash.—Seeks CP to increase day power to 50 kw and change to DA-D. App. Jan. 28.

*Accepted*

■ KCBN (1230 khz) Reno—Seeks CP to change TL. App. Jan. 29.

■ KWFT (620 khz) Wichita Falls, Tex.—Seeks CP to make changes in ant. sys. App. Jan. 28.

**FM's**

*Tendered*

■ \*KUAR (89.1 mhz) Little Rock, Ark.—Seeks CP to change ERP to .68 kw and change HAAT to 183.68 ft. App. Jan. 29.

■ \*KOTO (91.7 mhz) Telluride, Colo.—Seeks CP to change freq. to 89.9 mhz; change ERP to 19.2 kw; change HAAT to

minus 258.79 ft., and install new ant. sys. App. Jan. 30.

■ \*KBSU (91.3 mhz) Boise, Idaho—Seeks CP to change freq. to 90.9 mhz; change ERP to 42 kw; change HAAT to 2,604.32 ft.; change TL, and make changes in ant. sys. App. Jan. 30.

■ \*KRBM (90.9 mhz) Pendleton, Ore.—Seeks CP to change TL; change ERP to 25 kw; change HAAT to 203.4 ft., and make changes in ant. sys. App. Jan. 30.

■ \*WHHS (89.3 mhz) Havertown, Pa.—Seeks CP to change freq. to 89.9 mhz; change ERP to 10 w, and change HAAT to 266 ft. App. Feb. 3.

■ \*KAUR (89.1 mhz) Sioux Falls, S.D.—Seeks CP to change ERP to .69 kw and change HAAT to 183.68 ft. App. Jan. 31.

■ \*WUOT (91.9 mhz) Knoxville, Tenn.—Seeks CP to change ERP to 97.8 kw and change HAAT to 1,579.65 ft. App. Jan. 30.

*Accepted*

■ WKYD-FM (98.1 mhz) Andalusia, Ala.—Seeks CP to

change TL and change HAAT to 981.3 ft. App. Jan. 28.

■ KKFR (92.3 mhz) Glendale, Ariz.—Seeks mod. of CP to change TL and change HAAT to 1,731.84 ft. App. Jan. 29.

■ KBBH (92.1 mhz) Holbrook, Ariz.—Seeks mod. of CP to change TL; change HAAT to 346 ft., and change ERP to 2.85 kw. App. Jan. 30.

■ \*KAEB (90.1 mhz) Alamosa, Colo.—Seeks mod. of CP to change TL and change HAAT to 144.32 ft. App. Jan. 29.

■ KSNO-FM (103.9 mhz) Snowmass Village, Colo.—Seeks mod. of lic. to move SL outside community of lic. to East Hopkins Ave., Aspen, Colo. App. Feb. 3.

■ WSSP (104.1 mhz) Cocoa Beach, Fla.—Seeks mod. of lic. to install new transmission sys. App. Jan. 31.

■ WAYS (99.1 mhz) Macon, Ga.—Seeks mod. of lic. to install new transmission sys. App. Jan. 31.

■ WGFA-FM (94.1 mhz) Watseka, Ill.—Seeks CP to change ERP to 26 kw. App. Jan. 30.

■ WBKR (92.5 mhz) Owensboro, Ky.—Seeks CP to change TL; change ERP to 91.4 kw, and change HAAT to 1,049 ft. App. Jan. 28.

■ \*WJHU (88.1 mhz) Baltimore—Seeks mod. of CP to change TL; change ERP to 10 kw, and change HAAT to 425.41 ft. App. Jan. 28.

■ WMYQ-FM (106.3 mhz) Newton, Miss.—Seeks CP to change HAAT to 158 ft. App. Jan. 30.

■ \*WNMC (90.1 mhz) Havre, Mont.—Seeks CP to change TL; change ERP to 10 kw, and change HAAT to 376.87 ft. App. Feb. 3.

■ WKQV-FM (92.1 mhz) Vineland, N.J.—Seeks mod. of lic. to install new transmission sys. App. Jan. 31.

■ WKLZ (92.1 mhz) Port Henry, N.Y.—Seeks CP to change ERP to 1.273 kw. App. Jan. 30.

■ KHUG-FM (105.1 mhz) Phoenix, Ore.—Seeks mod. of CP to change TL; change ERP to 51.7 kw, and change HAAT to 544.48 ft. App. Jan. 29.

■ \*WRTI (90.1 mhz) Philadelphia—Seeks CP to change TL; change ERP to 13.96 kw, and change HAAT to 934.14 ft. App. Jan. 28.

■ WRSR (97.3 mhz) Newport News, Va.—Seeks mod. of lic. to install new transmission sys. App. Jan. 31.

**TV's**

*Accepted*

■ KMCI (ch. 38) Lawrence, Kan.—Seeks MP to change ERP to vis. 5,000 kw, aur. 1,000 kw; change HAAT to 1,101 ft., and change TL. App. Jan. 30.

■ WSOC-TV (ch. 9) Charlotte, N.C.—Seeks CP to install aux. ant. sys. By separate app., seeks CP to change HAAT to 1,179 ft. App. Jan. 29.

■ WAPA-TV (ch. 4) San Juan, P.R.—Seeks MP to change aux. ant. sys. App. Jan. 30.

**Actions**

**AM's**

■ WKOV (1330 khz) Wellston, Ohio—Dismissed app. to make changes in ant. sys. Action Jan. 24.

■ WLEM (1250 khz) Emporium, Pa.—Granted app. to change freq. to 650 khz; increase power to 5 kw, and make changes in ant. sys. Action Jan. 24.

■ WPRP (910 khz) Ponce, P.R.—Granted app. to increase night power to 5 kw. Action Jan. 22.

■ WPRZ (1250 khz) Warrenton, Va.—Granted app. to make changes in daytime DA sys. Action Jan. 27.

**FM's**

■ KAWW-FM (96.7 mhz) Heber Springs, Ark.—Granted app. to change TL; change HAAT 328 ft., and makes changes in ant. sys. Action Jan. 28.

■ \*KSGN (89.7 mhz) Riverside, Calif.—Dismissed app. to install aux. sys. Action Jan. 24.

■ WAFL (97.7 mhz) Milford, Del.—Returned app. to change HAAT to 328 ft. Action Jan. 23.

■ WCJX (96.5 mhz) Miramar, Fla.—Granted app. to change community of lic. to Miami. Action Jan. 23.

■ WGLF (104.1 mhz) Tallahassee, Fla.—Dismissed app. to change TL and change HAAT to 1,069.28 ft. Action Jan. 24.

■ WMNX (95.9 mhz) Tallahassee, Fla.—Granted app. to change SL to 1248 Blountstown Highway, Tallahassee. Action Jan. 17.

■ WSMI-FM (106.1 mhz) Litchfield, Ill.—Granted app. to make changes in aux. ant. sys. Action Jan. 17.

# Services

AERONAUTICAL CONSULTANTS  
TOWER LOCATION/HEIGHT STUDIES  
FAA NEGOTIATIONS  
JOHN CHEVALIER, JR.  
**AVIATION SYSTEMS, INC.**  
28441 HIGHRIDGE RD. STE 201  
ROLLING HILLS ESTATES CA 90274  
(213) 377-3449

301-731-5877 Complete  
Broadcast Facility  
Design & Installation  
**Aarrison**  
systems Ltd.  
7515 Annapolis Road Suite 411  
Havattsville Maryland 20704

**BROADCAST DATA SERVICES**  
Computerized Broadcast Service  
including  
Data Base/Allocation Studies  
Terrain Profiles  
A Div. of Moffet, Larson & Johnson, Inc.  
(703) 841-0282

The Most Complete, Current List With Kit.  
**AVAILABLE**  
CALL LETTERS  
Plus all calls with 2-letter combinations you select.  
Kit includes full application information.  
(List eliminates all AM, FM, TV, Maritime calls)  
RADIO INFORMATION CENTER  
575 Lexington Avenue, New York, N.Y. 10022  
(212) 371-4828

**Carroll**  
Associates  
inc.  
Professional  
Services to the  
Broadcasting &  
Production  
Industries  
in  
Architecture  
Interior Design  
Technical Design  
Construction Mgt.  
(818) 351-5521

**Stephen Raleigh**  
Broadcast Services  
Full Service Technical Consulting  
Specialists in Audio & RF Systems  
Facility Design & Installation  
P.O. Box 3403, Princeton, N.J. 08540  
(609) 799-4357

FCC ON-LINE DATABASE  
**dataworld**<sup>®</sup>  
Allocation/Terrain Studies  
AM • FM • TV • LPTV • ITFS  
4827 Rugby Ave., Suite 200  
Bethesda, MD 20814  
(301) 652-8822 1-800-368-5754

Completely Current - No Maritime Calls  
**AVAILABLE**  
CALL LETTERS  
WITH FULL APPLICATION KIT  
RADIO INFORMATION CENTER  
575 Lexington Avenue, New York, NY 10022  
(212) 371-4828

**HORIZON INTERNATIONAL**  
Broadcast Implementation Engineering  
Best & Video Facility Design & Installation  
Systems Evaluations & Critiques  
Emergency Service & Support  
3837 E. Wier Ave., Suite 1, Phs., AZ 85040  
602-437-3800

**RAMTRONIX, INC.**  
Connector Supplier  
to the Broadcast Industry  
Kings/ITT Cannon  
67 Jeffry Blvd. E.  
Deer Park, N.Y. 11729  
(516) 242-4700

**THE M STREET**  
JOURNAL  
An authoritative weekly newsletter  
for radio. Format News/FCC/CRTC  
Files \*CP Activity. Free sample:  
Box 540381 Houston, TX 77254  
(713) 726-8055

**Community TV**  
Journal  
LPTV News, Views & Hard Data  
every other wednesday \$175/yr  
PO Box 33964  
Washington, DC 20033-0964  
202-234-8694



# Professional Cards

**A.D. RING & ASSOCIATES, P.C.**  
**CONSULTING RADIO ENGINEERS**  
 Suite 500  
 1140 Nineteenth St. N.W.  
 Washington, D.C. 20036  
 (202) 223-6700  
 Member AFCCCE

**SAIC** Carl T. Jones  
 Corporation  
 A Subsidiary of Science Applications International Corporation  
**CONSULTING ENGINEERS**  
 7901 YARNWOOD COURT  
 SPRINGFIELD, VA. 22153  
 (703) 589-7704  
 MEMBER AFCCCE

**LOHNES & CULVER**  
 Consulting Engineers  
 1156 15th St. N.W., Suite 606  
 Washington, D.C. 20005  
 (202) 296-2722  
 Member AFCCCE

**COHEN and DIPPELL, P.C.**  
**CONSULTING ENGINEERS**  
 1015 15th St., N.W., Suite 703  
 (202) 783-0111  
 Washington, D.C. 20005  
 Member AFCCCE

**SILLIMAN AND SILLIMAN**  
 8701 Georgia Ave. # 805  
 Silver Spring, MD 20910  
**ROBERT M. SILLIMAN, P.E.**  
 13011 589-8288  
**THOMAS B. SILLIMAN, P.E.**  
 (812) 853-9754  
 Member AFCCCE

**Moffet, Larson & Johnson, Inc.**  
**Consulting Telecommunications Engineers**  
 1925 North Lynn Street  
 Arlington, VA 22209  
 (703) 841-0500  
 Member AFCCCE

**DAVID STEEL & ASSOCIATES, INC.**  
 P.O. Box 230  
 Main St & Melvin Ave  
 Queenstown, MD 21658  
 (301) 827-8725  
 Member AFCCCE

**ANDRUS AND ASSOCIATES, INC.**  
**ALVIN H. ANDRUS, P.E.**  
 351 SCOTT DRIVE  
 SILVER SPRING, MD. 20904  
 301 384-5374  
 Member AFCCCE

**HAMMETT & EDISON, INC.**  
**CONSULTING ENGINEERS**  
 Box 68, International Airport  
 San Francisco, California 94128  
 (415) 342-5208  
 Member AFCCCE

**JOHN B. HEFFELFINGER**  
 9233 Ward Parkway, Suite 285  
 816-444-7010  
 Kansas City, Missouri 64114  
 Member AFCCCE

**JULES COHEN & ASSOCIATES, P.C.**  
 Suite 400  
 1730 M St. N.W.  
 Washington DC 20036  
 (202) 659-3707  
 Member AFCCCE

**CARL E. SMITH CONSULTING ENGINEERS**  
 AM-FM-TV Engineering Consultants  
 Complete Tower and Rigging Services  
 "Serving the Broadcast Industry for over 30 Years"  
 Box 2727 Bath, Ohio 44210  
 (216) 659-4440

**VIR JAMES CONSULTING ENGINEERS**  
 Applications and Field Engineering  
 Computerized Frequency Surveys  
 3137 W. Kentucky Ave. - 80219  
 (303) 937-1900  
**DENVER, COLORADO**  
 Member AFCCCE & NAB

**E. Harold Munn, Jr., & Associates, Inc.**  
 Broadcast Engineering Consultants  
 Box 220  
 Coldwater, Michigan 49036  
 Phone: 517-278-7339

**ROSNER TELEVISION SYSTEMS CONSULTING & ENGINEERING**  
 250 West 57 Street  
 New York, N.Y. 10107  
 (212) 246-2850

**Mullaney Engineering, Inc.**  
 Consulting Telecommunications Engineers  
 9049 Shady Grove Court  
 Gaithersburg, MD 20877  
 301-921-0115  
 Member AFCCCE

**HATFIELD & DAWSON**  
 Consulting Engineers  
 Broadcast and Communications  
 4226 6th Ave., N.W.,  
 Seattle, Washington, 98107  
 (206) 783-9151  
 Member AFCCCE

**ENTERPRISE ENGINEERING P.C.**  
 Consulting Engineers  
 FW HANNEL, PE  
 PO Box 9001 Peoria, IL 61614  
 (309) 691-4155  
 Member AFCCCE

**STRUCTURAL SYSTEMS TECHNOLOGY, INC.**  
 MATTHEW J. VLISSIDES, P.E.  
 PRESIDENT  
 TOWERS, ANTENNAS, STRUCTURES  
 New Tall Towers, Existing Towers  
 Studies, Analysis, Design Modifications,  
 Inspections, Erection, Etc.  
 6867 Elm St., McLean, VA 22101 (703) 356-9765  
 Member AFCCCE

**C. P. CROSSNO & ASSOCIATES**  
 Consulting Engineers  
 P.O. Box 18312  
 Dallas, Texas 75218  
 (214) 669-0294  
 Member AFCCCE

**JOHN F.X. BROWNE & ASSOCIATES INC.**  
**CONSULTING ENGINEERS**  
 525 Woodward Avenue  
 Bloomfield Hills, MI 48013  
 Tel: (313) 642-6226  
 Member AFCCCE

**D.C. WILLIAMS & ASSOCIATES, INC.**  
 Consulting Engineers  
 AM-FM-TV-LPTV-CATV  
 POST OFFICE BOX 100  
 FOLSOM, CALIFORNIA 95630  
 (916) 933-5000

**R.L. HOOVER**  
 Consulting Telecommunications Engineer  
 11704 Seven Locks Road  
 Potomac, Maryland 20854  
 301 983-0054  
 Member AFCCCE

**SHERMAN & BEVERAGE ASSOCIATES INCORPORATED**  
 CONSULTING & FIELD SERVICES  
 P.O. Box 770  
 WILLIAMSTOWN, NEW JERSEY  
 (609) 728-2300 08094

CLARENCE M. BEVERAGE  
**COMMUNICATIONS TECHNOLOGIES, INC.**  
 BROADCAST ENGINEERING CONSULTANTS  
 SUITE #5 123 CREEK ROAD  
 MOUNT HOLLY N.J. 08060  
 (609) 222-0717

**LAWRENCE L. MORTON, E.E.**  
 AM-FM-TV  
 APPLICATIONS • FIELD ENGINEERING  
 ANTENNA BROADBANDING FOR AM STEREO  
 (714) 859-6015

**SELLMEYER & KRAMER, INC.**  
**CONSULTING ENGINEERS**  
 J.S. Sellmeyer, P.E., S.M. Kramer, P.E.  
 APPLICATIONS • FIELD ENGINEERING  
 P.O. Box 841 Mckinney, TX 75069  
 214-542-2056 214-548-8244  
 Member AFCCCE

**COMSEARCH™**  
 11503 Sunrise Valley Dr., Reston, Virginia 22091  
 1701 North Greenville Avenue, Suite 814  
 Richardson, Texas 75081  
 Communications Engineering Services  
 Harry L. Stemple, Virginia 703/620-6300  
 G. Pat Marr, Texas 214/236-3156

**PAUL DEAN FORD**  
 BROADCAST ENGINEERING CONSULTANT  
 R.R. 12, Box 379  
 WEST TERRE HAUTE, INDIANA 47885  
 812-535-3831

**Teletech, Inc.**  
**TELECOMMUNICATIONS ENGINEERS**  
 FM-TV-MDS-LPTV-Land Mobile  
 Applications—Frequency Searches  
 P.O. Box 924  
 Dearborn, MI 48121  
 (313) 562-6873

**D.B. COMMUNICATIONS, INC.**  
 Broadcast/RCC/cellular/satellite  
 Telecommunications Consultants  
 4401 East West Highway, Suite 404  
 Bethesda, Maryland 20814  
 (Located in Washington, D.C. Area)  
 (301) 654-0777  
 contact: Darrell E. Bauguess

**RICHARD L. BIBY, P.E.**  
**COMMUNICATIONS ENGINEERING SERVICES, P.C.**  
**CONSULTING ENGINEERS**  
 1600 Wilson Blvd., Suite 1003  
 Arlington, Virginia 22209  
 (703) 522-5722  
 Member AFCCCE

**EDM & ASSOCIATES, INC.**  
 B/cast-AM-FM-TV-LPTV-ITFS Translator  
 Frequency Searches & Rule Makings  
 C/Carrier Cellular, Satellites  
 MMDS, P/P Microwave  
 FCC 1st Class & PE licensed staff  
 1234 Mass. Ave., N.W., Suite 1006  
 Washington, D.C. 20005 Phone (202) 639-8826  
 Member AFCCCE

**R.J. GRANDMAISON, P.E.**  
**ENGINEERING CONSULTANT**  
**BROADCAST AND COMMUNICATIONS**  
 10224 WENDOVER DRIVE  
 VIENNA, VIRGINIA 22180  
 (703) 281-1081  
 Member AFCCCE

**JOHN J. DAVIS & ASSOCIATES**  
**CONSULTING ENGINEERS**  
 P.O. BOX 128  
 SIERRA MADRE, CA 91024-0128  
 (818) 355-6909  
 Member AFCCCE

**LECHMAN & JOHNSON**  
 Telecommunications Consultants  
 Applications • Field Engineering  
 2033 M Street NW Suite 702  
 Washington DC 20036  
 (202) 775-0057

■ WKQI (92.7 mhz) Catlettsburg, Ky.—Granted app. to change SL to 1301 Morningside Drive, Ashland, Ky. Action Jan. 7.

■ WBCN (104.1 mhz) Boston—Dismissed app. to change ERP to 22.5 kw. Action Jan. 22.

■ WMJX (106.7 mhz) Boston—Granted app. to change ERP to 24.5 kw; change HAAT to 719 ft., and change TL. Action Jan. 28.

■ WKLJ (107.1 mhz) Oxford, Mass.—Granted app. to change HAAT to 319 ft. Action Jan. 27.

■ \*WBRS (91.7 mhz) Waltham, Mass.—Granted app. to make changes in ant. sys. Action Jan. 24.

■ KINI (96.1 mhz) Crookston, Neb.—Granted app. to change ERP 100 kw and change HAAT to 1,006 ft. Action Jan. 28.

■ KLUC (98.5 mhz) Las Vegas—Granted app. to change SL to 3510 West Hacienda St., Las Vegas. Action Jan. 6.

■ WPST (97.5 mhz) Trenton, N.J.—Dismissed app. to change ERP to 50 kw and change HAAT to 429.68 ft. Action Jan. 23.

■ KPCE (100.9 mhz) Eunice, N.M.—Dismissed app. to change ERP to 1.7 kw and change HAAT to 380 ft. Action Jan. 23.

■ WKSF (99.9 mhz) Asheville, N.C.—Granted app. to install aux. sys. Action Jan. 21.

■ \*WDPR (89.5 mhz) Dayton, Ohio—Granted app. to change SL to 1514 West Dorothy Lane, Kettering, Ohio. Action Jan. 17.

■ WHOT-FM (101.2 mhz) Youngstown, Ohio—Dismissed app. to operate formerly authorized facilities for aux. purposes. Action Jan. 23.

■ KWDQ (102.3 mhz) Woodward, Okla.—Granted app. to change HAAT to 355 ft. Action Jan. 27.

■ KWVR-FM (92.1 mhz) Enterprise, Ore.—Returned app. to change HAAT to minus 626 ft. Action Jan. 23.

■ WNEF (106.3 mhz) Woonsocket, R.I.—Granted app. to change TL; change ERP to 2.47 kw, and change HAAT to 360.8 ft. Action Jan. 28.

■ WJFX-FM (95.9 mhz) Aiken, S.C.—Granted app. to change TL and change HAAT to 314 ft. Action Jan. 23.

■ KTFA (92.1 mhz) Groves, Tex.—Dismissed app. to change TL; change ERP to 2.8 kw, and change HAAT to 309 ft. Action Jan. 23.

■ KLTG (100.3 mhz) Lamesa, Tex.—Returned app. to change TL and change HAAT to 1,000 ft. Action Jan. 23.

■ KQXT-FM (101.9 mhz) San Antonio, Tex.—Granted app. to install second aux. sys. Action Jan. 21.

■ KNCN (101.3 mhz) Sinton, Tex.—Dismissed app. to change TL; change ERP to 97 kw, and change HAAT to 1,000.79 ft. Action Jan. 23.

■ KCPX-FM (98.7 mhz) Salt Lake City—Granted app. to move SL. Action Jan. 7.

### TV's

■ WMCC (ch. 23) Marion, Ind.—Granted app. to change ERP to vis. 5,000, aur. 600 kw, change HAAT to 1,082 ft.; change ant., and change TL. Action Jan. 17.

■ WLCN (ch. 19) Madisonville, Ky.—Dismissed app. to make aux. site main site. Action Jan. 22.

■ KPLC-TV (ch. 7) Lake Charles, La.—Dismissed app. to change HAAT to 1,999.49 ft. and change TL. Action Jan. 29.

■ WCIV (ch. 4) Charleston, S.C.—Granted app. to change HAAT to 1,958.16 ft. and change TL. Action Jan. 21.

■ KTGC (ch. 21) Nederland, Tex.—Granted app. to change ERP to vis. 2,793 kw, aur. 605 kw; change HAAT to 1,184 ft., and change TL. Action Jan. 21.

## In Contest

Review board made following decisions:

■ Augusta, Ga. (Independent Masters Ltd. and Augusta 54 Broadcasting Co.) TV proceeding. Scheduled oral argument for Feb. 21 on exceptions to initial decision of ALJ Edward Luton granting app. of Augusta 54 Broadcasting Co. for new TV station at Augusta, denying competing app. of Independent Masters. Each party has 20 minutes for argument. Independent Masters may reserve part of its time for rebuttal. By letter, Jan. 23.

■ Midland, Tex. (Hugh M. McBeath and Responsive Chord Communications Ltd.) FM proceeding. Upheld initial decision of ALJ James F. Tierney granting app. of Responsive

Chord for new FM station at Midland and denied competing app. of Hugh M. McBeath. By decision, Jan. 23.

ALJ Joseph Chachkin made following decisions:

■ Reno (Washoe Shoshone Broadcasting, et al) TV proceeding. Granted notice of withdrawal filed by Reno Family Television Ltd. and dismissed its app. with prejudice. By order, Jan. 23.

■ Reno (Arthur Winburn Saunders Jr., et al) FM proceeding. Granted motion for summary decision filed by Reno Broadcasters Inc. and resolved air hazard issue in its favor. By order, Jan. 23.

ALJ John M. Frysiak made following decision:

■ Dardanelle, Ark. (James M. Cope, et al) AM proceeding. Granted motions filed by James M. Cope and Ark Valley Broadcasters and dismissed their apps. with prejudice; granted app. of Brenda J. Miller for new AM station at Dardanelle, and terminated proceeding. By MO&O, Jan. 27.

ALJ Byron E. Harrison made following decision:

■ Oklahoma City (Kilgore Broadcasting and Richard Mendoza) TV proceeding. Granted motion for summary decision filed by Mendoza and resolved air hazard issue in his favor; granted joint request for settlement agreement and dismissed app. of Kilgore with prejudice; granted app. of Mendoza for new TV station at Oklahoma City, and terminated proceeding. By order, Jan. 23.

ALJ Edward Luton made following decisions:

■ Tolleson, Ariz. (Lifestyle Broadcasting Corp., et al) TV proceeding. By separate orders: granted motion filed by LICOM and dismissed app. of Susan Cordova Kelly with prejudice; granted motion filed by Madrid Communications and dismissed its app. with prejudice. By orders, Jan. 29.

■ Conroe, Tex. (DLBS Inc., et al) TV proceeding. By notice of withdrawal from TRG Broadcasting Systems Inc., its app. is dismissed with prejudice. By order, Jan. 29.

ALJ Walter C. Miller made following decision:

■ Cornwall, Pa. (Lancaster Radio Paging Inc.) PLMS proceeding. Granted motion for expedited grants filed by Lancaster and granted its app. to establish two-way facilities at Cornwall and terminated proceeding. Jan. 24.

ALJ Joseph Stirmer made following decision:

■ Novato, Calif. (Magdalene Guden Partnership, et al) TV

proceeding. Granted motion for summary decision filed by North Bay Broadcasting and resolved cross interest issue in its favor. By MO&O, Jan. 27.

## Call Letters

### Applications

Call Sought by

#### New FM's

WTNY-FM 790 Communications-WTNY, New York  
\*WNZR Mount Vernon Nazarene College, Mount Vernon, Ohio

#### Existing FM's

KZSN KSKU Southern Skies Corp., Hutchinson, Kan.  
WSSY WQQW-FM Goodrich Theaters Inc., Muskegon, Mich.

#### Existing TV's

KHBC KOHA-TV Hilo Broadcasting Corp., Hilo, Hawaii  
KFNB KXWY-TV First National Broadcasting Corp., Casper, Wyo.

### Grants

Call Assigned to

#### New FM's

\*WYFK Bible Broadcasting Network Inc., Columbus, Ga.

WLUJ Richard L. Van Zandt, Petersburg, Ill.  
KWRP Denton FM Radio Ltd., Denton, Tex.

\*WWWU Alpha Education Broadcasting Foundation, Winchester, Va.

#### New TV's

\*KCAH California Community Television Network, Watson, Calif.

WHBP Hobart Co. Johnson, Pikeville, Ky.  
KRBW Roswell Broadcasting, Roswell, N.M.

WGNM Graciela Olivarez, Albuquerque, N.M.  
WMHU Metro-Crescent Communications Inc., Belmont, N.C.

#### Existing AM's

KISZ KVFC Explorer Communications Inc., Cortez, Colo.

KATR KATT Sun Broadcasting Co., Oklahoma City

WCXR WPKX Metcom Virginia Associates, Alexandria, Va.  
WISM WOKL Dri-Five Inc., Eau Claire, Wis.

#### Existing FM's

KUUK-FM KHBC Wickenburg Broadcasting Co., Wickenburg, Ariz.

KISZ-FM KISZ Explorer Communications Inc., Cortez, Colo.

WKTM WMPZ-FM Treutlen Broadcasting Corp., Soperton, Ga.

KQMJ KISI Swanson Broadcasting Inc., Henryetta, Okla.

WCXR-FM WPKX-FM Metcom Virginia Associates, Woodbridge, Va.

#### Existing TV

WSFA WSFA-TV Cosmos Broadcasting Corp., Montgomery, Ala.

## Summary of broadcasting as of October 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,805	170	4,975
Commercial FM	3,846	418	4,264
Educational FM	1,220	173	1,393
Total Radio	9,871	761	10,632
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	381	222	603
Educational VHF TV	113	3	116
Educational UHF TV	185	25	210
Total TV	1,220	273	1,493
VHF LPTV	230	74	304
UHF LPTV	134	136	270
Total LPTV	364	210	574
VHF translators	2,969	186	3,055
UHF translators	1,921	296	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General manager:** Black gospel radio, Major eastern market. We have a magnificent opportunity to make as much as \$100,000 a year in salary and commissions for a person who is strong on local program and spot sales, as well as inside administration. Please direct your resume and references to Howard Warshaw, President, Universal Broadcasting Corporation, 40 Roselle Street, Mineola, N.Y. 11501. 516-741-1200. An equal opportunity employer.

**General manager:** sales oriented for Idaho AM-FM. The right person can quickly take this operation to the top...and make money! We're after a street pounding hustler who will get in the trenches, take the lead, and motivate people! Please reply to Box A-42.

**PD/OP man** AM drive for Coastal Carolina new AC FM. Write: Program Director, 218 N. Franklin St., Whiteville, NC 28472.

**NC medium market power FM** ready for dynamic management pro. Super growth market with all new studios and equipment. Strong credentials and experience a must. Excellent compensation package available. Resume to: Tom Joyner, President, Joyner Broadcasting Company, P.O. Box 1125, Cary, NC 27511.

**Sales manager** wanted for AM/FM combo in central Illinois. Leaders in the market of 70,000. Guarantee, commission, bonus. Management experience preferred but will consider others. Reply Box A-37.

**Sales manager:** Long Island's #1 radio station looking for strong leader and motivator. Exceptional opportunity for a high performer with an established success record in sales management. Resumes to Barbara Rumpel, WALK FM/AM, P.O. Box 230, Long Island, NY 11772. EOE.

**General manager:** Success oriented sales leader needed for FM-AM combo in northern Oklahoma. County population exceeds 55,000. Compensation open. Send resume in confidence to Box A-82.

**Small market, big potential.** Station in Midwest resort area looking for "selling" manager. Must be interested in street selling, as well as experienced in training, motivating, and leading sales team. If quality of life is as important to you as your career goals, you'll love this opportunity. Send resumes to Mianne Mitchell, Box 786, Harvard, IL 60033. All applications confidential.

**WKJN needs operations manager.** 100 Kilowatt country. Ten share! Tapes and resumes to: General Manager, 3029 Sherwood Forest, Suite 200, Baton Rouge, LA 70816. EOE. M/F.

**Sales manager** who believes Music of your Life AM radio calls for creative promotional and programming involved selling - and can do it successfully. Medium Sunbelt growing market. \$30,000 plus guarantee, override and perks for the right knowledgeable hard working professional. Resume and letter telling all to Box A-78.

**West Coast, Midwest and Southern** regional sales managers wanted. Broadcasting's oldest, internationally known, thirty-two year radio/TV sales promotion company, Community Club Awards (CCA), is looking for a west coast and mid west regional manager to call on station presidents, managers and GSMS in a five state area. Media sales experience required. Fulltime, Monday through Friday, planned travel. Expense advance against substantial commissions. Send resume, including references, recent picture, insured complete confidentiality. Include current or prior earnings record. Personal interview arranged. Immediate openings. John C. Gilmore, President, CCA, Inc., P.O. Box 151, Westport, CT 06881. 203-226-3377.

**Growing group needs GM** for turnaround Midsouth FM/AM. Must be strong in sales management/training/recruitment; programming; people skills. Top compensation package in market plus equity possibility for a proven broadcast pro. EOE/M/F. Box A-56.

**General manager:** Illinois small market FM with solid audience/billing growth in thriving college/resort area, needs ambitious, experienced bottom line oriented GM with desire for an equity position. Box A-58.

### HELP WANTED SALES

**Sales manager wanted.** Tremendous career opportunity for experienced leader in fastest growing market in America. Get in on the ground floor of a growing new company with the market's only FM country station, located on Florida's sunny and beautiful Treasure Coast. Contact G.M. Doug Peralta at WA/W. 305-562-5085. Resumes to Box 489, Vero Beach, FL 32961. Equal opportunity employer.

**20% commission.** Guarantee. AM/FM, great numbers. 195,000 person metro, affluent Gulf Resort area. Experienced sales pro needed. Dan Carney, 601-863-3522. EOE.

**Sales position,** number one AM & FM, California. Central Coast. Minimum 3 years experience, with successful track record. The right person will help us set another record in 1986. EOE. Send resume: Tattersall Company, Inc., P.O. Box 220, Arroyo Grande, CA, 93420.

**Sales/programming:** New Christian station, 50,000 W AM stereo in Washington, D.C. needs sales, announcers, program and various personnel. Mail resume to WBZE, 751 Rockville Pike, #4B, Rockville, MD 20852.

**WBCS-AM/FM Milwaukee** is looking for a dynamic local sales manager to head a sales staff of 6. Prior experience in sales management preferred. Send resume and cover letter to GA Gamblin, 5407 West McKinley, Milwaukee, WI 53208.

**Assistant director of development.** Responsibilities: Sell program underwriting and provide administrative oversight of underwriting continuity & billing. Coordinate membership and volunteer services unit. Coordinate on-air fundraising, marketing, and special events. Qualifications: Proven track record in sales, marketing, advertising, or equivalent experience essential. Strong oral and written communications skills necessary. Applicable computer experience desirable. Degree preferred. Deadline: February 24, 1986. Send: Resume and three letters of recommendation to: Search Committee, Assistant Director of Development, WKSU, Kent State University, Kent, OH 44242. Kent State University is an affirmative action/equal opportunity employer.

**WHYH/WHFM** seeks selling professionals able to sell radio and results. See our display ad for details.

**VP sales, sales manager, AEs** wanted. World travel, big money. Resume and salary history to: NDXE Global Radio, Box 569, Opelika, AL 36801.

### HELP WANTED ANNOUNCERS

**East coast suburban FM A/C** station looking for morning and afternoon personalities that can communicate in a light hearted humorous way with their listeners. T&T Jocks don't reply. Resume and Salary requirements please. Broadcasting Box Z-106.

**Morning personality.** AC, good voice, production ability. T&R to George Stevens, WNTY, Box 459, Southington, CT. 06489. EOE. No calls.

**WIS Radio is accepting announcer applications** for its southern capital city operation. Must be creative, a strong communicator and personable. Excellent opportunity for experienced personality. Adult format. An equal opportunity employer. Send tape and resume to: WIS Radio, Attn: Assistant General Manager, PO Box 21567, Columbia, SC 29221.

**Leading east Texas AM/FM combo** needs an experienced, talented announcer. Ideal working conditions and the finest facilities. Send tape and resume to: Bob McKay, KEBE/KOOI Radio, P.O. Box 1648, Jacksonville, TX 75766. EOE.

**Looking for a unique combination** of classical announcer with good radio skills for highly successful major market Rocky Mountain FM. Box A-85.

**Announcer/producer.** Responsibilities: Regularly scheduled announcing duties including weekend work for NPR/APR 50 KW FM station serving 3+ million in NE Ohio, including Akron, Canton, and eastern Cleveland. Duties include production, engineering, and hosting of high quality live or recorded programs, including, but not limited to, music, news, and interviews for local, state, and/or national distribution. Work closely and cooperatively with other staff members in broadcast and non-broadcast related activities. Duties may also include producing and/or engineering recorded in-performance concerts, writing and producing promotional announcements, and maintaining the music library. Qualifications: Must possess excellent knowledge of classical music, have a pleasant speaking voice, and professional style of delivery. Must be able to collect, type, and deliver newscasts in a credible manner. Must have prior professional broadcasting experience. Application deadline: February 17, 1986. Send resume, three letters of recommendation, and non-returnable aircheck or audition cassette to: Search Committee. Announcer/Producer, WKSU, Kent State University, Kent, OH 44242. Kent State University is an affirmative action/equal opportunity employer.

**WCNX, Middletown, CT** searching for operations oriented individual comfortable with or anxious to learn automation/satellite radio. Responsibilities include automation operation, production, news gathering, news anchor duties. Tapes and resumes to John Parks, WCNX, Box 359, Middletown, CT 06457. EOE.

**Super creative humorous morning personality:** a real entertainer needed for top rated contemporary adult contemporary station in market of 250,000. Great production essential. Good base plus talent. Tape/resume to Bobby Magic, WOVV-FM, P.O. Box 3032, Ft. Pierce, FL 33448. EOE.

**Wisconsin's 1984 Station of the Year.** Fulltime announcer. No calls, send in first letter; complete resume, references, and tape as soon as possible. Jim Zache, WWMH, P.O. Box 1027, Minocqua, WI 54548. Equal opportunity employer.

### HELP WANTED TECHNICAL

**Northern Michigan stations** looking for capable chief engineer. Will compensate for proven track record. Call Andy at 616-775-1263 or write MacDonald Broadcasting, Box 520, Cadillac, MI 49601.

**New Jersey's fastest growing radio station** has an immediate opening for a radio technician. Responsibilities include assisting chief engineer in operation of class A FM and class III AM in top 50 market. General class operations license with a minimum 2 years' experience in AM and FM transmitter, knowledge of studio design, construction and maintenance required. Excellent starting salary and benefits. Send resume to: Cristine Ruiz, Asbury Park Press, 3601 Highway 66, Neptune, NJ 07754.

**New Jersey AM-FM** wants experienced maintenance and construction chief engineer. Excellent opportunity, good money and fine living. Reply Box A-87.

**Chief engineer for North Carolina Class C FM.** Tower and all new equipment to be installed. Great opportunity with growing group. Contact Tom Joyner at 919-469-8383.

**Chief engineer.** AM-FM, So. Fla. Only experienced apply. EOE. Box A-57.

### HELP WANTED NEWS

**Medium market pros:** three reporter staff needs creative news director. Top 10 fringe market, heavy local emphasis. Hard work, Community dedication required. Tape, resume: Bobby Martinez, Box 2368, Conroe, TX 77305.

**News director & reporters:** Tapes, resumes and writing samples being accepted for future openings at suburban NY station. EEO. Box A-60.

### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**Adult Contemporary FM** need AM drive and PD in North Carolina. Box A-46.

## HELP WANTED ACCOUNTING

**Accountant:** Corporate headquartered broadcasting corporation seeks degreed accountant with minimum two years broadcast experience - computer based system. Responsibilities include: G/L, A/P and P/R Analysis, and preparation of various reports. Excellent working environment and benefits. Competitive salary. Send resume and salary requirements to: P.O. Box 725108, Atlanta GA 30339. Equal opportunity employer.

## SITUATIONS WANTED MANAGEMENT

**News-sports-management-sales.** Began broadcasting in 1972. BS Broadcasting. Seeking position with advancement potential. Trained with the best sports announcer in America. My news departments focus on "live", creative, NOW news. Dan 1-800-251-9042.

**Program director** radio professional with 16 years major and medium market. Result oriented. Aggressive. Seeks new challenge. Box Z-73.

**15 year professional,** station/sales manager, sales & programming. Looking for new challenges in management in small or medium market. Western states preferred. Box Z-94.

**Media market pro** with 20 years management experience looking for stable operation. Strong on administration, programming, promotion and sales. Unhappy at current property. Write Box Z-116.

**Gen Mgr.** Hands on leader sales, promotions, program. Available interviews west coast. 916-483-9481.

**Strengths in programming/sales/turnaround situations.** Management team - husband/wife - medium to small markets - equity interest?. Box Z-122.

**Promotion specialist.** Major market experience. Client tie-ins to charity benefits. Conception to execution. Portfolio with excellent references. R.K. Wilson, 303-781-1991.

**Equity position wanted** for radio sales professional with 21 years in unrelated field as business owner. Only growing group owners please, in PA., NJ., DE., MD. area. Reply to Lanny Finfer, 215-322-2237, 1330 Lily Way, Southampton, PA 18966.

**Currently GM from Top 100 market seeking new FM involvement.** No nonsense leader interested in maximizing sales and ratings. Equally strong sales, sales training, programming, and bottom line. Serious winning tradition. Increased sales 40% while lowering expenses 25%. 100% relocatable. All inquiries answered promptly. Box A-14.

**GSM in top northeast market seeking GM position** for underachieving Southern facility that needs turnaround. Box A-19.

**Small market general manager** with 27 years experience at the same station under three different owners, would like to relocate after March 1st. 8 years as GM, 15 years sales, 8 years as program director, 27 years on air: morning drive - 20 years. Write for impeccable references. Box A-32.

**Employed, experienced general manager** seeks new career opportunity, not just a job. Over 20 years experience, all phases. Good leader, strong sales, good track record as successful manager. Box A-31.

**Step up - to success.** 20 year GM sells, programs, promotes, makes money. Box A-38.

**Media market pro** with 20 years management experience looking for stable operation. Strong on administration, programming, a promotion and sales. Unhappy at current property. Write Box Z-116.

**Strengths in programming/sales/turnaround situations.** Management Team - Husband/wife. Medium to small markets. Equity Interest? Box Z-122.

**Experienced general manager** with 14 years of success in medium and large market turnaround situations for publicly held companies. Former state broadcast association president. Excellent credentials. Excellent references. Excellent health. Available. Box A-80.

**Absentee owners,** small and medium markets. losing money? Not making enough? I'll manage you into the black or blacker. Box A-86.

**Small market specialist**—currently employed, seeks new opportunity. Experienced in management, sales, news and promotion. This community minded and profit oriented motivator is ready now! Box A-71.

**Hard working, high energy GSM** with ten year track record just delivered two biggest billing years in company history. Motivator. References. Turnaround success. Organized and thoroughly knowledgeable of industry. Seeks major Sunbelt market. Box A-63.

**Aggressive broadcaster,** 6 years' major market experience seeks management level position in small/medium Arizona market. John Bailey 303-969-0581.

**General manager.** The exceptional, not the norm. Great for small-medium markets. Can manage sell-program-promotional minded-cost conscious-profit oriented. Longevity my aim. Southern gentleman-32 Mason-Shriner. I make competition. J.B. 803-459-5243.

## SITUATIONS WANTED ANNOUNCERS

**Radio/TV announcer with 20 years' experience.** Can do everything. Will even sweep the floors, put out cat and lock up. Contact: Freddie Flame, 722 Lake Ave., Storm Lake, IA 50588. 712-732-1532.

**Creative, experienced air personality** seeks move to medium or large market AC or CHR. Mike: 609-729-3520 after 1 PM.

**Anywhere now!** Trained broadcaster. Adult, Top 40, MOR. Good production. Henry 201-836-5166.

## SITUATIONS WANTED TECHNICAL

**Engineer 16 years experience** AM-FM automation stereo construction. Cable TV production seeking long term stable employment. Write Box A-48.

## SITUATIONS WANTED NEWS

**Play-by-play sports announcer.** Ohio U. grad with 3 years professional experience currently TV sports reporter for major network affiliate in medium size market misses 1st love: Play-by-play reporting. Equally adept in all major sports. Exciting up-beat delivery with true in-depth sports knowledge. Attractive, well groomed appearance. Pleasant personality. Video and audio tapes available. Write Box A-33.

**Experienced sportscaster,** who also has solid news background, looking for position in medium to large market anywhere in the country. Call 201-543-2035.

**Diamond in the rough.** Top-notch PBP/sports anchor talent unappreciated in single-station market. 3 years' experience, 20 years' sports knowledge. A winner. Box A-88.

**Veteran newscaster** with 16 years' experience seeking position with medium or major market station. Presently working at award winning station in metro New York area. Want to relocate to southeast, southwest, or midwest. Very knowledgeable, highly qualified, and totally dedicated. Prefers news anchoring position. Excellent voice with smooth, authoritative delivery. Write Box A-83.

## SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

**Program director,** eight years experience, CHR/AC format, can also do creative morning show, will relocate anywhere. 803-537-2826

**7th to 1st Birch in 8 months.** Now no sales, no visibility. AC/Country Programmer looking for new challenges. Small/medium markets. Western states preferred. Box A-45.

**Creative producer** seeks talk/entertainment opportunity. Well rounded and commercially experienced. Most markets considered. Let's build numbers while increasing profits. Contact Chris 312-735-5393.

# TELEVISION

## HELP WANTED MANAGEMENT

**Asst. controller for TV broadcast group.** Experience in budgeting, financial statement preparation, audits. 25% -30% travel. Degree required. Send resume, salary history and salary requirement to James C. McCreary, 6th floor, 7 W. 51st Street, New York, NY 10019. An EEO Employer.

**Sales manager** - We are looking for a sales manager to immediately become general manager if qualified. Strong sunbelt network affiliate. Approximate 100th market. Must presently be employed as sales manager. Excellent opportunity. Send resume and state present salary. All replies confidential. Box A-13.

**Business manager:** leading Southeast affiliate seeks take charge, hands on individual, experienced in all phases of television broadcast accounting and automated systems. Candidate should possess strong supervisory and communications skills. Accounting degree preferred. Send resume, complete with salary history in confidence to Box A-11.

**General manager.** Small market CBS affiliate needs general manager. Minimum five years experience as GM, sales background preferred, start-up experience required. Possible expansion into corporate management position for four station group. Excellent pay and benefits, E.O.E. Send resume and salary history to Clara McLaughlin, East Texas Television Network, Box 5151, Longview, TX 75608.

**General manager sought** for NBC affiliate WPTF-TV in rapidly growing 38th market, Durham-Raleigh, North Carolina. Applicants should have proven track record in management of sales, programming, operations, promotion, and news/local programming in the television industry. Send resume and references to: Robert B. Butler, Executive Vice President, Durham Life Broadcasting, P.O. Box 1511, Raleigh North Carolina 27602. EOE. All replies confidential.

**Promotion mgr., KIDY** seeks talented person experienced in all phases of broadcast promotion including on-air, print, radio and community involvement. Must have strong writing skills. Send T&R to Bill Carter, 406 S. Irving, San Angelo, TX 76903. 915-658-2666.

**Public TV station** is accepting resumes for a Development Director. Requirements: 5 years fundraising experience. 2 years management experience, and a 4 year degree preferred. Salary range: \$23,865 - \$35,797. Send resume and references to: Personnel, 42 Coliseum Dr., Charlotte, NC 28205. Closing date is 2-28-86.

**Pacific Northwest NBC affiliate** has an opening for an operations manager. This department head position is responsible for all technical aspects of commercial and program production including remotes. Must also possess directing skills and be a good communicator. Minimum of five years experience in the technical and production areas of a television station. This is not a desk job, but it is an opportunity with the finest broadcast group in the Northwest, King Broadcasting Co. Contact Robert E. Krueger, KTVB, P.O. Box 7, Boise, ID 83707. Send resumes...no calls please. EEO/M/F.

**WJXT, Production manager.** WJXT, a Post-Newsweek station in Jacksonville, FL is looking for a production manager with at least 4 years experience in managing daily broadcast operations including news, engineering, programming and production. The successful candidate will have expertise in developing and maintaining efficient station operations systems and will have a background in hands-on directing with state-of-the-art equipment. Responsibilities include the on-air appearance of the station, particularly newscasts; daily managing of the director, studio and control room production staffs; and communicating with all levels of personnel. Computer systems expertise helpful. Responsibilities do not include commercial production. Resumes by February 21st to: Ann Pace, Program Manager, WJXT, P.O. Box 5270, Jacksonville, FL 32207. EOE.

**National sales manager.** WCBD-TV, Charleston, SC is looking for a national sales manager with proven major market rep experience. Station experience is also helpful. Please send resume and references to General Manager, WCBD-TV, P.O. Box 879, Charleston, SC 29402. All replies treated in an absolutely confidential manner. No phone calls please. Media General is a Fortune 500 company. EOE.

**Executive director:** The New Jersey Public Broadcasting Authority seeks an executive director to serve as general manager of its four-station television network. Preference will be given to those with experience in dealing with New Jersey institutions and with strong management and leadership background. It would be desirable, but not crucial, that the candidate have a background in television management. Salary range: \$53,000 to \$69,500. Deadline for applications is March 10, 1986. Send resume to Mr. Eshleman, 346 Mt. Prospect Ave., Newark, NJ 07104. Please no phone calls. EOE.



## HELP WANTED SALES

**Sales manager:** Sunbelt ABC affiliate is seeking a person strong in local sales and management. If you're a creative, aggressive leader and trainer with strong independent experience, send your resume with salary requirement to Box Z-77.

**National sales manager,** WYTV-TV, Milwaukee, WI, A Gaylord Broadcast station, is looking for an experienced REP or NSM with a proven major market track record. Please send resume to GSM, WYTV-TV P.O. Box 1818, Milwaukee, WI 53201.

**Local sales manager** for midwestern CBS affiliate. #1 station in market. Responsible for building a strong, aggressive, sales team. Sales management preferred. Send resume and salary requirements to Bill Ward, KRCC-TV, Box 659, Jefferson City, MO 65102.

**General sales manager.** Strong independent in growing Southeast seeking GSM to supervise local and national departments with responsibility and authority for budgeted revenue goals. Three to five years previous sales management experience required. Send resume to General Manager, WHNS-TV21, 521 College St., Asheville, NC 28801, EOE M/F.

## HELP WANTED TECHNICAL

**Maintenance engineer:** San Jose, CA ABC net affiliate has a current opening. Applicants must possess a strong broadcast maintenance background, be experienced working with the latest digital equipment. Opportunity to work and live in one of California's finest areas. Excellent salary with paid medical, dental, retirement, plus. Send Resume to Dick Swank C.E., KNTV, 645 Park Avenue, San Jose, CA 95110, 408—286-1111. KNTV is an E.O.E.

**Television maintenance engineer.** One of the nation's leading television production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of television camera, VTR, switching, audio, digital effects, computer editing and terminal systems. Secure future with tremendous growth potential for right candidate. Send resume to: Scene Three, Inc. 1813 8th Avenue South, Nashville, TN 37203. Attn: Mike Arnold, Chief Engineer.

**Leading east coast TV production house** is looking for a maintenance engineer with 3-5 years experience. Solid background in digital electronics a must. Aggressive compensation and benefits package. If you feel you're qualified, give us a call today. Phone 215—568-4134, ask for Clint Tinsley, Director of Engineering.

**Expanding Atlanta production company** needs engineer/computer editor to work with clients in informat facility. We need a creative technician with good people skills. Salary commensurate with experience. Resumes to Box A-4.

**Chief engineer:** Chattanooga, TN, UHF Independent. Hands on individual with strong technical skills required in transmitter, microwave, and studio. Mail resume to general manager, WDSI-TV, 2401 East Main Street, Chattanooga, TN 37404. E.O.E.

**Engineering supervisor:** Medium market PBS affiliate located in state capital region has two positions requiring technical staff and project supervision. Requirements include: Associate's degree in Electrical Technology or equivalent formal training; minimum six years' experience in TV broadcast, CATV, or other similar technical operations; three years' experience in electronic repair, troubleshooting, and circuit design; prior supervisory experience, including staff training and project management; FCC General Class license or SBE certification. Send resume with letter of intent: Manager of Human Resources, WMHT-TV/FM, Box 17, Schenectady, NY 12301. EOE.

**Maintenance engineer.** Minimum 3 years experience with studio equipment and 1" tape. ENG related maintenance desirable. Send resume to: Myron Oliner, Chief Engineer, KUSA-TV, 1089 Bannock St., Denver, Colorado 80204. We are an equal opportunity employer.

**Space shuttle television.** Broadcast qualified television technicians needed for the Space Shuttle Program. Formal electronics training with experience in television related systems. FCC license desirable and essential for advancement. Starting salary \$20,000.00. Send resume to: Taft Broadcasting Corporation, 1022 Hercules Avenue, Houston, TX 77058. 713—488-1621. An equal opportunity employer. M/F/H.

**Expanding production facility in Tampa, Florida** with multi-format edit suites has a need for a quality-oriented chief engineer with good design and maintenance skills. Competitive salary with excellent benefits. Contact Larry R. Hart, General Manager, Florida Production Center, 4010 N. Nebraska Avenue, Tampa, FL, 33603. 813—237-1200 or 1—800—237-4490 outside Florida.

**Philadelphia based television station** is looking for an editor with at least 3-5 years experience with Chyron IV nd CMX. Send resumes to Box A-74.

**Studio-transmitter maintenance technician.** immediate opening. Mid-Atlantic UHF television station needs you, if you have 3-5 years experience with RCA, UHF transmitters, TCR100s and 1" equipment and are willing to work nights. Send resumes to Box A-75.

**E.J. Stewart** has an opening for an experienced maintenance person. Qualified applicant should have working knowledge of Sony 1" and 3/4" VTRs, Mirage, Bosch CCD film chain, RCA TK-47 cameras, GVG switchers. Send resume to Eric R. Address, E.J. Stewart, Inc., 525 Mildred Ave., Primos, PA 19018. 215—626-6500. EOE/MF.

**Chief engineer for college** with studio and ITFS system, experience with installation and maintenance for Sony Umatic and cameras, phase com, transmitter, ITFS system and more. FCC 1st or General required. Looking for take charge person. Deadline 2-20-86. Send resume to: Personnel Department, 190 S. Orange Ave., Orlando, FL 32802. EOE/AA.

**WSKG-TV/FM** has an excellent opportunity for a qualified chief engineer-operations. Responsibilities include supervising the operation and maintenance of a modern and well equipped TV/FM studio facility. Desired qualifications include SBE certification, an extensive knowledge of and the ability to apply current broadcast technology and proven personnel leadership skills. Send resume to: Chief Engineer Search, WSKG-TV/FM, P.O. Box 3000, Binghamton, NY 13902. AA/EOE.

**Sunbelt independent** is seeking an experienced engineer to maintain and repair all types of video tape machines. Film chains and other studio equipment. Transmitter experience a plus. Send resume to: Box A-62.

**Videotape engineer** for public station WLRLN-TV, Channel 17, Miami. Requires knowledge and experience in hands on maintenance repair of 3/4" and 1" videotape equipment, technical school/factory training desirable, excellent health, vacation, sick leave, and retirement benefits, for fully qualified candidates. Salary according to experience. Send letter and resume to Carla Cold, Administrative Officer, WLRLN-TV, 172 NE 15th St., Miami, FL 33132.

**Chief engineer.** VHF, Calif. #1 network affiliate seeking chief with experience in leadership, budgeting and hands on maintenance of state of the art equipment. Salary DOE, working conditions and benefits excellent. Send resumes to: Box A-55.

## HELP WANTED NEWS

**Four station regional network group** is looking for an experienced news director. Seeking mature individual with good management skills and ability to hire and motivate. Excellent opportunity for the right person. Send resume and salary requirements to Vic Miller, Box 2557, Billings, MT 59103. EOE.

**Co-anchor.** Strong on writing, editing and working with people-oriented news content to compliment our female anchor. Experienced applicants send tape and resume to news director, WDHO-TV, 300 South Byrne Road, Toledo, OH 43615. No phone calls. EOE.

**News director** for small market Southeastern network affiliate. Successful station, bright staff, high professional standards. This is a hands-on operation waiting for the right person to manage production and content of the news. Resume to Box A-12. EOE.

**News director:** Aggressive Midwest NBC affiliate has an opening for news director. Qualified applicant will have a strong news background, along with people and management skills. Duties include news director responsibilities, noon news anchor and some reporting duties. Send resume and tape to Wayne Sanders, KMOT-TV, PO Box 1120, Minot, ND 58702. E.O.E.

**Anchor/reporter** We are looking for someone with strong anchor skills, and demonstrated abilities as field reporter. At least one year experience required. Position involves co-anchoring early news, solo anchoring late news. Tape and resume to Gary Wheelock, news director, WVNY-TV, P.O. Box 22, Burlington, VT 05401. EOE.

**News director.** Small market CBS affiliate seeks news director. Minimum two years experience as ND preferred. Strong management skills and solid journalism credentials required. Excellent pay and benefits. E.O.E. Send resume and salary history to Terry Dugas, Director of Broadcast Operations, KLMG-TV, Box 5151, Longview, TX 75608.

**Reporter/anchor.** Midwestern CBS affiliate is seeking energetic, experienced, personable electronic journalist capable of assuming position as reporter and weekend anchor. We are looking for a responsible self-starter with good on camera presence and excellent writing and editing skills. Send resume, tape and salary requirements to Larry Young, News Director, KOAM TV, P.O. Box 659, Pittsburg, KS 66762. An equal opportunity employer.

**Weatherpeople** Agent has full and part-time positions for experienced and entry-level talent. Resume and tape to: Jeff Wimmer, P.O. Box 1122, Flushing, NY 11354.

**Reporters, anchors.** News openings nationwide. All sized markets. Entry, experienced. Details, write Box 3654, Bon Air, VA 23235.

**WDIV/Post Newsweek in Detroit,** has a management opening for a news broadcast producer to supervise production of a major news program under the supervision of Executive Producer. Will be responsible for all phases of show production, writing, and news coverage. In addition, will work with reporters on mini-documentaries and special reports. Will perform a variety of other production duties as assigned. Applicant should have demonstrated writing ability and knowledge of local, regional and national current events. Prefer college degree and a minimum of three years experience in commercial television production. Submit resume to personnel Department, WDIV-TV, 550 W. Lafayette, Detroit, MI 48231. EOE.

**Co-anchor/reporter** for weeknight newscasts. Midwestern CBS affiliate with #1 news department. Looking for experienced reporter with pleasant, authoritative on-air presence to compliment our male co-anchor. Excellent salary/benefits. Send tape, resume and salary requirements to Dan Diedrich, News Director, KRCC-TV, Box 659, Jefferson City, MO 65102.

**News director/Anchor:** Midwestern station looking for leader to be competitive newsroom management, anchoring experience required. Tape, resume to: Personnel Department, KDUB-TV, Dubuque, IA 52001.

**Downstate Illinois bureau chief.** Take charge of two person bureau, covering and reporting both on tape and live. College degree or equivalent experience. Two to three years experience necessary. No beginners. Send resume by Feb. 24, 1986 to Box A-68.

**Producer:** Top 15 station with state-of-the-art technology is looking for someone who can plan and execute a well-paced newscast. Need a solid journalist with good ideas and snappy writing. Resume to Box A-67. EOE.

**Weekend anchor, weekday news producer,** and sports producer. Top 30 network affiliate on the move up is looking for three aggressive professionals with solid experience and credentials. All the latest news gathering tools, including satellite transportable, are waiting to be used by hard working television journalists. Send resume and salary requirements and we'll contact you for tape. EOE. Box A-61.

**Reporter/photographer.** Wanted: Aggressive, imaginative self-starter for two person SW Florida bureau. Minimum experience: Two years. Needs strong shooting skills. Send resume to News Director, WBBH-TV/20, 3719 Central Ave., Fort Myers, FL 33901. EOE.

**Director:** Medium midwest network affiliate is looking for a director to handle fast paced 6 and 11 PM newscasts. Minimum 2 years full time news experience. resume only. Box A-59.

**Editor/director.** Houston's largest teleproduction facility has immediate opening for commercial editor. Experience with ACE Touchscreen, Grass 300, DVE/Optiflex is preferred. Send resume to Pearlman Productions, Studios at the Lakes, 2401 W. Bellfort, Houston, TX 77054. 713-668-3601.

## HELP WANTED PROGRAMING PRODUCTION & OTHERS

**TV Commercial Producer/Director.** At least 2 years experience and demonstrated writing, creative and imaginative commercial production skills. Strong organizational and technical expertise and ability to work with clients a must. Box A-77.

**Production manager:** Expanding operation needs take charge leader for 10+ person department. 1", 2", 3/4" VTR. DVE. Audio facility. Expanding commercial production. Excellent personnel/professional growth opportunities. Resume to WTXL-TV, Box 13899, Tallahassee, FL 32317. EOE.

**Promotion producer.** Network affiliate in top 25 market looking for an innovative, quality-conscious individual to join our creative services team. Must have at least two years experience as a promotion producer or related advertising expertise. Strong writing and editing skills a must. If you feel you're qualified and want to work in an exciting competitive market, please send resume and tape to: Creative Services Manager, KTVK-TV, 3435 N. 16 St., Phoenix, AZ 85016.

**Director wanted:** direct local news, commercial production, state of the art equipment. DVE experience preferred. Send resume and salary requirements to Box A-17.

**Atlanta production company needs hotshot video cameraman/editor** with minimum 3-5 years ENG, EFP or film experience. The right person can move up to directing and field producing if desired. Salary commensurate with experience. Resumes to Box A-5.

**Vidifont V designer:** Las Vegas CBS affiliate is looking for a digital designer who feels at home with pens and pasteups as well. Send resume and reel to Greg Carroll, Promotion Director, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EEO/MF.

**Maintenance engineer** for remote production unit. Equipment includes Ikegami cameras; Grass Valley switcher; AMPEX VTRs; Chyron font. Contact: John W. Gebhard, Chief Engineer; Telemation Productions; 3210 W. Westlake Ave.; Glenview, IL 60025; 312-729-5215.

**Traffic manager.** Top 20 affiliate looking for experienced traffic manager to direct large volume operation. Rush resume, which should include the systems with which you have worked. EOE. Box A-34.

**WRCB-TV3 has an immediate opening** for a producer/director. Applicants should have recent experience directing newscasts, commercial spots and promotional spots. Opportunity to produce community related special programming. Will get to use 3-1K1 322s, DVE, Betacam, new Vidifont, ESS, and E-MEM Switcher. 2 years experience and college level study preferred. Salary based on experience. Must send tape and resume to Bill Buchanan, Director Creative Services, WRCB, 900 Whitehall Rd., Chattanooga, TN 37405. EOE. Don't delay.

**PM Magazine feature producer.** Buffalo, NY the nation's 35th market, is looking for that special story teller to join our already talented staff of experienced national feature producers. One of our best has gone to Boston. If you have a minimum of one and preferably 2-3 years of magazine feature producing experience, send a tape of your best work and resume to: John Fischer, Executive Producer, PM Magazine, WGRZ-TV, 259 Delaware Ave., Buffalo, NY 14221.

**TV producer/director** to be responsible for local production including on-air fund raising and public affairs. Candidate must have knowledge of TV production technology including studio and EFP experience. 1+ years TV producing/directing experience required. PBS fund raising production experience preferred. Letter of application, resume, three professional references and 3/4" or 1/2" video tape sample to: Producer/Director Search Committee, Channel 34, P.O. Box 3434, Elkhart, IN 46515 by Feb. 18. Starting salary 13K-18K, DOE. EOE.

**TV commercial production photographer/editor.** At least 2 years experience and demonstrated skills in innovative TV commercial creativity. Expert lighting, shooting, and editing skills plus the ability to effectively work with people a must. Box A-76.

**Immediate opening for experienced new switcher.** Large market atmosphere. Send Feb. '86 aircheck, resume and salary requirements to Frank Hoogstraten, WIBW-TV, Box 119, Topeka, KS 66601. EOE.

**California's #1 independent TV station** has an opening for a career minded person for the position of traffic supervisor. Must be able to meet challenge and manage a 3-person department. Three years of TV traffic experience required with a knowledge of IBM system 34 or equivalent. Send resumes to: KMPH-TV, ATTN: Program Department, 5111 E. McKinley Ave., Fresno, CA 93727. No phone calls please. An EOE/MF employer.

**Production manager:** Top 20 rapidly growing West Coast station. Must have experience in managing creative and on-air operations as well as experience directing new and commercial production. Reply in confidence to A-89. An EOE.

**Sports and program producer** for Midwest ABC station. Supervise production of locally produced and regional network programs and sporting events. Three years producing and news directing experience. Send resume to Program Manager, Box 718, Columbus, OH 43216.

## SITUATIONS WANTED MANAGEMENT

**Returning to U.S. from Japan in late August:** seeking management opportunity. Have Harvard AB, Wharton MBA and 12 years experience in budget-fiscal management. Also broadcast experience in Japan. Open to all opportunities. Prefer mid-east but would consider other. Contact Harold Ashby, American Embassy-Tokyo, Box 241, APO San Francisco, CA 96503.

**Bullseye:** That's what you get with my promotion/image campaigns. If your promotion is missing the mark and you're committed to giving the reins and support tools to a person with original ideas, make me the choice to lead your promotion department. I'll produce solutions, not just spots. Box A-69.

**General manager:** 25 years experience with "start-ups", "bail outs", and "turn arounds", both radio and TV. Currently GM in 53rd TV market. Good administrator, strong on sales, creative promotion ideas, and I still operate on the theory that you have to take in more than you spend! Excellent references. Looking for East Coast or Midwest opportunity. Call Wm "Dan" Harley, Tulsa, TV-41, 918-252-9589 or home 918-486-6630. My employer knows of this ad.

## SITUATIONS WANTED TECHNICAL

**20 years broadcast engineering.** 10 years as television chief engineer & director of engineering. Start up & upgrade construction, studios & transmitters, union crews, people management and departmental budgeting from scratch. Please reply Box A-44.

## SITUATIONS WANTED ANNOUNCERS

**18-year pro** voice over, on-camera, booth announcer, audio specialist. Not a floater! Cliff 309-692-0680 after 4 cst.

## SITUATIONS WANTED NEWS

**Reporter/anchor/producer** foolishly returned to school. Good ratings. Multiple awards. Excellent writer. Pete, 312-565-0712.

**News is my business!** Versatile college graduate. Commercial and 3 1/2 years college experience. Worked as producer/director, videographer, writer, editor. I'm no novice. Dave 216-255-0821.

**Meteorologist:** BS degree, experienced in TV/radio consulting. Re-enter field in medium market. Personable style, will make the difference! Latest video available. Matt-203-869-3877 evenings.

**Top notch sports producer/videographer** with 5 years television station experience, seeking good opportunity with dedicated large - medium market station. Self starter with extensive TV knowledge. Solid references and excellent demo. Lou, 203-322-3106.

**Play-by-play sports announcer.** Ohio U. grad with 3 years professional experience currently TV sports reporter for major network affiliate in medium size market misses 1st love: Play-by-play reporting. Equally adept in all major sports. Exciting up-beat delivery with true in-depth sports knowledge. Attractive, well groomed appearance. Pleasant personality. Video and audio tapes available. Write Box A-33.

**Executive producer:** Award-winning reporter and producer with 6+ years in all areas of TV news looking for EP position in newsroom dedicated to quality, with management that cares about its people. Box A-40.

**Black female TV reporter.** Intelligent, attractive, good writer. Any market. Stephany. Before 11 AM. 301-542-7419. Last worked in 79th market. Morning cut-ins and hard news.

**Ambitious meteorologist** at a medium market with colorgraphics experience looking to move up. Call Ted, 715-836-7960.

**Warm, authoritative anchorman.** Astonishing personal accomplishments. Awesome audition tape. I'm also this market's best street reporter. AC 601-327-4598 after Noon Central.

**Sr. Field producer/photographer.** Now at top 30s evening magazine show and looking for a change. News experience prior to magazine show, and will consider going back to a good news market. Great network and local references. Tape and resume ready to go. P.O. Box 1648, Arlington, TX 76010.

**Recent NPPA Photographer of the Year** looking for alternative to LA rat race. Currently shooting magazine, interested in special projects and documentaries. My tape tells the story. Box A-79.

**Minority with dynamo, flair and impressive background** seeks start as anchor/reporter. Video available. Will travel. Larry 617-354-4720.

**News director:** network news pro, national, international experience seeks major affiliate in need of news leader. Box A-81.

## SITUATIONS WANTED PROGRAMMING

**Producer/director** needs production and/or broadcast facility to call home. 14 years studio, ENG, EFP experience. Creative, motivated, will relocate to any coast or mid-US. Call Bill Humphrys, 714-867-9121.

**Eleven years experience** with major corporations. Solid experience in writing, producing, directing, camera, computer editing with studio production, and remote work around county and foreign. Looking for position with industrial television or production house. Wanting to relocate. Box A-66.

**Lighting designer** with network credits and studio production skills willing to relocate Resume on request. Box A-73.

## MISCELLANEOUS

**We know what news directors are looking for!** We'll help you find it. Tape consultation; Anchors, news, weather, sports, reporting, photography, editing, writing. Contact Images, Box 796215, Dallas, TX 75379. Detailed critique, \$50/person. 20-min. tape max.

**Primo People** has the opportunities for energetic, interested news talent. Send tape and resume to: Steve Porricelli of Jackie Roe, Box 116, Old Greenwich, CT 06870. 203-637-3653.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Three Graduate Assistantships** (TV station manager, radio station manager, and news director) will be available Sept. 1, 1986. Each position will require approximately 20 hours per week. Assistants will receive \$400 per month plus a partial-to-full time tuition waiver. Inquire with Director of Broadcasting, Pepperdine University, Malibu, CA 90265. 213-456-4430. Application deadline: April 1, 1986.

**Broadcasting position** at private liberal arts college. Teach video/audio production courses, other mass communication courses. Advise radio station, oversee telecommunications major. PhD preferred. Commercial production, teaching experience desirable. Send resume, supporting materials to: Dr. Dave Cassidy, Chair, Department of Communications, Pacific University, Forest Grove, OR 97116. Deadline March 1, 1986.



**Instructor** in unique broadcast journalism education program. We need a TV news veteran with special skills in video shooting, editing and storytelling to lead video instruction of beginning students. Must be a person who knows and can teach techniques within a strong journalism context. Description includes work with graduate students and leadership of our TV community service mid-career program. Master's preferred. Immediate opening. Send thoughtful letter and resume to Mackie Morris, Broadcast News Chairman, University of Missouri School of Journalism, Box 838, Columbia, MO 65205. AA/EOE.

**Ohio state seeks teacher for television news** including ENG. Minimum of MA and extensive broadcast experience. Tenure-track 9-month salary between \$26,000 and \$38,000. Send curriculum vitae/list of references immediately to: Director, School of Journalism, Ohio State University, Columbus, Ohio 43210. OSU is an equal opportunity/affirmative action employer.

**Ohio University's E.W. Scripps School of Journalism** seeks a firetor. The Largest of five units in a college of Communication, The School has accredited undergraduate sequences in newswriting and editing, magazine journalism, advertising, public relations, broadcast news and visual communication. The school has an accredited Master's program and a Ph.D. in mass communications jointly with the school of telecommunications. The school has a 1.5 million dollar endowment from the Scripps-Howard Foundation that permitted the complete renovation and new equipment for a facility that opened Jan. 1986. Total enrollment in the school is 900 with a faculty of thirty. Accomplished applicants are sought from both professional journalism and journalism education. Professional applicants should have significant executive level experience and record of leadership. For such applicants, a graduate degree is not required, but will be viewed as an asset. Applicants from journalism education should have a doctorate, administrative experience and substantial teaching experience. All applicants are expected to have a record of service to the field of journalism. The director will be expected to remain productive in his or her own field. The position is open no sooner than July 1, 1986, and no later than September 1, 1986. Nominations are welcome. Applicants should send a current resume, a cover letter stating what you could contribute as director of the school and names, addresses and phone numbers for at least three references. Nominations or materials should be sent by March 1, 1986, to Dr. Guido Stempel, Acting Director, E.W. Scripps School of Journalism, Scripps Hall, Ohio University, Athens, OH 45701. Ohio University is an equal opportunity employer and encourages applications from women and members of minority groups.

**Assistant professor.** Tenure-track, radio-TV department, School of Journalism, University of Montana. Available September 1, 1986. \$22-26,000 for nine-month academic year. Requires teaching and student advising in accredited program. School offers Bachelor of Arts degrees in journalism and radio-TV and MA program Founded in 1914, The University of Montana School of Journalism is one of the oldest J-Schools in the nation The University opened an \$8.6 million Performing Arts Radio-Television Center in 1985. Applicants must have minimum of 5 years experience and demonstrated competence as news reporter or producer, preferably in TV and in major market. Teaching experience and Master's degree desirable. Most important consideration: quality of professional experience as working broadcast journalism. Position offers opportunity to join first-rate professionally oriented journalism faculty in spectacular Rocky Mountain setting at time when University of Montana has established broadcasting as a priority. To apply, send letter of application and complete summary of education and experience, including names of at least three professional references, postmarked no later than March 15, 1986 to Joseph Durso, Jr., Chairman, Radio-Television Department, School of Journalism, University of Montana, Missoula, Montana 59812. AA/EOE. Women and minorities are encouraged to apply.

**The University of Texas at Arlington** seeks tenure track faculty member in broadcast journalism to begin Fall 1986. Rank and salary dependent on qualifications. PhD teaching and professional experience and commitment to research expected. Located in Dallas/Ft. Worth metro area. Application deadline: Feb 21st. Write for details: Dr. Charles Arrendell, Department of Communication, UTA box 19107, Arlington, TX 76019. AA/EEO. One semester appointment also available for spring 1986 only.

**Joint appointment in Communication Program** and in Office of Public Affairs Communication to begin Aug. 1986. Tenure track faculty position responsibilities: to teach communication technologies/video production courses in Communication; OPAC responsibilities producing/directing documentaries and public affairs programs. Master's degree in Communication, teaching experience, and professional television production experience required. Send letter of application, resume, resume tape (U-matic) and three letters of reference by March 21 to Ray Schroeder, Chair Search Committee, Television Office, Sangamon State University, Springfield, IL 62708. SSU is an upper-division university offering the BA and MA degrees in Communication. A significant percentage of students are adult professionals. An EE/AA employer.

**Graduate assistantships-TV production interns.** 12 positions, 25 hours/week. Serve as teaching assistant, crew; work support in research, photography, graphics, traffic, staging/lighting; some producing/directing; work ITV, contract, and air productions. Requires BA and acceptance into Master of Fine Arts program. \$5,800. Possible tuition waiver. Sept. 1986. Dr. Robert C. Williams, Chairman, Dept of TV/Radio, Brooklyn College, Bkln, NY 11210. An AA/EEO.

**Assistant/Associate Professor-Broadcasting.** Lincoln University is seeking a full time faculty member, within our growing mass communications program, starting Aug. 25, 1986. Successful applicant will teach 50% in areas to include television production and studio supervision. Applicants must possess a MA in Communications or a related field. PhD preferred; considerable television experience in production; minimum of two years college teaching experience; both studio and ENG/FFP television production experience; ability to produce television programs for local cable channel and communication consumption; and must be willing to train students and staff as part of production pool. Our Mass Communications program has a swelling enrollment, 40,000 watt FM stereo radio station, yearbook, student published newspaper, full color television studio and remote equipment. Salary competitive. To apply send a resume, three letters of reference and official transcripts to Personnel Office, Lincoln University, 820 Chestnut St., Jefferson City, MO 65101 before February 28, 1986. An equal opportunity/affirmative action employer.

#### HELP WANTED TECHNICAL

**World Communications** has the following immediate openings in its video tape and edit facilities: **Chief Engineer:** eight years minimum experience in broadcast and production operations and engineering with heavy experience in the maintenance of 1" and 3/4" VTR equipment. Knowledge of production switchers, distribution amplifiers and related transmission equipment is essential. Two years of management experience and SBE certification is highly desirable. **Maintenance Technicians (3 positions):** Minimum of one year experience in the maintenance of 1" and 3/4" VTR equipment. SBE certification is highly desired. Please send resume to: Michael L. LoCollo, Sr. VP, Operations & Engineering, World Communications, 6290 Sunset Blvd., Ste. 1203, Hollywood, CA 90028.

**Video/audio operations and maintenance engineer** (#119) for college-wide educational media services with emphasis on the design, installation, testing and maintenance of the college video facility, satellite earth station, proposed cable distribution system, computer-assisted instruction and interactive video disc systems and Apple micro-computers. Also, performs maintenance on audio and Audio-Visual equipment distributed throughout the campus. Provides sound reinforcement sets-ups for major events. State applications must be received in the office of Employee Relations, College of William and Mary, 303 Richmond Rd., Williamsburg, VA 23185, by Feb. 28. AA/EEO employer.

#### MISCELLANEOUS

**Mobile facilities and crews.** Nationwide service. Any pickup anywhere. No job too small or large. Trucks, people, transmission, tele-conferences, etc. Call 215-576-6075.

**Free joke packet.** Writers: Morrie Gallant, Iz Goldstein, Jim Lawrence. Contact: Robert Makinson, GPO Box 3341, Brooklyn, NY 11202. 718-855-5057.

**Info-packed cassette** tells how to break into radio/TV voiceover business. \$9.95 to: Voiceworks, Box 17115, Greenville, SC 29606.

#### HELP WANTED PROGRAMMING PRODUCTION & OTHERS

**A 1000 voices.** OK, only 50 but you're fast as greased lightning and you dream about CLIO's every night. In-house state of the art recording studio for top creative ad agency needs talented, quality oriented producer. Golden dollars for golden throat. Loose creative atmosphere and no air shift! Sense of humor required. Send cassette of spots and resume to Traxion Recording Studios, 701 Lexington Ave., Greensboro, NC 27403.

**Internships.** Spend six months interning with crack professional journalists in the Illinois statehouse pressroom as part of Sangamon State University's one-year MA Public Affairs Reporting program. Tuition waivers and \$2,640 stipend during internship. Applications due April 1. Contact Bill Miller, PAC 429a, SSU, Springfield, IL 62708. 217-786-6535

#### PROGRAMMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962. World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288.

#### EMPLOYMENT SERVICES

**Looking for a better career opportunity?** We can help. Our client stations nationwide need news anchors, sportscasters (including play-by-play) reporters, weather casters, photographers, writers, producers, directors, disc jockeys, talk-show hosts, and promotions specialists. Contact Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476, or call 813-786-3603.

#### WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash- highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

**Wanted: used VHS 3/4", 1" and 2" videotapes.** Cash paid for all lengths. No defectives. Call Andy Carpel, 301-845-8888.

#### FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 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.

**GE 30kw UHF transmitter.** Immediate delivery, good condition. Quality Media 404-324-1271.

**Videomedia 1" VTR editor** model Z-6000. New. Half price. Bill Kitchen, Quality Media, 404-324-1271.

**Ampex 4000A switcher,** Commander II editor, Centro remote/ENG van, RCA TR-100 cart system, more. Call 205-956-2227.

**1100As, 2000, 500.** Ampex 1" and 2". NEC 7000s and 8000s RCA and AMPLEX 2" VTRs. Hitachi Z-31 cameras, RCA TK-46s, TK-44s, HL-79As, TK-76Cs. RCA Film Islands. Still some truck. Vital 114 switcher, Rca BTA-50ft AM transmitter. Call Media Concepts. 919-977-3600.

**Production equipment:** Hitachi HR100, low hours, he-trodyne adaptor—\$15,000. Ikegami HL79A, \$9,000. TK76B, Hitachi FP50s, Panasonic AK100/AU100, CMX340/NEC TT7000s, VPR2Bs, Illusion DVE, Quanta Q7 CG, Chyron 4000, 5500 Color corrector, Angenieux 25X and Fuji 22x lenses. CP6112 Switcher, Vinton heads, tripods and dollies. Hydrogen 500 head. Call Jack Taylor, WVSCO, 215-367-2800.

**McCurdy SS7700 audio console** for television with rack, jackfields, equipment interconnect cables, and many more features. New condition, never installed. Originally purchased for over \$42,000.00 Will sell for \$11,000.00 Call for information: 312-351-4415.

**3/4" Editing setup.** Two JVC CR-8500LU decks, compatible JVC (RM-85U) editing control unit, plus Panasonic 12" color monitor. Must sell \$8000. 617-267-3001.

**Two Ikegami HL-79A ENG/EFP cameras.** Good condition. Each includes Cannon 9-118mm macro zoom lens, 2 batteries, and shipping case. \$11,500.00 each. Call Clint Tinsley, Center City Video. 215-568-4134.

**Betacam BVW-3 complete filed package.** well-maintained. \$3500. 415-386-1100.

**Sony 3/4" 5800 deck 4800 loc. BVE 500 editor, BVU 200, M3 camera/CCU.** Chryon VPI, Best offers. 303-629-5347, M-F.

**Used broadcast TV equipment.** Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listings 213-641-2042.

**3/4" evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888 or toll free 800-238-4300.

**Harris Epic edit controller w Ampex 1" interfaces,** Grass Valley switcher software, time code, disk drive, printer, menu monitor \$4,500. 213-876-4055.

**Sony 1000, 1100a, 1100As, 2000, 500.** Ampex 1" and 2". NEC7000s and 8000s. RCA and AMPLEX 2" VTRs. Hitachi Z-31 cameras, RCA TK-46s, TK-44s, HL-79As, TK-76Cs. RCA Film Islands. Still some trucks. Vital 114 Switcher. RCA BTA-50ft AM transmitter. Call Media Concepts, 919-977-3600.

**FM-20kw/30kw, BE FM-30 (1983) w/FX-30 exc.** like new; CSI T-20-F on air w/exc. & stereo (1982). mont. Call M. Cooper, Transcom, 215-379-6585.

**FM-2.5/3/5kw, CCA 2.5kw w/exc.** on air w/proof, Bauer 605B (1984) 5kw w/690 exc. (going higher power); McMartin 3.5k w/exc. on air w/proof. Call M. Cooper, Transcom, 215-379-6585.

**AM-5kw & 1kw,** Collins 21E on air w/proof, ITA 5000A on air excellent condition, Harris BC-1H (1972) mint condition—Collins 820D1 (1972). Call M.Cooper, Transcom Corp. 215-379-6585.

## RADIO

### Help Wanted Management



RADIO CONSULTANTS

### REGIONAL MANAGER

Drake-Chenault, the leading radio consulting firm, seeks a Regional Manager to accommodate our dynamic growth record. This is a lucrative position for the right person.

- Minimum three years proven success in radio sales/management. Two years programming.
- Self starter with phone expertise.
- Desire to live on the West Coast (some travel).

Send resume and salary requirements (no calls, please) to:

**Dick Downes**  
**Vice-President/General Sales Mgr.**  
**Drake-Chenault Radio Consultants**  
**P.O. Box 1629, Canoga Park, CA 91304**  
 (E.O.E.)

## Help Wanted Sales

### RADIO SALES

Philadelphia PA's number one AM/FM combination has a retail sales opening for a motivated salesperson with proven track record. Great opportunity for goal-oriented, self-starter who likes to sell. Must have one to three years' experience. Send resume to:

Dan Sullivan  
 Retail Sales Manager  
 WPEN-AM/WMGK-FM  
 One Bala Plaza  
 Bala Cynwyd, PA 19004  
 Do not apply in person;  
 no phone calls, please.  
 Equal opportunity employer.



**A GREATER MEDIA STATION**  
 EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

### WHYN/WHFM

in Springfield, MA is our first acquisition and R&R Broadcasting is building a broadcast group. We're seeking selling professionals ready to join a market leader with an established list and complete paid life and medical insurance, including dental. If you are currently selling radio and results, we'd like to talk with you. Your cover letter should detail your selling success and special skills or training. Send it along with your detailed resume to VP/Sales, WHYN/WHFM, P.O. Box 9013, Springfield, MA 01101. We are an equal opportunity employer

## Help Wanted Programing, Production, Others

### WWKB

(a Price Communications Corp. station), formerly WKBW, Buffalo has immediate opening for a program director. The right person will work well with people, have a proven, broad background including news, talk, sports, music and promotion. Applicants should be creative, aggressive, have major market experience and be able to apply a working knowledge of demographics. Compensation includes salary and a bonus based on results plus excellent benefits. Please send letter and resume to the General Manager: Peter McCoy, WWKB, 695 Delaware Ave., Buffalo, NY 14209. EOE.

## Situations Wanted Programing, Production, Others

### BOB BOLTON

Broadcast professional is searching for another challenge! Track record includes: WFBR, WKIX, KXYZ, WOWO, WKH, WFUN, WQXI, WBBQ. Experienced in areas of music, programming, promotions, sales, management and on-air. Fully qualified to program a major market station, program a medium market chain of stations or manage a small to medium market station. Write Bob Bolton, 1319 Burleigh Road, Lutherville, MD 21093 or, better yet, call 301-337-8707.

## Situations Wanted Management

### \$ MILLION DOLLAR INCREASE!

We just sold our Midwestern AM-FM small market combo for one million dollars more than we paid for it just four years ago. I have the management expertise if you have the right opportunity in the Sunbelt. Box A-28.

## TELEVISION

### Help Wanted Management

### OVERSEAS

TV station director in Bahrain. Responsible for programming, production, plant and equipment for a 2-channel national TV organization. Up to \$50,000 tax free salary. Transportation, housing paid. Call collect, C. Allen, 703-521-1105. after 5 PM EST.

### CORPORATE DIRECTOR/FINANCE

Fortune 500 Company seeks superior financial person as director of finance for television group. Minimum 3 years experience in television, CPA, public accounting experience required. MBA desirable. Requires travel. Will report directly to CEO of Television Group. Salary and bonus open. Reply to Box A-91.

## Help Wanted Sales

### REGIONAL SALES REPRESENTATIVE

Fortune 500 Company Subsidiary; leader in the industry; producing station ID's, sales and production libraries, music commercials and television commercials. has opening for sales representative.

Candidates must have successful track record in radio and TV sales, advertising agency sales, or related fields. Position requires extensive travel. Company provides excellent salary, commission plan, plus company automobile, full expenses and outstanding benefits.

Please send resume and salary history to: Jack Adkins, VP/Director Human Resources, Media General Broadcast Services, Inc., 2714 Union Avenue Extended, Memphis, TN 38112. EOE, M/F



## Help Wanted Announcers

### WWF SPORTS ANNOUNCER

The World Wrestling Federation has an immediate opening for a television sports announcer.

This position is fulltime and requires extensive travel.

Send resume and on-camera video tape sample (3/4" cassettes only, please) to:

**Nelson Sweglar**  
**General Manager - Television**  
**Titan Sports, Inc.**  
**81 Holly Hill Lane**  
**P.O. Box 4520**  
**Greenwich, CT 06830**



## Help Wanted Technical

### TELEVISION TRANSMITTER SUPERVISOR

We have an immediate opening for an experienced transmitter engineer with a minimum of 5 years of fulltime, major market VHF TV experience.

Qualified individuals should have good communication skills and previous supervisory experience. A thorough knowledge of RF systems, audio, video and microwave as applied to television broadcasting is required. This is a hands-on position. You must be able to troubleshoot equipment to component level. First or General Class FCC radio/telephone license is a must.

We offer an excellent starting salary and a full range of company benefits. Send resume in confidence to:

Box A-22

Equal opportunity employer, M/F.

### CHIEF ENGINEER

- Central States Top 30 ADI
- VHF Network Affiliated Station
- Excellent facility & benefits
- Salary - 40's depending on qualifications

Ideal candidate should have 3-5 years engineering management experience with a commercial television station. The person should also have management experience in dealing with Union personnel. The individual should have a broad and deep understanding of ENG, SNG and other microwave equipment and capabilities as used today and projected in the future. The ability to motivate people and communicate positively with peers is a must.

This is a super opportunity for a dynamic individual. Please respond in strict confidence to Box Z-123. Equal Opportunity Employer.

## Help Wanted News

### NEWS DIRECTOR/ ANCHOR

Challenging opportunity for hands-on news director to create, produce, staff and manage daily half-hour cable newscast. Excellent writing/editing/production abilities and strong on-air person. Four year degree in radio/television journalism or communications preferred. Professional growth possibility in major cable MSO with outstanding benefits package. Send resume and work samples to American Television & Communications, Inc., 519 W. State St., Ithaca, N.Y. 14850. Deadline: February 21, 1986. EOE, M/F/H/V.

## Help Wanted News

### McHugh and Hoffman, Inc.

On behalf of one of its clients, is looking for a weekend/noon weathercaster for a medium market station. Applicant must be a meteorologist, AMS/NWA seal a plus, and have computer graphics experience. Send tape/resume to:

McHugh and Hoffman, Inc.  
3970 Chain Bridge Road  
Fairfax, Virginia 22030

### Help Wanted Programing, Production, Others

### PRODUCER/DIRECTOR

Experienced P/D with excellent credentials needed for nationally syndicated news feature series. Must be highly creative and have strong skills in writing, shooting, directing, lighting, and post production. RTF degree and broadcast or film experience essential. Competitive salary and benefits. Send resume and tape to Mr. Dana C. Randall, Mgr. of Media Productions, The University of Texas Medical Branch, 520 Learning Center, J36, Galveston, Texas 77550-2782.

UTMB is an affirmative action  
EOE M/F/H employer.



### TRAFFIC MANAGER

Top 20 affiliate looking for experienced traffic manager to direct large volume operation. Rush resume, which should include the systems with which you have worked. EOE. Box A-34.

## Situations Wanted Sales

### PROGRAM SALES

Young, aggressive broadcast professional seeking challenging position in television syndication sales. Over 15 years experience in local and national sales. Extensive independent station sales background including start-ups. Currently located in Southeast. 404-292-8115.

## Situations Wanted News

### SPORTSCASTER

Now working in major market, strength is versatility: anchoring, live shots, non-traditional sports packages.

Call 301--377-0578.

### EXECUTIVE PRODUCER

Award-winning reporter and producer with 6+ years in all areas of TV news looking for EP position in newsroom dedicated to quality, with management that cares about its people. Box A-39.

## Situations Wanted News

### A picture is worth a thousand words



Deborah Allen

Experience  
Radio-TV Reporter  
Telethon Co-host  
Talk Show Host  
Announcer

Wants: Reporter or Public  
Affairs Host Position

Call: (512) 473-3827

## ALLIED FIELDS

### Help Wanted Technical

### VIDEO TECHNICAL DIRECTOR/ EDITOR

Sperry Corporation has an immediate opening at its Education facility for a qualified Video Technical Director/Editor with ACE (registered trademark) Editing (or comparable) experience. Position is located at our modern color television production studio near Princeton, NJ. A familiarity with 1", Type "C" Format VTR's is required. Chyron graphics and additional video animation "know-how" desirable.

Candidate will be involved in the production of a variety of training and promotional programs. Strong interpersonal skills are required to interface with individuals in a wide range of production situations. A willingness and ability to work evening shifts is a must. Occasional requirement for remote shoot travel.

Applicants should possess a Bachelor's degree or technical school certification and have a minimum of 3 years job related experience. We offer an excellent starting salary and comprehensive benefits program. If you qualify, send your resume, including salary history to:

A. Mikkelsen  
SPERRY CORPORATION  
P.O. Box 1110  
Princeton, NJ 08543

## 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


Miscellaneous



**HIGH VISIBILITY... HIGH RETURNS**  
...makes you Number One!  
People love blimps! Why? Because they fly! Your promotion is unforgettable! More than a message. An event! For more details call us today.

**ADVERBLIMPSTM**  
from  
**AEROSTAR**  
INTERNATIONAL INC.

1813 "E" Avenue • P.O. Box 5057  
Sioux Falls, SD 57117-5057 • (605) 338-AERO  
A Subsidiary of Raven Industries, Inc.



Employment Service  
Continued



**THE BEST JOBS ARE ON THE LINE**

If you had been a MediaLine client last week, you would have known about these new job openings.

- a general assignment reporter in a top 10 market.
- an 11 pm producer in a top 60-market.
- an investigative reporter in a top 70-market.
- 2 photographer-reporter jobs in 2 small markets with entry level potential.
- radio news and announcing jobs in two dozen markets coast to coast.
- and 6 radio sales jobs.

Don't miss the new jobs that come onto MediaLine daily. To find out more about the jobs you might apply for and to find out how to subscribe, call MediaLine at 312-855-6779.

For Sale Stations

# NEW OFFERINGS

**MISSOURI OFFICE:**

- Midwest Small Market, AM/FM, Profitable, loaded with equipment, living quarters, new building, real estate, \$525,000.
- Western KY, AM, Profitable, \$725,000.
- Chain of 6 Midwest stations, 3 AM's, 3 FM's, Good markets, together or separately.
- Midwest AM/FM, \$60,000 down.
- Fulltime AM, Midwest growing city, \$525,000.
- NE Ark. Cablevision Systems, small cluster, priced to sell.
- SW MO, AM, \$150,000, \$30,000 down with rental property.

**Call CHARLES EARLS  
(313) 888-3224**

**TEXAS OFFICE:**

- Fulltime AM & Class A FM in North Texas, \$275,000, Attractive terms.
- Profitable county seat Fulltime AM & FM Combo, \$525,000 & Terms.
- Strong 5kw AM & 1kw night, Excellent Real Estate and Profitable, \$300,000 cash.

**George MOORE & Associates, Inc.**

**MEDIA BROKERS AND APPRAISERS**  
6116 N. Central Expressway  
Dallas, Texas 75206 (214) 361-8970

**VENTURE CAPITAL DEBT FINANCING**  
For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

**BETTER ON-AIR WORK GUARANTEED**

We help announcers become better on-air salespeople and newscasters. Individual cassette analysis pinpoints bad habits and weaknesses and tells how to correct them. You'll hear immediate improvement! Our clients include Radio/TV staff people and top-earning freelancers. Reasonable. No contract required. Money back if not delighted. Howard Fisher Creative Services, 2730 Stemmons Freeway, #1102, Dallas, TX 75207. 214-637-3535.

**LIKE TO VISIT CHINA?**

As part of our scenic 22 day tour, produce your live, exclusive 2-way call-in show with your American audience participation.

Please call or write for additional information.  
Paul Hale, 1619 N. Rover St.  
Colorado Springs, CO 80907 303-633-4795

**Business Opportunities**

**BROADCASTER** looking to expand in radio & television. Television market 100-175, no brokers. Will entertain mergers. Superior management. Have ability to raise additional capital. Box A-35.

**Wanted to Buy Equipment**

**WANTED TRANSPONDER ON SATCOM 3R BOX A-92**

**SMALL INVESTOR OPPORTUNITY**

We are in middle of turn-around situation. Must continue. Will sell 10% interest in AM daytime station for \$20,000 to help cover operating expenses. Top 100 market. Good investment deductions and benefits. Blind Box A-64.

**Employment Services**

**ENTRY LEVEL NEEDED**

Most of the radio stations in the US are in small markets—excellent training grounds for qualified entry level announcers & newscasters, male & female. NATIONAL, the Nation's leading radio placement service receives constant job orders from those stations. If you are qualified & ready for a move, let NATIONAL help. We make the complete presentation for you. For confidential details and 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!

**OKLAHOMA CITY FULL-POWER UHF TV**


**LOW PRICE EXCELLENT TERMS**

---

**TEXAS UHF TV CP FULL POWER MEDIUM MARKET FIRST INDEPENDENT**

---

**Bill Kitchen  
(404)324-1271**



Quality Media Corporation

**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 \$15.95-you save \$20. AMERICAN RADIO JOB MARKET. 1553 N. Eastern, Las Vegas NV 89101. Money back guarantee!

**WANTED...**

TV station in Illinois or Indiana. Must be independent. Send full particulars including complete terms to Box. A-72.





**R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

Media Marketing has acquired WDSC-AM/FM, Dillon, South Carolina for \$3,500,000 from Coastal Plains Broadcasting. We are pleased to have served as broker in this transaction.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

**\$1 BUYS CP**

CP for a new full power television in the twin cities of Duluth-Superior, Minnesota. This will be the FIRST INDEPENDENT TV station in the Duluth Market. I may sell 80 percent of this CP for ONE DOLLAR, if you send me a complete financial statement showing a minimum balance of 950,000 dollars to support construction and operation of station. SERIOUS REPLIES ONLY. Box A-84.

**NEW ENGLAND**



Class B FM and fulltime AM.  
Attractive market. \$700,000 on terms.  
Discount for cash.  
Contact: Keith Horton in our Elmira Office.

**KOZACKO • HORTON COMPANY**

**MEDIA BROKERS/APPRAISERS**

Woodland Park • Box 948 • Elmira, N.Y. 14902

**607-733-7138**

"TWENTY YEARS 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.

**PARTNER NEEDED**

Tremendous upside potential for undeveloped Sunbelt Class C FM. Ambitious new owners seek a passive or active third. Tall tower CP will blanket Top 100 market. No dreamers or well-wishers. 806-273-7575.

**SMALL MARKET AM/FM  
by owner**

real estate, nice facility, room for growth in billings. Brokers suggested \$550K, I'll sell for \$475K. Midwest. Serious inquiries only. Box A-65.

**PARTNER OR BUYER WANTED**

Mid Neb. FM Class A with B-CP. 140,000 people in (A) coverage. Strong market, great potential. Total price \$395,000. 1/3 partner could get in for \$40,000 to \$50,000. Station on new format 7 months. Billing is stronger each month, but still low. Tony 303-846-3355.

**901/767-7980**

**MILTON Q. FORD & ASSOCIATES**

**MEDIA BROKERS—APPRAISERS**

"Specializing In Sunbelt Broadcast Properties"  
5050 Poplar • Suite 1135 • Memphis, Tn. 38157

**Ponca City, Oklahoma FM  
Bankruptcy - Trustee MUST**

Sell, Fully automated,  
Excellent Studio.

**All New Harris Equipment  
Equipment Cost \$152,925.00**

**Charles A. Johnson, POB  
1069, Ponca City, OK  
74602 - 405/762-6666  
Attorney for Trustee**

**AM/FM COMBO  
FOR SALE**

Strong mid-west market. Big 10 college town. Complete details. Thoben-Van Huss, Inc. 317-636-1016.



**305-453-3311**

Box 1065, Merritt Island, FL 32952

**Donald K. Clark, Inc.**  
Media Broker

**NORTHWEST COMBO**

Class C-FM. 1,000 watt fulltime AM. Absentee-owned in growth market. Ideal for owner/operator. Price includes land/buildings. \$650K. Terms. Box 7040, SLC, Utah. 84107.

Colorado Rocky Mountains AM/FM CP  
Price reduced for quick sale \$600,000, terms

**Norman Fischer & Assoc., Inc.**  
1209 Parkway, Austin, Texas 78703  
512-476-9457

**ROCKY MOUNTAIN RESORT  
AM-FM! EXCELLENT CASH  
FLOW! THIS IS A GOOD ONE!  
REPLY TO BOX A-41!**

**SUNBELT VHF TV**

Gross near 1.0 mil. CBS affiliate. State of art Technology. Includes real estate. \$2.75 mil. Principals only.  
Reply Box A-90.

**CENTRAL TEXAS**

Resort Area Combo \$1.2 million cash

**JAMAR RICE CO.**  
Media Brokerage & Appraisals

950 West Lake High Dr.  
Suite 230, Austin, TX 78746

## For Sale Stations Continued

Location	Size	Type	Price	Terms	Contact	Phone
KA	Met	FM	\$2500K	Cash	Bill Lochman	(816) 941-3733
MS	Met	AM/FM	\$1500K	Terms	Mitt Younts	(202) 822-8913
CA	Met	FM	\$1250K	\$400K	Jim Mergen	(818) 366-2554
ME	Sm	AM/FM	\$900K	Terms	Ron Hickman	(401) 423-1271
MO	Sm	AM/FM	\$850K	\$170K	Bill Lytle	(816) 941-3733
CA	Sm	FM	\$775K	\$135	Elliot Evers	(415) 495-3516
VT	Sm	AM/FM	\$650K	Terms	Ron Hickman	(401) 423-1271
AR	Met	FM	\$650K	Cash	Bill Whitley	(214) 680-2807
KY	Sm	AM/FM	\$535K	\$165K	Ernie Pearce	(404) 998-1100
UT	Met	AM	\$325K	\$100K	Greg Merrill	(801) 753-8090

For information on these properties, please contact the Associate shown. For information on other availabilities, or to discuss selling your property, contact Janice Blake, Marketing Director, Chapman Associates Inc., 8425 Dunwoody Place, Atlanta, GA 30338. 404-998-1100.



- UHF-TV. Large Oklahoma city. \$5 million.
- UHF-TV CP. Large West Virginia city. \$65,000.
- More than 80 radio stations from Puerto Rico to Guam including several combos and Class C stations. Call to get on our mailing list.

**Business Broker Associates**  
615-756-7635, 24 hours

### CLASS A FM

Excellent small market station in Southwest Missouri. Recently built, all new equipment. Great opportunity for Owner/Manager or group. Price \$395,000.00 with seller terms. Call Paul or John Bailion 612-222-5555 or Wendell Doss 602-748-1492.

**Top-Rated Hispanic AM Radio Station. Leading Spanish-Language Market. \$3,000,000 cash. Qualified Buyers Only. No Brokers Please**  
Box A-21

### CAROLINA AM/FM

3 KW, FM, all new equipment on high tower, plus 1 KW daytimer which has strong local listenership. Stations have separate programming and sales staffs, in growing economically sound market currently billing \$30,000 to \$35,000 a month and climbing. Real estate included. If terms, \$1,200,000, with large down payment required. Substantial discount for cash.

**Reggie Martin**  
305-286-8342

**Ron Jones**  
804-758-4214

### BOB KIMEL'S NEW ENGLAND MEDIA, INC.

#### BUYERS AND SELLERS

There's never any obligation when talking to any of our professional staff

8 Driscoll Dr., St. Albans, Vt 05478  
802-524-3963

TENN. Full AM - Mjr. Mkt. \$400K. Only \$50K dn.  
FLA. Full AM - Med. Mkt. \$100K dn. Long terms. Low int. Valuable R.E.

N. FLA. FM - \$350K. Terms. Sm. mkt.

FLA. Full AM - Suburban. \$825K. Terms. Can go 5K.

FLA. AM CP - Mjr mkt. \$125K plus R.E.

**BECKERMAN ASSOCIATES, INC.**  
Media Brokers 305-485-3747

### 50 KW POTENTIAL

Upper Midwest top 20 suburban 5 KW foreign clear channel AM with PSA and PSSA. Station will automatically become fulltime with no additional investment upon implementation of the Mexican communications agreement in March. Also awaiting uncontested CP for higher power and fulltime on domestic clear channel; 50KW available by day. Never equipment; renovated studios, offices. This unique expansion opportunity is priced at \$750,000 -- mostly cash. Offered by owner to those financially qualified only, please. **BOX A-7**

Powerful Idaho AM and Class C FM in major city. Excellent near new studio/office building. Much upside potential. \$1.6 million on terms. Contact Bud Doss, 602-748-1492.

**BLACKBURN & COMPANY, INC.**  
RADIO - TV - CTV - NEWSPAPER BROKERS - NEGOTIATIONS - FINANCING - APPRAISALS

### BILL - DAVID ASSOCIATES BROKERS-CONSULTANTS

303-636-1584  
2508 Fair Mount St.  
Colorado Springs, CO 80909

### 2 Class A FM's - WI & MN 5000W Fulltime AM - WI

All within 100 miles of Mpls/St. Paul. Will sell as group or individually.

**RADIO**  
1424 Indian Oaks Ct.,  
St. Paul, MN 55112

## ATTENTION: Early Deadline Notice

Due to holiday, Monday, February 17, the deadline for classified advertising for the February 24 issue will be Noon, EST, Friday, February 14.

### BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18 weekly minimum. Situations Wanted (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 per inch. Situations Wanted: (personal ads): \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media

**Arthur W. Carlson**, general manager of radio properties, Susquehanna Broadcasting, York, Pa., named president of newly created Susquehanna Radio Corp. Susquehanna owns 15 radio stations.



Carlson



Wean

**Carolyn Wean**, VP and general manager, Group W's KDKA-TV Pittsburgh, joins co-owned KPIX(TV) San Francisco as VP and general manager, succeeding **Art Kern**, who resigned to become chairman and chief executive officer of American Media Inc., with offices in San Francisco and New York. **Joseph Berwanger**, VP, sales and marketing, KDKA-TV, succeeds Wean as VP, and general manager.

**Ed Cooperstein**, president, Arlington Broadcasting Group, comprising WQTV(TV) Boston, WCGV-TV Milwaukee and WTTO-TV Birmingham, Mich., resigns to form own communications company.

**Joseph T. Chairs**, VP, radio group, Outlet Communications, Providence, R.I., assumes additional responsibilities as general manager of its WIOQ(FM) Philadelphia. He succeeds **Don Pettibone**, who died of cancer last month (BROADCASTING, Jan. 13).

**D.H. (Buck) Long**, executive VP and station manager, WKRG-TV Mobile, Ala., named president and general manager, WKRG-AM-FM-TV.

**Stu Stanek**, general sales manager, WKT(FM) Milwaukee, joins KKFM(FM) Colorado Springs as VP and general manager.

**Leon Long**, VP, marketing, WLOX-TV Biloxi, Miss., named VP and general manager.

**Alvin Leitt**, station manager, WVT(TV) Milwaukee, named VP and general manager.

**Mark Jolie**, general sales manager, KBSI-TV Cape Girardeau, Mo., named general manager.

**Eric Hauenstein**, station manager, KLZI-FM Phoenix, named general manager.

**Joe Schwartzel**, general manager, WINK-AM-FM Fort Myers, Fla., also named general manager of co-owned, co-located WINK-TV.

**Joseph Shaffer**, station manager and program director, WHNS-TV Asheville, N.C., named general manager.

**Richard Stein**, local sales manager, KTZO(TV) San Francisco, joins KAIR(AM)-KJYK(FM) Tucson, Ariz., as VP, station manager.

**Sondra Clark**, special assistant for governmental affairs, noncommercial New Jersey Network, Trenton, N.J., named acting director.

**Cary Pahigan**, program manager, WBZ(AM) Boston, named station manager.

**James Morgese**, production manager, non-commercial WUFT(TV) Gainesville, Fla., named station manager.

**Bruce Hanson**, operations manager, WSHH(FM) Pittsburgh, joins WAYL-FM Minneapolis as operations director.

**Scott Freeman**, business manager, WHAG-TV Hagerstown, Md., named corporate controller of parent, Great Trails Broadcasting.

**John Grant**, director of programing, production and development, noncommercial WPSX-TV Clearfield, Pa., named station manager.

**Robert Strunak Jr.**, accountant, Sverdrup Technology, Cleveland, joins WKYC-TV there as administrator, financial analysis-news.

**Patrick Finerty**, from WRC-TV Washington, joins WFYR(FM) Chicago as business manager-controller.

**Jeff Murphy**, from Dallas-based Brahma Co., joins Citadel Communications, Tucson, Ariz.-based owner of one AM and two FM's, as controller.

## Marketing

**Wesley Dubin**, senior VP, director of national television and radio, Needham Harper Worldwide, Chicago, named senior VP, director of national broadcast and programing. **Dennis Witpen**, VP, executive director of network broadcast, New York, named VP, director of national broadcast and programing.

**Robert Gage**, executive VP-creative director, Doyle Dane Bernbach, New York, named

creative head, DDB-U.S.

**William Myers**, senior VP and managing director, Computer Marketing Services, Rochester, N.Y., joins Quinn & Johnson/BBDO, Boston as director, direct response group, succeeding **Marc Scullin**, named director of account service.

**Roy Grace**, chairman of board-executive creative director, Doyle Dane Bernbach U.S., New York, and vice chairman of agency's



Grace



Rothschild

parent, Doyle Dane Bernbach Group, and **Diane Rothschild**, executive VP, creative director, Doyle Dane Bernbach, New York, and member of its board of directors, are leaving DDB to form own advertising agency, Grace & Rothschild. **Gordon Sleeper**, group senior VP, management supervisor, DDB, will join new agency as executive VP, general manager.

**Anthony Hopp**, group senior VP and management supervisor, Campbell-Ewald, Warren, Mich., named head of newly formed regional marketing group.

**Douglas Moss**, general sales manager, Cable Networks Inc., New York, joins Madison Square Garden Network there as VP, advertising sales.

**Dave Donelson**, national sales manager, bronze group, Katz Continental Television, New York, joins MMT Sales there as VP, director of sales, marketing division.

Account supervisors elected VP's, BBDO, New York: **Bob Forman**, **Mark Romney** and

## Investing in Television 1986

Third Edition of

The Market-By-Market Guide to the Television Industry

All 214 Markets listed by Market

Rank for your comparable sales analysis

- Historic Financials
- Revenue Projections
- Ownership Data
- Station Sales
- ARB Rating Trends
- and much more!
- For a free brochure
- Call (800) 323-1781
- California and Alaska
- Call collect (415) 366-1781

The Best Television Investment Research Available



## Andy Russem.

**Pierce Butler**, from Chemical Bank, New York, joins William Esty there as senior VP.

**Robert Brandt**, senior VP and management supervisor. Carrafiello Diehl & Associates, Irvington-on-Hudson, N.Y., named executive VP.

**Richard Dorfman**, account executive, advertiser sales. Arts & Entertainment Network, New York, joins Viacom Enterprises there as director, advertising sales.

**Ronald Pollock**, account executive, CNN and Headline News, Turner Broadcasting, New York, joins USA Network there as account executive.

**Richard Muehlberg**, VP, senior copywriter, McCann-Erickson, New York, joins Geer, DuBois there as copywriter. **David Demarest**, from Ally & Gargano, New York, joins Geer, DuBois as art director.

**Debra Zeyen**, program manager, Group W's KDKA-TV Pittsburgh, named manager of program sales. Group W Television Sales, New York.

**Mike Baker**, account executive, Needham Harper Worldwide, named account supervisor.

**Brian Watson**, trust officer, CitiCorp, New York, joins Katz Communications there as manager, corporate benefits.

**Joseph McSweeney Jr.**, from Ogilvy & Mather, New York, joins Foote, Cone & Belding, Chicago, as network buyer, national broadcast unit.

**Alexandra (Alexa) Buchanan**, from Selcom Radio, Los Angeles, joins Masla Radio there as member of sales staff.

**Diane Restaino**, from Minneapolis office, Harrington, Righter & Parsons, joins HRP's New York office as account executive, red team. **Kent Schroeder**, from WXOW-TV La-Crosse, Wis., joins HRP, Minneapolis, as account executive.

**Robert Longo**, from Thomas Cook Travel and Travelers Cheque Inc., New York, joins W.B. Doner, Detroit, as director of human resources.

**Gail Bower**, account services coordinator, McAdams & Ong Advertising, Philadelphia, named account executive. **Susan Schmidt-Casdorff**, traffic manager, McAdams & Ong, named account executive.

**Sabrina Leonard**, from Avery-Knodel, Houston, joins Seltel there as account executive.

**Rhonda Huie**, copywriter, Ogilvy & Mather, Chicago, joins W.B. Doner, Southfield, Mich., in same capacity.

**Bob Rodriguez**, from KTTV(TV) Los Angeles, joins KVEA-TV there as director of sales.

**Ken Glover**, general sales manager, WHNS(TV) Asheville, N.C., joins WLOS-TV there as general sales manager.

**Hal Whack**, national sales manager, KDKA-TV Pittsburgh, named general sales manager.

**Grace Gilchrist**, general sales manager, WSB-TV Atlanta, joins WXYZ-TV Detroit in same capacity.

**Dennis Bradford**, account executive, WBKO-TV Bowling Green, Ky., named general sales

manager.

**Jeff Salkin**, account executive, WLKW-AM-FM Providence, R.I., joins co-owned WROW-AM-FM Albany, N.Y., as general sales manager.

**Stephen Streiker**, from WJMM(FM) Birmingham, Mich., joins KBQE(FM) Kansas City, Mo., as general sales manager.

**Alan Ecklund**, general sales manager, KISS(FM) San Antonio, Tex., joins KRMG(AM) Tulsa, Okla., in same capacity.

**Susan Player**, account executive, WOMC(FM) Detroit, named national sales manager. **Millie Felch**, from WLLZ(FM) Detroit, and **Marie Skladd**, from WCXI-AM-FM Detroit, join WOMC as account executives.

**Jim Oetken**, from KCRG-TV Cedar Rapids, Iowa, joins WLKY-TV Louisville, Ky., as national sales manager.

**Kathleen Garvin**, account executive, WAVY-TV Norfolk, Va., joins KGUN-TV Tucson, Ariz., as local sales manager.

**Cindy Pomeroy**, account executive, WHNS-TV Asheville, N.C., named local sales manager.

**Joseph Collins**, manager, CBS television stations division national sales, Dallas, joins CBS-owned KCBS-TV Los Angeles as local sales manager.

**Ray Hunt**, local-regional sales manager, KSNT-TV Topeka, Kan., joins WXIN(TV) Indianapolis in same capacity. **Gary Sotir**, regional account executive, KSNT-TV, succeeds Hunt.

**Murray Levine**, sales manager, WINZ(AM) Miami, joins WJQY(FM) Fort Lauderdale, Fla., as senior account executive.

**Richard Slocum** and **Cynthia Pallotto**, account executives, Foote, Cone & Belding/Entertainment, New York, named senior account executives.

**Mario Carerra**, account executive, KMEX-TV Los Angeles, joins KTTV(TV) there in same capacity.

**Robert Kanter**, from *Houston Post*, Houston, joins KHTV(TV) there as retail account executive.

**Michael Denlinger**, from WKRL(FM) Clearwater, Fla., joins WYNN(FM) Tampa, Fla., as account executive.

**Pamela Greeley**, from WMJC(FM) Birmingham, Mich., joins WJBK-TV Detroit as account executive.

**Lucy Stout**, account executive, KIOA(AM)-KMGK(FM) Des Moines, Iowa, joins WHO(AM) there as account executive.

**Scott Leslie**, from WEAR-TV Pensacola, Fla., joins WCRJ-AM-FM Jacksonville, Fla., as account executive.

**Debbie Christensen**, account executive, KING(AM) Seattle, joins KCPQ(TV) Tacoma, Wash., as account executive.

**Michael Frohm**, from Blair/RAR, Los Angeles, joins WINS(AM) New York as account executive.

**Mary Jane Deasy**, from WYSP(FM) Philadelphia, joins WFMT(FM) Chicago as account executive.

**Gari Goodspeed**, from WWLV(FM) Daytona Beach, Fla., joins WCFI(FM) there as account executive.

**Kimberly Gold**, from WQTV(TV) Boston, joins WCVB-TV there as account executive.

**George Click**, from GTE, Dallas, joins WCYB-TV Bristol, Va., as account executive.

**Gary Duffy**, from KMEG-TV Sioux City, Iowa, and **Jerry Haack**, from KLEM(AM)-KZZL(FM) Le Mars, Iowa, join KTIV(TV) Sioux City as account executives.

## Programing



Spence

**Jim Spence**, senior VP, ABC Sports, New York, resigned effective Feb. 3. His resignation came week after **Roone Arledge** turned over ABC Sports presidency to ABC-owned television stations president, **Dennis Swanson** (BROADCASTING, Feb. 3). Spence had been

with ABC since 1960, when he was hired by then sports producer Arledge as production assistant. Spence became coordinating producer of *Wide World of Sports* in February 1966. In November 1970 he was named VP, program planning, ABC Sports. He has been senior VP since January 1978, coordinating day-to-day operations of department under Arledge. In statement, Spence said: "I have reached this decision after considerable thought and deliberation. I have concluded that it is in the best interests of the organization for me to depart at this time." Although Spence did not indicate future plans, ABC spokesman said Spence had "three options available, and would weigh those proposals."

**Dennis Kane**, director of television, National Geographic Society, Washington, named VP, television. **Tim Kelly**, co-executive producer, National Geographic's *Explorer* cable series, named associate director of television.

**Anne Lieberman**, director of programing, West Coast, LBS Communications, Los Angeles, joins DIC Enterprises there as director of programing.

**Bill Carroll**, production manager, Columbia Pictures Television, Los Angeles, named director of production management.

Appointments, C-Span, Washington: **Brett Betsill**, crew chief, master control, to manager of studio operations; **Barry Katz**, unit manager, field production, to senior producer, special projects, and **Terry Murphy**, field production manager, assumes additional duties as field production manager.

**Pamela Kerr**, manager of contracts administration, film programing, Time Inc.-owned Home Box Office, New York, named manager of administration for Time Inc. Video Group.

**Gary Hoffman**, layout department supervisor, Filmmation Productions, Los Angeles, joins Marvel Productions, Van Nuys, Calif., as administrative art director.

**Sue Lee**, assistant production director and operations assistant, ABC-owned WABC(AM) New York, named manager, affiliate relations, ABC Rock and FM Networks.



**Kristie Smith**, director of international sales and administration. Harmony Gold, Los Angeles, named VP.

**Jacqueline S. Smith**, vice president-daytime programs, ABC Entertainment, has relinquished those responsibilities. Smith, who has been head of daytime programming at ABC since 1977, will exercise provision in contract and remain general program consultant exclusive to ABC through March 1987.

**Steve Teamkin**, assistant promotion manager. MCA-TV, New York, named director of sales service.

**Robert Cook**, VP and general manager. KECH-TV Portland, Ore., joins World Events Productions, St. Louis, as VP, marketing and sales. World Events is owned by Koplak Communications.

**Clifford Lachman**, production manager. *Entertainment Tonight*. Paramount Television and Video Programming, Los Angeles, named associate producer.

**Bob Sherry**, manager of financial analysis. Columbia Pictures Television, Los Angeles, named director, financial analysis.

**Debby Hunt**, programming assistant. WFLX(TV) West Palm Beach, Fla., joins WPMI(TV) Mobile, Ala., as program director.

**Joe Loughmiller**, air personality. WMDH(FM) New Castle, Ind., named program director.

**Ron Diaz**, music director and air personality. WYNF(FM) St. Petersburg, Fla., named assistant program director.

**William Cosmas**, executive producer, non-news programming, WJLA-TV Washington, assumes additional responsibilities for all non-news programming. **Thursa Thomas**, director of public affairs, WJLA-TV, named manager, syndicated and network programming.

**Sandra Wilson**, studio operations supervisor. Turner Broadcasting System, Atlanta, named production-operations manager, production department. TBS.

**Margherita Finelli**, associate producer. KDKA-TV Pittsburgh, joins WKRC-TV Cincinnati as producer. *The Ira Joe Fisher Show*.

**Jane Rothschild**, from noncommercial WNET(TV) New York, joins Post-Newsweek Stations, Jacksonville, Fla., as associate producer, documentaries.

**Gary Smith**, writer-producer. WXYZ-TV Detroit, joins MVP Communications, Troy, Mich., as producer-writer.

**Dick McDonough**, from WNGS(FM) West Palm Beach, Fla., joins WMJX(FM) Boston as morning air personality.

**Scott Norman**, from KJR(AM) Seattle, joins KRMG(AM) Tulsa, Okla., as air personality.

**Lisa Taylor**, air personality, WZNE(FM) Clearwater, Fla., joins WFYR(FM) Chicago in same capacity.

**Tedd Morgan**, from American Forces Radio and Television, West Berlin, and **Michael Kondor**, from WHTM-TV Harrisburg, Pa., join WGAL-TV Lancaster, Pa., as news photographers.

**Carl Bell**, from KECY-TV El Centro, Calif., joins KMST-TV Monterey, Calif., as weather anchor.

**Wendy Corey**, from WMJQ(FM) Rochester, N.Y., joins WYST-AM-FM Baltimore as air personality.

**Pat Riley**, from WIBC(AM) Indianapolis, joins KROY(FM) Sacramento, Calif., as morning personality.

**Charlie Hanson**, air personality. WISN(AM) Milwaukee, retires after 30 years with station.

**Stan Martin**, part-time air personality. WHN(AM) New York, joins station full time.

**Allan Hoffman**, from WLOS-TV Asheville, N.C., joins WNCT-TV Greenville, N.C., as co-anchor.



MeBain

**Deloris MeBain**, administrator, editorial services, WMAQ-TV Chicago, named manager, community affairs.

**Bill Graves**, from KSTR(AM) Grand Junction, Colo., joins WAAM(AM) Ann Arbor, Mich., as news producer and afternoon weather anchor.

## News and Public Affairs

**Dave Bishop**, assistant news director. WPTF(AM) Raleigh, N.C., joins WMAG-FM High Point, N.C., as news director.

**Michael Kronley**, from KSBY-TV San Luis Obispo, Calif., joins co-owned KSBW-TV Salinas, Calif., as news director.

**David Vincent**, news director. WLOX-TV Biloxi, Miss., named VP, news director.

**Ray Depa**, news director, KETV(TV) Omaha, joins KGUN-TV Tucson, Ariz., as news director.

**Bob Shilling**, news director. WCBM(AM) Baltimore, joins WJZ-TV there as assignment editor.

**Bob Reichblum**, executive producer. WDMV-TV Washington, joins WJLA-TV Washington as assistant news director, daily news;

**Janice Trevvett Dexter**, promotion director, WSET-TV Lynchburg, Va., joins WGAL-TV Lancaster, Pa., as community services director.

**Laura Littell**, anchor-assignment editor and producer. WQOW-TV Eau Claire, Wis., joins WBAY-TV Green Bay, Wis., as 10 p.m. producer.

**Susan Hutchison**, anchor and managing editor, 11 p.m. newscast, and co-anchor, 4:30 p.m. news. KIRO-TV Seattle, named co-anchor, 5 p.m. news.

**Steve Ozenovich**, weekend anchor. WVUE(TV) New Orleans, joins KDEB-TV Springfield, Mo., as 5 and 10 p.m. anchor.

**Dale Julin**, reporter. KHSL-TV Chico, Calif., joins KFTY(TV) Santa Rosa, Calif., as reporter and weekend sports anchor.

**Doug Krile**, from KCRG-TV Cedar Rapids, Iowa, joins KARK-TV Little Rock, Ark., as

# Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

**Broadcasting** Magazine

3 years \$175

2 years \$125

1 year \$65

(International subscribers add \$20 per year)

**Broadcasting** Cablecasting Yearbook 1985

The complete guide to radio, TV, cable and satellite facts and figures—\$85 (if payment with order \$75) **Billable orders** must be accompanied by company business card or company purchase order. Off press Spring 1985.

Name \_\_\_\_\_  Payment enclosed

Company \_\_\_\_\_  Bill me

Address \_\_\_\_\_ Home? Yes  No

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_

Signature \_\_\_\_\_ Are you in cable TV operations  Yes  No

For renewal or address change  
place most recent label here

The one to read when there's time to read only one.

anchor, early morning newscast.

**Jim Condelles**, reporter, WMGC-TV Binghamton, N.Y., joins WAKA-TV Montgomery, Ala., as weekend anchor-reporter.

**Larry Shaughnessy**, intern, WCPO-TV Cincinnati, named news writer.

**Don Graye**, from WBOY-TV Clarkesburg, Va., joins WSAZ-TV Huntington, W. Va., as sports reporter.

**David Jones**, from WWL-TV New Orleans, joins KOMO-TV Seattle as reporter.

**Ron Gerard**, from WOLO-TV Columbia, S.C., joins KETV-TV Omaha as meteorologist.

**Diana Swallow**, news and commercial director, Warner Amex Cable, Medford, Mass., joins WMTW-TV Auburn, Me., as photographer.

**Faith Murphy**, reporter, WHBF-TV Rock Island, Ill., joins WTOL-TV Toledo, Ohio, as reporter.

**Frank Cusumano**, sports anchor, WKPT-TV Kingsport, Tenn., joins WLEX-TV Lexington, Ky., as sports reporter and weekend anchor.

Tex., to sales and marketing assistant: **Bill Franklin**, from Loranger Manufacturing Corp., Warren, Pa., to engineering support manager, and **Raymond Sherlock**, from GTE Service Corp., to materials control supervisor.

**James Oster**, assistant chief engineer and director of research, Post Group, Los Angeles, joins Positive Video, Orinda, Calif., as VP, engineering.

**Neil Friedman**, from New York entertainment law firm of Frankfurt, Garbus, Klein & Selz, New York, joins Vestron Video, Stamford, Conn., as director, business affairs.

**Thomas Powers**, manager, electronic journalism, WKYC-TV Cleveland, named director, technical operations.

**Steve Ambrose**, from WHTM-TV Harrisburg, Pa., joins WGAL-TV Lancaster, Pa., as master control operator.

**Susan Roche**, from WCVB-TV Boston, joins Century III Teleproductions there as engineering technician.

## Technology

Appointments, General Instrument, New York: **Rein Norma**, senior VP, broadband group, to executive VP, corporate development; **George Safiol**, senior VP, components group, to executive VP, operations; **Christopher Sutphin**, group general manager, to senior VP, components group; Stephen Davidson, director of personnel, to corporate VP, personnel and organization.

Appointments, Agfa-Gevaert, Teterboro, N.J.: **Maria Curry**, director of marketing, magnetic tape division, to VP and general manager of magnetic tape division and member of executive council; **Hans Kuhlmann**, general manager, consumer and professional division, to VP and general manager of division; **Joseph Verbraeken**, VP and treasurer, to senior VP, finance and administration, and **Robin Wendell**, director of industrial relations, to VP, human resources.



**Dennis Gooch**, chief engineer, KAIR(AM)-KJYK(FM) Tucson, Ariz., named VP, engineering, for parent, Citadel Communications.

**Michael Feniello**, product manager, Sony Professional Audio Division, Park Ridge, N.J., named manager of marketing

administration.

**Wayne Somrak**, group controller, Varian Associates, Palo Alto, Calif., named corporate controller.

**Charles P. Ginsburg**, VP, advanced technology and planning, Ampex Corp., Redwood City, Calif., and pioneer in development of videotape recorder, retired Jan. 31 after 34 years with company.

Appointments, Fidelipac, Morristown, N.J., manufacturer of broadcast tape products: **Amy Welton**, from Harper Oil Co., Midland,

## Promotion and PR

**Marvin Weiss**, head of own firm, The Public Relations Group, Chicago, joins Creamer Dickson Basford there as senior VP and general manager.

**Kathy Murphy**, studio production manager, C-Span, Washington, named public relations manager.

**Dan Harary**, staff publicist, Playboy Channel, Los Angeles, joins Columbia Pictures Television there in same capacity.

**Jeff Pryor**, reporter, *Electronic Media*, Los Angeles, joins Telepictures there as manager, press information.

**Janice Dove**, director of continuity, WHSV-TV Harrisonburg, Va., named director of creative services.

**Nina Green**, from *Miami Herald*, Miami, joins WKAT(AM) Miami Beach, Fla., as promotion director.

**Lori Shelden**, from Comcast Cable Systems, Bala Cynwyd, Pa., joins WPHL-TV Philadelphia as manager of cable relations.

**Martin Blair**, publicity coordinator, WCAU-TV Philadelphia, named director of press information.

**Kevin Salyer**, promotion coordinator, WJW-TV Cleveland, named manager of press relations.

**Tom Ash**, from KLTW-TV Tyler, Tex., joins KPRC-TV Houston as director of news promotion.

**Ronald Caperton**, member of research department, WFYR(FM) Chicago, named assistant promotion director.

**Victoria Elliott**, promotion producer, KPLR-TV St. Louis, named assistant promotion manager. **Suzi Schrappen**, promotion producer, KPLR-TV, named senior promotion producer. **Judy Wind**, promotion coordinator, Koplax Communications, St. Louis, joins KPLR-TV as promotion assistant.

## Allied Fields

**Bruce Northcott**, senior VP, Frank N. Magid Associates, Marion, Ohio, named president and chief operating officer. Frank Magid remains chairman and chief executive officer. **Stephen Ridge**, manager, television consultation, Frank N. Magid, named VP, consultation.

**Alan R. Griffith**, senior VP, communications, entertainment and publishing division, Bank of New York, named executive VP, adding responsibilities for commercial banking sector. **Gerald L. Hassell**, VP and assistant division head, succeeds Griffith.

**Richard Sippel**, administrative law judge, United States Department of Labor, Pittsburgh, joins FCC, Washington, as administrative law judge. He replaces **John Conlin**, retired.

**Julian Shepard**, attorney, National Association of Broadcasters, Washington, named assistant general counsel.

**Donald Miller**, executive VP, international and domestic business development, Saatchi & Saatchi Compton Worldwide, New York, joins Media General Broadcast Services there as senior VP, director of marketing sales.

**Mike Henry**, account executive, WSB-AM-FM Atlanta, joins Surrey Consulting and Research, Denver, as director of marketing.

White House has nominated author **James A. Michener** to seat on Board for International Broadcasting. His term would expire April 28, 1987.

## Deaths

**Leif Ericson**, 74, veteran television, screen and stage actor, died of cancer Jan. 29 at Baptist hospital, Pensacola, Fla. He was best known to television viewers as John Cannon on NBC-TV's *The High Chaparral* from 1967 to 1971. He is survived by his wife, Anne, and daughter, Susan.

**S. Allen Ash**, Midwestern vice president, sales, ITC Entertainment, Chicago, died of heart and kidney ailment Jan. 28 at Chicago hospital. Ash joined ITC in 1973 as sales executive, Midwest, and was named VP in 1981.

**Mahlon Aldridge**, 70, former manager, KFRU(AM) Columbia, Mo., voice of Missouri University Tigers football and basketball teams, and past president of Missouri Broadcasters Association, died of heart attack Jan. 21 in Maui, Hawaii. Before joining station in 1945, Mahlon had worked at KXOK(AM) St. Louis as news and special events director and at KWOS(AM) Jefferson City, Mo., as sports announcer. He is survived by his wife, Betty, and two sons. One son, James, is regional broadcast representative for Associated Press.

**Robert Kent Oxenhandler**, 33, radio program consultant known professionally as Bobby Hattrick, died Jan. 28 of stab wounds suffered during attack by unknown assailant at his St. Louis home. He is survived by his mother, father and two brothers.



## Broadcasting: a labor of love

Kenneth L. Hatch, president and chief executive officer of KIRO Inc., Seattle, had no plans to become a broadcaster when he was growing up in rural Utah. At that time his one objective was to earn \$10,000 a year. "And I accomplished that goal," he says with a chuckle.

Ten thousand dollars was no small sum as envisioned from Hatch's original perspective. Hatch was born 50 years ago on a farm far from the nearest town, Vernal, Utah. "We had no running water in our home, no indoor toilet, no heat other than a wood stove," he recounts. "As a boy, I worked on the farm in the summer and attended a small grade school 80 miles away [in Vernal, Utah] in the fall and winter.

"Some people might wonder how I managed to get to school 80 miles away," says Hatch. "Actually, during the school term I went to school and lived in Vernal with my mother. Then starting in the second year of school, my family engaged a private teacher. There was no problem by the time I got to high school. My family had moved to Vernal."

He was a well-rounded high school student who excelled both in sports and in his studies. In keeping with his goal, he set his sights on a business career. In 1953, Hatch enrolled at the University of Utah, where he earned a BS degree in banking and finance in 1957. Following graduation, he served for a year in the U.S. Army, part of the time in the Finance Corps.

Discharged from the Army in 1958, he arranged several interviews with large corporations. A friend suggested that he talk with executives at the Bonneville Corp. in Salt Lake City, a major broadcast group operator. An interview was set up and Hatch decided that broadcasting could provide both an opportunity and a challenge.

He became a sales trainee at Bonneville's KSL-TV Salt Lake City. His first sale is a bittersweet memory. "I sold a local business firm on a \$125-per-week schedule and I was elated," he remembers. "But the client never paid the bill."

He was luckier with other advertisers, and Hatch began to attract the attention of other stations and Bonneville officials. Arch Madsen, who retired last summer as president of Bonneville International, recalls Hatch's "total commitment":

"Ken knew he had a job to do and he did it," Madsen said. "No matter the job you handed him, he did it willingly and he did it well. He gets along with people and he's a marvelous mix of seriousness and frivolity. He knows that a job may be hard to do but it can also be fun."

Hatch moved up from sales trainee in 1958 to account executive in 1960; national sales manager in 1963 and general sales



KENNETH LEE HATCH—president, KIRO Inc., Seattle; b. Vernal, Utah, Aug. 14, 1935; BS, banking and finance, University of Utah, 1957; U.S. Army, 1957-58; sales trainee, KSL-TV Salt Lake City, 1958-60; account executive, KSL-TV, 1960-63, and national sales manager, 1963-64; general sales manager, KIRO-TV Seattle, 1964-67; assistant general manager, 1967-69; VP and general manager, 1969-71; senior VP and general manager, 1972-78; president of Midnight Sun Broadcasting Corp. seeking to buy stations in Alaska, 1978-79; returned to KIRO Inc. as executive VP responsible for KIRO-TV, KIRO(AM) and KSEA(FM) Seattle; president of KIRO Inc. and senior VP of parent company, Bonneville International Corp., 1980 to present; added responsibilities in 1982 for KAAM(AM)-KAFM(FM) Dallas and KMBZ(AM)-KMBR(FM) Kansas City, Mo. m. Marsha Rich, Dec. 7, 1974; children—Sean, 23; Ryan, 21; James, 19 (by previous marriage); Michael, 10; Elizabeth-Anne, 9.

manager in 1964. Later that year he shifted to co-owned KIRO-TV Seattle, as general sales manager. He was advanced to general manager in 1967; vice president and general manager in 1971 and senior vice president in 1972.

Hatch interrupted his management climb in 1978 to do some station prospecting in Alaska. "I wanted to be an entrepreneur, own my own business," he recalls. "I had the chance to become part of a group—as president of Midnight Sun Broadcasters Corp.—to buy three television and four radio stations in Alaska. But, a local citizen group filed a petition to deny the sale and later filed another petition to deny license renewals for the stations." The proceedings dragged on for more than a year and Hatch's group abandoned the idea of buying the stations. Hatch says he still has entrepreneurial instincts but believes he is "too firmly entrenched" at Bonneville to make such a move again.

None the worse for the experience, Hatch returned to Bonneville, specifically to KIRO Inc., as executive vice president, with responsibility not only for KIRO-TV but also

KIRO(AM) and KSEA(FM) Seattle. In 1980, he was named a senior vice president of Bonneville International and president of KIRO Inc. In 1982, he added responsibilities for the corporation's two radio stations in Dallas—KAAM(AM)-KAFM(FM)—and two stations in Kansas City, Mo., KMBZ(AM)-KMBR(FM).

These wide-ranging responsibilities have made Hatch a constant traveler. He hasn't kept track of his business mileage, but estimates he surpasses the 200,000-mile mark in a year.

Closer to home, Hatch has been a careful observer of the Seattle scene for more than 20 years and has watched the growth in the market. But 1985, he concedes, was not one of the better years.

"Revenues at KIRO-TV were up only slightly," he says. "It was not in line with our projections."

He attributes the softness at KIRO-TV (A CBS-TV affiliate) to the resurgence at independent stations and a sluggish national and local economy.

On the other hand, he says, KIRO's radio operations had a most successful year. He calls KIRO(AM) "one of the most successful all-news and sports station," and says that KSEA(FM) had "a solid growth year."

Hatch projects that radio and TV sales in 1986 at the Seattle stations will surpass 1985 levels. On the basis of the first few weeks in January and the latter part of December, Hatch looks for a solid first quarter, with double-digit increases in sales.

In the long term, Hatch envisions continuing competition from the new media but does not expect it to be "lethal." He believes that both radio and television will learn how to compete more effectively with the developing media.

"I see real growth at the TV network level," he says. "There has been some leveling off from two or three years ago but the competition is going to come from one network pitted against another and not from other electronic media."

Bonneville is owned by the Church of Jesus Christ of the Latter Day Saints (more commonly known as the Mormon Church). Hatch himself is a Mormon and in line with the church's precept of service to the community, sits on the boards of many public service organizations in Seattle.

He is fond of watching television for both business and pleasure. He enjoys some adventure series and made-for-TV movies and news programs, particularly *60 Minutes*; He wades through three newspapers a day and subscribes to magazines including *Forbes* and *U.S. News and World Report*. He likes to read books on business and recently finished "Managing," by Harold Geneen, the former chief executive of ITT. If the frequent travel his position requires is difficult, Hatch feels it is worth it: "It's really a labor of love for me," he insists. "There is no business I know of where an individual can do as much good as a well-motivated broadcaster can." ■



**NBC is considering expanding Today to sixth day, probably Sunday.** "It's in the talking stages," spokesman confirmed. He described plan as one that's been around for awhile but one that Lawrence Grossman (president, NBC News) administration has now "dusted off." According to Eric Bremner, vice president, television, King Broadcasting, and chairman of NBC affiliate news committee, expanding *Today* has for years "constantly been a subject" of discussion between network and affiliates. He said many stations with strong news organizations favor plan. They point to success of *CBS News Sunday Morning*, network's Sunday version of *Morning News*, he said. But others, Bremner noted, oppose it, such as those stations with paid religious programming on Sunday mornings and those with eye toward stemming network encroachment into local time. It is unlikely NBC News would try (or receive approval) to expand to Saturday, source said, where network has number-one-ranked morning lineup of children's programs.

**ABC Video Enterprises and Vestron Video** will announce today (Feb. 10) formation of **joint home video venture** to be known as **ABC/Vestron**. It will be 50-50 venture designed to search ABC program libraries for home video material. Venture will have access to ABC News, Sports, and Entertainment libraries to create new home video programs. However, venture would not have automatic rights to theatrical films produced by ABC Circle Films (such as "Prizzi's Honor"), where interest among home video distributors could be high. There it would be subject to bidding process. Venture has been set up "to take advantage of nontheatrical, nonfiction video opportunities" offered by ABC libraries, company official said. As venture is set up, ABC is generally responsible for program production (mostly editing) and Vestron will handle distribution end. While ABC libraries will be principle program sources at first, venture would not be limited to those sources. No one has yet been tapped to run venture. It's expected to release up to 12 programs or series annually, ranging in price from \$14.95 to about \$80. ABCVE has previously released library material to home video, most notably, program featuring highlights of 1984 Olympics which sold 125,000 cassettes at \$29.95 each. Another Olympics cassette, on equestrian events, sold 5,000 copies at \$69.95 each. Both are seen as successful forays into home video market.

**Readjusting prime time.** Both CBS and NBC have made changes in their prime time schedules, effective after the February sweeps are over. In addition, both networks announced new shows would be joining their prime time lineups. CBS said *Fast Times*, a half-hour sitcom, and *Tough Cookies*, another half-hour sitcom, will premiere on Wednesday, March 5, at 8 p.m. and 8:30 p.m., respectively. *Mary and Foley Square*, which presently occupy the Wednesday 8-9 p.m. block, move to Tuesday at 9-10 p.m., beginning March 25. Also premiering March 25 will be *Morningstar/Eveningstar*, which will occupy the 8-9 p.m. time period leading into *Mary and Foley Square*. The *Equalizer* will move from Wednesday at 10-11 p.m. to Tuesday at 10-11 p.m., also effective March 25. In place of *Crazy Like a Fox* and *The Equalizer*, CBS will schedule the CBS Wednesday Night Movie at 9-11 p.m., effective March 19. Both *Crazy Like a Fox* and *Trapper John, M.D.* will temporarily leave the network schedule.

NBC will premiere two new sitcoms, *You Again* and *Valerie*, on Monday, March 5. The two comedies will be scheduled at 8-9 p.m. in place of TV's *Bloopers and Practical Jokes*. In addition, NBC said first-run episodes of *Misfits of Science* will end on Feb. 28 and will be replaced by *Riptide*, effective March 7. Beginning March 4 in place of *Riptide* on Tuesday at 9-10 p.m. will go *Hunter*. And in place of *Hunter* on Saturdays at 10-11 p.m. will go *Remington Steele*, which has been moved out of its Tuesday 10-11 p.m. berth for *American Almanac*. NBC Entertainment President Brandon Tartikoff said the schedule changes on current series were being done on a "trial basis" but that "the results of these moves and the inclusion of *American Almanac* will help us shape the NBC prime time lineup for the 1986-87 season."

Shareholders of both **Lorimar and Telepictures** last Thursday (Feb. 6) **approved merger of two companies**. New stock of company is expected to begin trading on American Exchange under symbol LT as of Feb. 19, day after planned effective date of merger. Merv Adelson, chairman and chief executive officer of Lorimar, last week announced formation of board's executive committee for merged companies. Eight-member committee will consist of Adelson; J. Anthony Young, executive vice president and chief financial officer of Lorimar and of combined companies; Charles D. Peebler Jr., chief executive officer of Lorimar subsidiary, Bozell, Jacobs, Kenyon & Eckhardt, and five members of office of president—Lee Rich, currently president of Lorimar; Michael Jay Solomon, currently chairman and chief executive officer of Telepictures; Michael Garin, currently president and chief executive officer of Telepictures; David E. Salzman, currently vice chairman of Telepictures, and Richard T. Robertson, executive vice president of Telepictures.

**Hauser Communications**, New York-based MSO founded by former Warner Amex Cable Chairman Gustave Hauser, has **joined consortium of cable companies buying Group W Cable** (BROADCASTING, Sept. 2, et seq.). Company, in partnership with Daniels and Associates is acquiring Group W systems in California, Louisiana and Minnesota. When overall deal closes, said Hauser last week, Daniels will take possession of California and Louisiana systems and his company will take control of six Minnesota systems, clustered in Minneapolis-St. Paul suburbs. (According to Hauser, consortium will break up MSO at some point. Only question, he said, is whether consortium, may, for interim period, continue to operate Group W Cable properties as single corporate entity for tax and other legal reasons, and if so, for how long.) Six systems, said Hauser, now have subscriber base totaling about 45,000 homes. Daniels will hold minority interest in Minnesota systems, but will have no management role. Hauser said Daniels' interest in Minnesota systems will amount to that of "passive limited partner." Other companies in Group W consortium include Tele-Communications Inc.; American Television & Communications, in partnership with Houston Industries; Comcast, and Century Southwest Communications.

**Group W, RKO General and Fidelity Television Inc.** last week formally asked FCC to approve proposed settlement agreement under which **Group W would acquire RKO's KH-TV Los Angeles for \$310 million** (BROADCASTING, Nov. 11). Under proposed agreement, RKO would come out with \$212 million, and Fidelity, sole competing applicant for station's facilities, would drop its challenge for \$95 million. Group W also has agreed to pick up tab for up to \$3.25 million in Fidelity liabilities. RKO and Fidelity were also reportedly planning to ask FCC to stay ongoing hearings into RKO's qualifications to be licensee until FCC acted on proposed settlement agreement. As originally contemplated, RKO was supposed to come out of deal with \$215 million, but after additional negotiation, \$212-million figure was agreed upon because of tax considerations.

HBO reports that almost **1,200 backyard satellite dish owners have subscribed to company's pay TV services, HBO and Cinemax, since it started full-time scrambling** on Jan. 15. Company said more than 2,300 pay units of HBO and Cinemax had been ordered as of Jan. 31 (with about 90% of new subscribers taking both services), and that approximately 25% of orders were placed through HBO affiliates. "We are very pleased to report that our system for order taking and consumer descrambler activation is working as planned and that the value of our services is being recognized by TVRO owners," said Larry Carlson, senior vice president, Cinemax and new business development. He said that before service became scrambled fulltime, company was receiving only about 100 calls per day to its TVRO information hotline. "But with the scrambling launch, we have been processing over 1,000 calls daily," he said. Company has been promoting its TVRO business last several months through hotline (212-302-6242) and on-air announcements on its pay services and advertisements in satellite program guides and consumer newspapers.

**Disney Channel picked up 775,000 subscribers in 1985**, it reported



**Smokeless ban.** *The House and Senate last week passed legislation banning smokeless tobacco product ads on radio, television and cable, which now totals about \$20 million a year. The bill now goes to the President. The legislation (S. 1574) is a reflection of a compromise agreed to by the Senate and House several weeks ago. Unlike the House version, the Senate measure did not include an advertising ban, but would have required broadcast ads to include a health warning. The Senate agreed to the ban as part of its compromise with the House.*

*The National Association of Broadcasters is on record opposing a ban. NAB also expressed concern about the precedent that would be set if warning language was mandated. "It's fair to say at this point that the most important thing to do is to make sure that whatever is done, that it does not serve as a precedent or can be applied to other product categories," said John Summers, NAB senior executive vice president for government relations.*

last week, boosting total subscribership to 2.55 million at year's end. 1985 gain compares to gain of more than 1 million in 1984, service's second year of operation.

**SPACE**, trade association of home satellite industry, **petitioned FCC last week to deny CBS's sale of KMOX-TV St. Louis to Viacom International.** SPACE spokesman said petition argues that CBS plans to scramble network satellite feeds are not in public interest. They "deprive millions of homes the benefits of enjoying CBS network programming," he said.

Concern over **Ampex plans for nonstandard digital commercial spot player** was lead topic as **20th annual television conference of Society of Motion Picture and Television Engineers** got under way last week in Chicago. At pre-conference press briefing Thursday, Feb. 6, SMPTE President Harold Eady broached controversial standards issue, describing talks held with Ampex last week in which equipment manufacturer reiterated support of recently standardized digital component recorder format, emphasized its own system's commonality with standard and appeared to encourage new efforts to standardize digital composite-type format it seeks to use. Conference was scheduled to continue last Friday and Saturday (Feb. 7-8) with some 500 top broadcast industry engineers in attendance.

**LBS Communications** Chairman Henry Siegel dispelled re-occurring reports last week that company is dropping its radio programming plans, saying LBS is only taking "short hiatus" from area while **channeling its "energies" on current television market.** "We still plan to go ahead with radio, but we want to do it right," said Siegel.

**Sponsors of Goodwill Games**—Turner Broadcasting System, Soviet State Committee for Television and Radio (Gosteleradio) and Soviet State Committee for Physical Culture and Sport (Soyuzsport)—held **two-day seminar in Rome** last week to generate interest in games among broadcasters and advertisers throughout world. Games, which will feature 3,500 athletes from 50 countries, is scheduled July 5-20 in Moscow. According to TBS spokesman Arthur Sando, broadcasters in Thailand and Venezuela announced in Rome they will carry games, joining those in Australia, Puerto Rico and Eastern bloc nations, adding that TBS is close to clearing games in "numerous" other countries. Broadcasters from Argentina, Spain, France, Austria, Great Britain and Netherlands also attended seminar, he said. TBS has planned similar conference for U.S. broadcasters, March 7-8 in Atlanta.

**FCC auctions of initial licenses have "always made sense,"** and "time for action is now." That's what **Peter Pitsch**, chief, FCC Office of Plans and Policy, told Association of **Maximum Service Telecasters managers conference** in Washington last week. On proceedings aimed at determining what to do with 24 mhz of spectrum in 900 mhz band, Pitsch said he would recommend that FCC allocate

"appropriate" amount of that to public safety users and divide what remains into two-mhz, nationwide assignments that could be used for any mobile radio purpose. On proceeding proposing to give licensees on UHF TV channels 50-59 flexibility to use their spectrum as they see fit, Pitsch said: "Again, the flexible approach is desirable because it gives licensees the discretion and incentive to respond to consumer wishes as expressed in the marketplace."

**FCC Mass Media Bureau has rejected complaint by Neighbor to Neighbor** alleging that **KVBC-TV San Francisco** had run afoul of fairness doctrine by failing to provide reasonable opportunity for presentation of contrasting views on U.S. support for El Salvador and contras in Nicaragua (BROADCASTING, Jan. 27). Bureau said complaint was inadequate on variety of procedural grounds.

In summary decision, FCC Administrative Law Judge Joseph Chachkin has granted application of **Sara I. Dunn Ltd. for new TV on channel 43 in Wiggins, Miss.** It was sole remaining applicant after buying out competitor for \$7,500. Sara Dunn, entity's sole general partner, is Gulfport, Tenn., resident, and chairman of Saraland Manor, housing complex for elderly and handicapped in Gulfport. Limited partners are Bill Sutton (70%) and Larry Leland (20%), who both list addresses in Pensacola, Fla. Dunn has no broadcast experience and no other media interests.

**Public service advertising campaign for food stamps** was unveiled last Friday (Feb. 7) by nonprofit Advertising Council Inc., with PSA's slated for television, radio, cable, newspapers, magazines, transit, outdoor and point-of-purchase. Campaign, amounting to \$400,000, was designed by New York ad agency Rosenfeld, Sirowitz & Humphrey, with short-term objective to "motivate the eligible nonparticipating poor to inquire about food stamps" and long-term goal of upgrading image of food stamps program, said agency's copywriter and creative supervisor, Abbey Simon. Production of 30-second and 60-second radio and TV ads cost about \$120,000, with TV audio lifted and varied slightly for radio spots.



**Three on TV.** *The Fifth Estate's recent wave of takeover activity and a luncheon discussion among the three network entertainment presidents were highlights of last week's annual International Radio and Television Society Faculty/Industry Seminar.*

*With the first battle of the February sweeps—the confrontation between NBC's Peter the Great (NBC) and CBS's Sins—just completed (the CBS mini-series pulled a 20.6 rating/31 share to a 17.7/27 for the NBC mini-series), NBC Entertainment President Brandon Tartikoff said that the time and money his network expended was worthwhile, despite CBS's victory. Tartikoff joked that while "Catherine the Great" might have made for higher ratings, the effort still garnered 75 million viewers and left them a "better understanding of Russia." CBS Entertainment President B. Donald Grant, said that it was unfortunate that the two mini-series had to run opposite each other, but he acknowledged competition as a fact of the sweeps periods.*

*Of CBS's current second-place standing in the ratings, Grant said that CBS's 16.9 season-to-date number was the same figure that won his network the 1984-85 season.*

*In the wake of a wave of attention over the ratings slide of prime time, series such as Dynasty, ABC Entertainment President Brandon Stoddard noted that a change in plot lines for ABC's "ratings idol" may solve the problem.*

# Editorials

## Quick fix number two

Once again the House and Senate of the United States have prohibited the use of radio and television for a legally marketed commodity in the professed belief they are protecting the public health. This time the commodity is smokeless tobacco, and cable television has been added to the embargoed media. Cable didn't figure as an advertising medium when the Congress 15 years ago prohibited the use of broadcast advertising in the marketing of cigarettes.

The congressional action on smokeless tobacco followed a surgeon general's finding that the use of chewing tobacco and snuff can cause mouth cancer and other diseases, just as the action against cigarette advertising on the air followed a surgeon general's finding that smoking endangers health. America may now take comfort in the knowledge that cancer of the mouth will disappear, just as cancer of the lung and heart disease have been eradicated since the removal of cigarette advertising from the broadcast media. The Marlboro man has never looked healthier than he does in those full-color spreads in *Time* or those big, big pages in the *Washington Post*, *New York Times*, *Los Angeles Times* et cetera et cetera. Perhaps a still-life Walt Garrison can be conjured to put a little pinch between the cheek and gum in the many media still available to smokeless tobacco.

Nobody put up much of a fight to head off the ban against broadcast advertising for chewing tobacco and snuff. The National Association of Broadcasters and allies have been concentrating on the larger fear that beer and wine advertising may be the next to go. The loss of smokeless tobacco accounts will cost broadcasters \$20 million a year. Beer and wine represent 45 times that.

Lately broadcasters have begun thinking that their massive campaigns against drunk driving were blunting the drive for the removal of beer and wine advertising from radio and television. If a feeling of security is indeed developing, it may be unsoundly based, as will be observed in the following comments.

## Quick fix number three?

The Seagram people were in Washington last week to let the lawmakers know that beer and wine cause at least as much drunken driving as hard liquor causes. That isn't quite the way they put it. They were there to claim that their advertising campaign had educated 59% of the American public to believe that 12 ounces of beer, five ounces of wine and an ounce and a quarter of distilled spirits contain the same volume of alcohol.

Not an inconsiderable exercise in education, said Seagram, considering the refusal by all three television broadcasting networks to carry the Seagram equivalence advertising. And that was another reason for the Seagram visit: to convey a not very subtle hint that beer advertising on networks had done damage and that, at the least, networks should start carrying, at no charge, Seagram's messages about equivalence.

"Misrepresentations associated with alcohol," said Stephen Herbits, Seagram's vice president, corporate relations, "undoubtedly increase the number of alcohol-related accidents. Many of them have been blamed on spirits; most of them should be blamed on beer." The networks, Herbits added, "have a very heavy debt to pay to society for what has been going on a long time," by which, presumably, he meant the broadcast of beer advertising.

This is the kind of talk that can revive interest in another easy cure for a serious and complicated social ill. Broadcasters would be wise to continue their campaign against drunk driving and prudent to keep up their legislative guard.

## Test case

The Senate has a chance to join its next-door neighbor in the 20th century. The chance comes in S. Res. 28, approved by the Senate Rules Committee last November, which would open the Senate door, if only a crack, to the modern news media. S. Res. 28 was the subject last week of typical Senate debate, extensive, impassioned and inconclusive.

The Senate now has its President's day break to consider whether to move forward toward an open forum or to retreat to its comfortable privacy. In addition to the familiar objections that have stalled televised coverage, some senators, including Bob Dole (R-Kan.), the majority leader, are insisting that the Senate change some of its rules before exposing its procedures to television. Taking into account the reluctance with which that body has historically parted with its traditions, such a stand could stall TV in the Senate yet again. It would also seem a classic case of putting the cart before the horse. S. Res. 28 author Robert Byrd (D-W.Va.), the minority leader, also favors procedural changes, but wants to defer them until a test period for television discloses what those changes should be.

It is difficult to tailor a suit before the customer is measured. Rules changes in anticipation of television coverage would be speculative at best, and might as easily be the product of unfounded fears as of accurately perceived realities. The logical course is to turn on the closed-circuit television that S. Res. 28 proposes—at best a tentative flirtation with modern times—and learn by experience what works and what doesn't.

**Borrowed finery.** *The following appeared Feb. 4 on the editorial page of the Wall Street Journal under the headline: "Critics in Wonderland": "Child-rearing experts, Action for Children's Television and, of course, a congressman are up in arms again on the subject of children's television. There are TV programs, in these days of deregulation, starring play figures that a kid can actually buy in the toy store. The critics think this exploits our poor offspring. 'Unconscionable,' one critic has remarked.*

*"Before you take a position, think back. Do you remember your Mouseketeer ears? Your Alice in Wonderland tea-party set? Your Howdy Doody puppet? Your satisfyingly destructive Mr. Wizard science set, or the Clarabell horn with which you terrified your family? No? Then just put on your Davy Crockett coonskin cap, wind up your Mickey Mouse watch, and wait for the storm to blow over."*

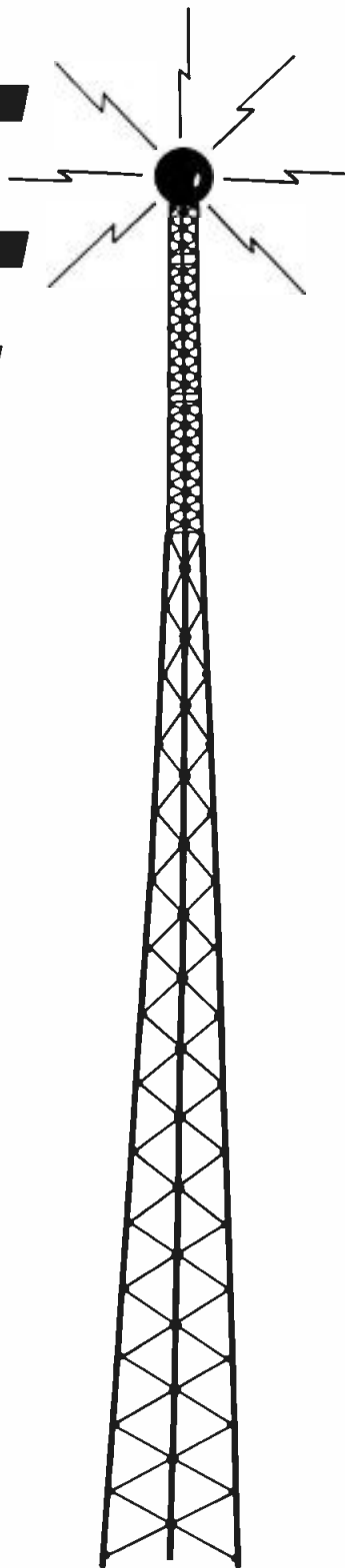
*This page wishes it had said that.*



Drawn for BROADCASTING by Jack Schmidt  
 "Management is filling in during a disagreement with labor."



**STRONGER.  
TALLER.  
BETTER.  
THAN EVER BEFORE.**  
FIRST IN STEREO.



*Artist's rendering—Facilities under construction.*

**WAKA 8**  
Selma - Montgomery

*A subsidiary of Bahakel Communications, Ltd.  
One of America's largest privately held broadcast-cable entities.*

*Highway 219, P.O. Box 1888  
Selma, Alabama 36702. 205-875-2240*

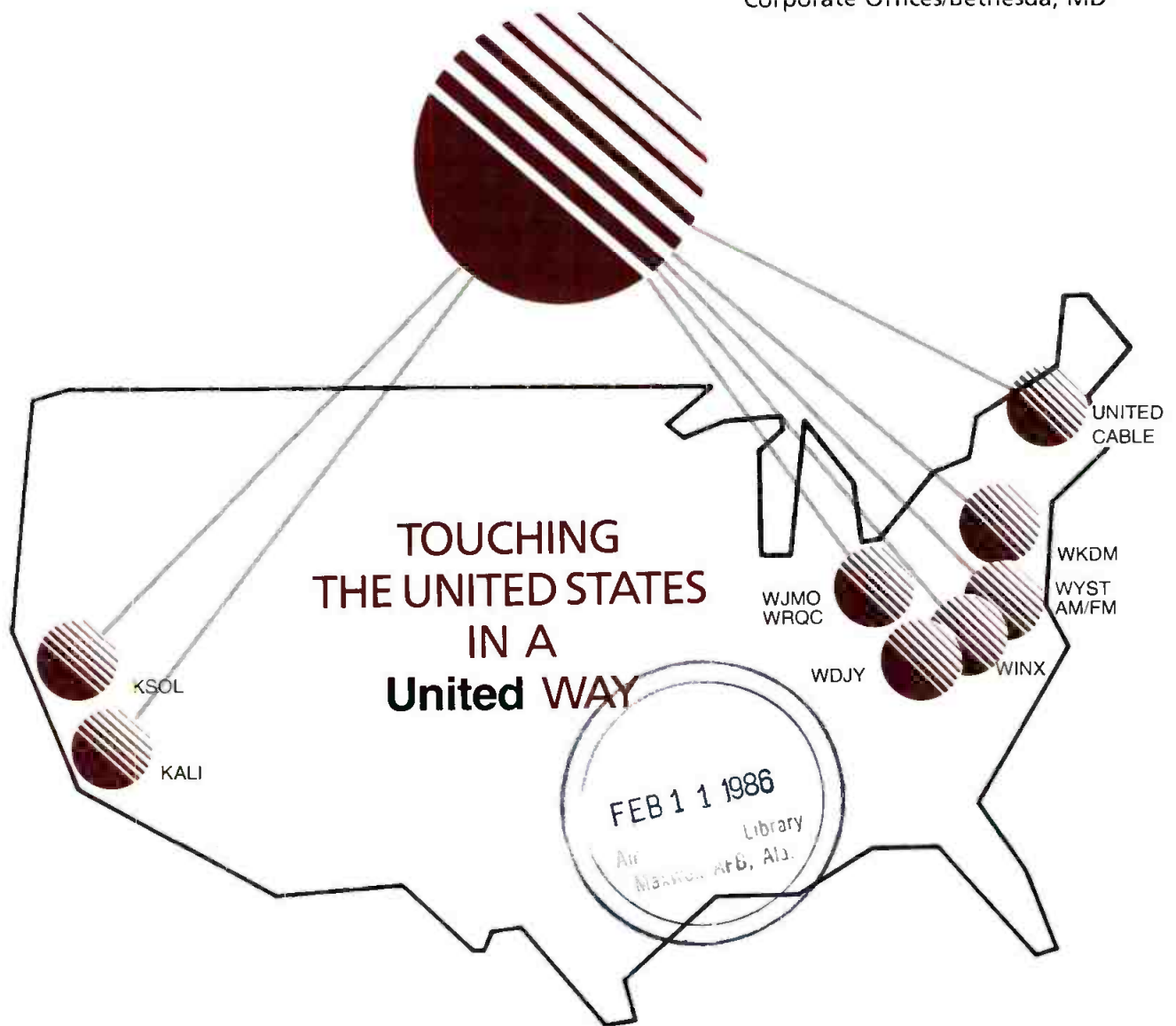
*3020 East Boulevard, P.O. Box 230667  
Montgomery, Alabama 36123. 205-279-8787*

© Exclusive CBS network for Central Alabama.

*A tall tower now  
serving the important  
Alabama area  
between Birmingham  
and Mobile.*

# United Broadcasting Company

Corporate Offices/Bethesda, MD



TOUCHING  
THE UNITED STATES  
IN A  
**United WAY**

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

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

**A United commitment to excellence**  
**A United commitment to success**

Represented Nationally by Jack Masla & Co.

WJMO/WRQC-FM Cleveland Heights, KALI San Gabriel, KSOL-FM San Mateo