


The Fifth Estate


RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jun 2



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**NBC wins May, too**  
 Cable tries  
 bootstrap approach  
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**Of The Top  
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Arbitron Winter 1986 Book, MSA Mon-Sun, 6am-Mid. Adults 25-54.

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# Broadcasting **Jun 2**

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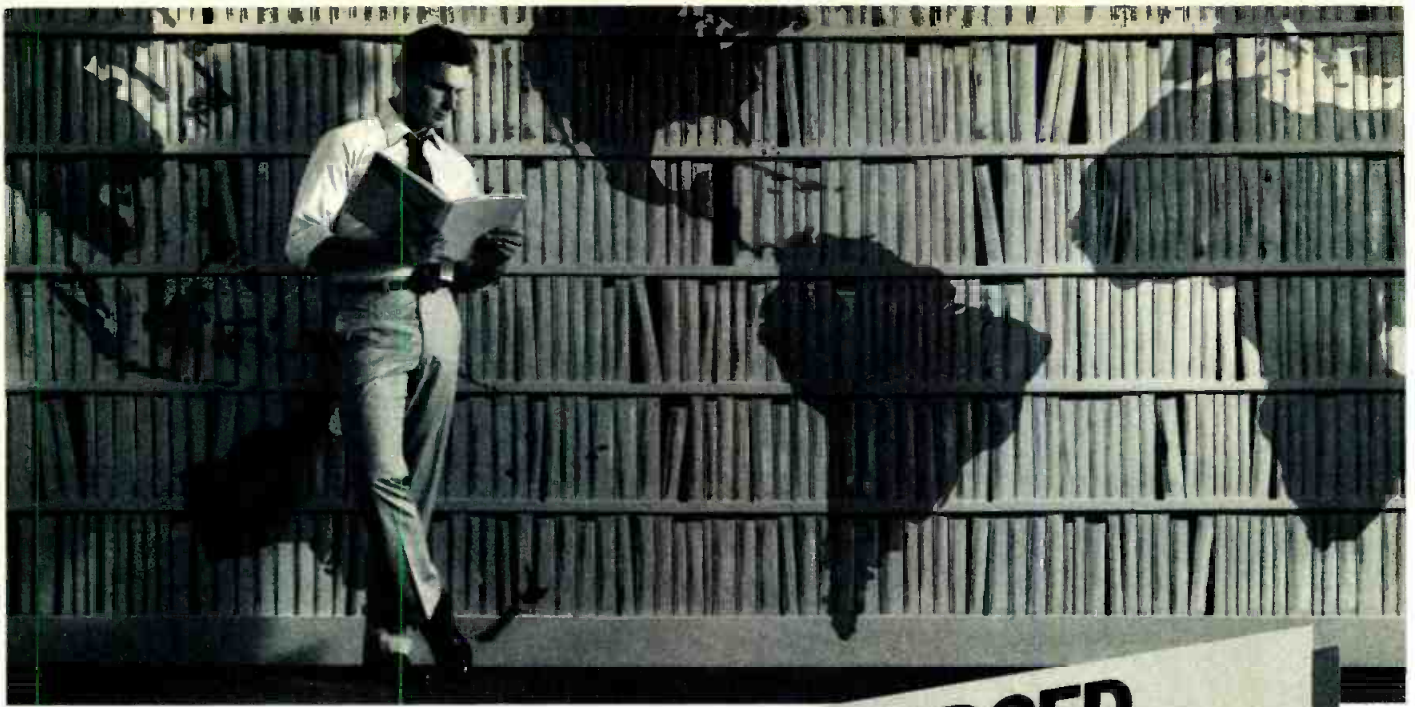
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## Old and new

Much has been made of 15-second commercials as means of attracting new advertisers to television. But that has yet to happen, according to just-released study by Television Bureau of Advertisers, even though 15-second commercials now account for almost one in every five network commercials, 160% increase in first quarter of 1986 over year-earlier period. TVB president, Roger Rice, told BROADCASTING that virtually all 15-second spots are in split-30's: "Most of the ads are in daytime, not prime time, and the products using them are well-established brands, especially over-the-counter drugs such as aspirin or laxatives," said Rice. "So far it's a new form of tombstone advertising, a kind of reminder copy."

Rice noted, however, that with recent decisions by ABC and NBC to start accepting stand-alone 15-second spots, new advertisers may be brought into television fold. Same trend exists at stations, said Rice, where 15's also increased dramatically—at expense of both 10-second and 30-second spots—although they still number only three percent of total.

## Windows

While NBC and its affiliate body will have lot to celebrate in Maui next week, one subject of serious behind-scenes discussions will be news windows for local stations during coverage of 1988 summer Olympic games in Seoul, Korea. Both sides have exchanged proposals that are far apart. Affiliate board proposed three-minute window after each hour of prime time during week and asked for larger windows during weekend coverage. Network was said to have countered with offer of two-minute windows in prime time. There's no guarantee, but those involved hoped to resolve issue at affiliate meeting.

## Icahn's premium

How much does Viacom think it is paying Carl Icahn to buy back its stock he had acquired (BROADCASTING, May 26)? If company's repurchase had happened six months ago, value might never have been known, but last December Financial Accounting Standards Board began requiring companies to register as current expense any repurchase of shares "at a price significantly in excess of the current

market price." Consequently payment for Icahn shares, which included cash, future advertising time and difficult-to-value stock purchase warrants, will show up as special item in second-quarter financial report. Mark Riely, securities analyst at Eberstadt Fleming, said indications are that cost to company of buying 11-year standstill agreement from Icahn could be nearly \$25 million above market value.

## Bench strength

One reason widespread layoffs at Capcities/ABC have not yet cut heavily into company's broadcast operations and engineering group may be slowly moving contract negotiations with 3,200-strong technical union, now dragging past 14 months. With union job action always possibility—1,700 went on strike for more than four months in 1977—company is hesitant to release technical management who could serve on operational front lines during emergency.

According to BO&E President Jules Barnathan, however, even when agreement is reached with National Association of Broadcast Employees and Technicians (NABET), there will be no "blood bath" in division management. Reductions in NABET staff will be "more severe," he added.

## Stand-ins

NBC executives will draw from network and from affiliate stations for female guest co-hosts to fill in for NBC's *Today's* co-host, Jane Pauley, when she takes maternity leave July 24-Oct. 13. Among people being "looked at" now for varying appearances, according to *Today's* executive producer, Steve Friedman, are: Carol Marin, WMAQ-TV Chicago; Pat Mitchell, "Women to Women" segments on *Today*; Ann Rubenstein, NBC News correspondent, Chicago; Lea Thompson, WRC-TV Washington; Anne Garrels, NBC News State Department correspondent; Jean Enersen, KING-TV Seattle.

## Heads and tails

Why was name of film critic Gene Siskel placed before that of Roger Ebert when Walt Disney's Buena Vista Television retitled pair's *At the Movies*? Answer is that new name, *Siskel & Ebert & the Movies*, was no victory for Gene Siskel's ego. According to Buena Vista senior vice president, Bob Jacquemin, order of names was decided in same "capricious"

way Ebert and Siskel decide who will sit in chair adjacent to Johnny Carson when they appear on *The Tonight Show*—by flip of coin.

## More stereo

NBC TV's prime time schedule for first time next season will have stereo broadcasts every night of week. Stereo shows, totaling 19 including all seven new series, will account for bulk of prime time programming. Saturday's three-hour stereo schedule is heaviest, with minimum of one or two stereo hours on remaining nights, including Wednesday, past season's single stereo gap. Additional late-night programs will bring NBC stereo tally to more than 24 hours, and stereo sound will be used for occasional movies, specials and sports events and on all mini-series.

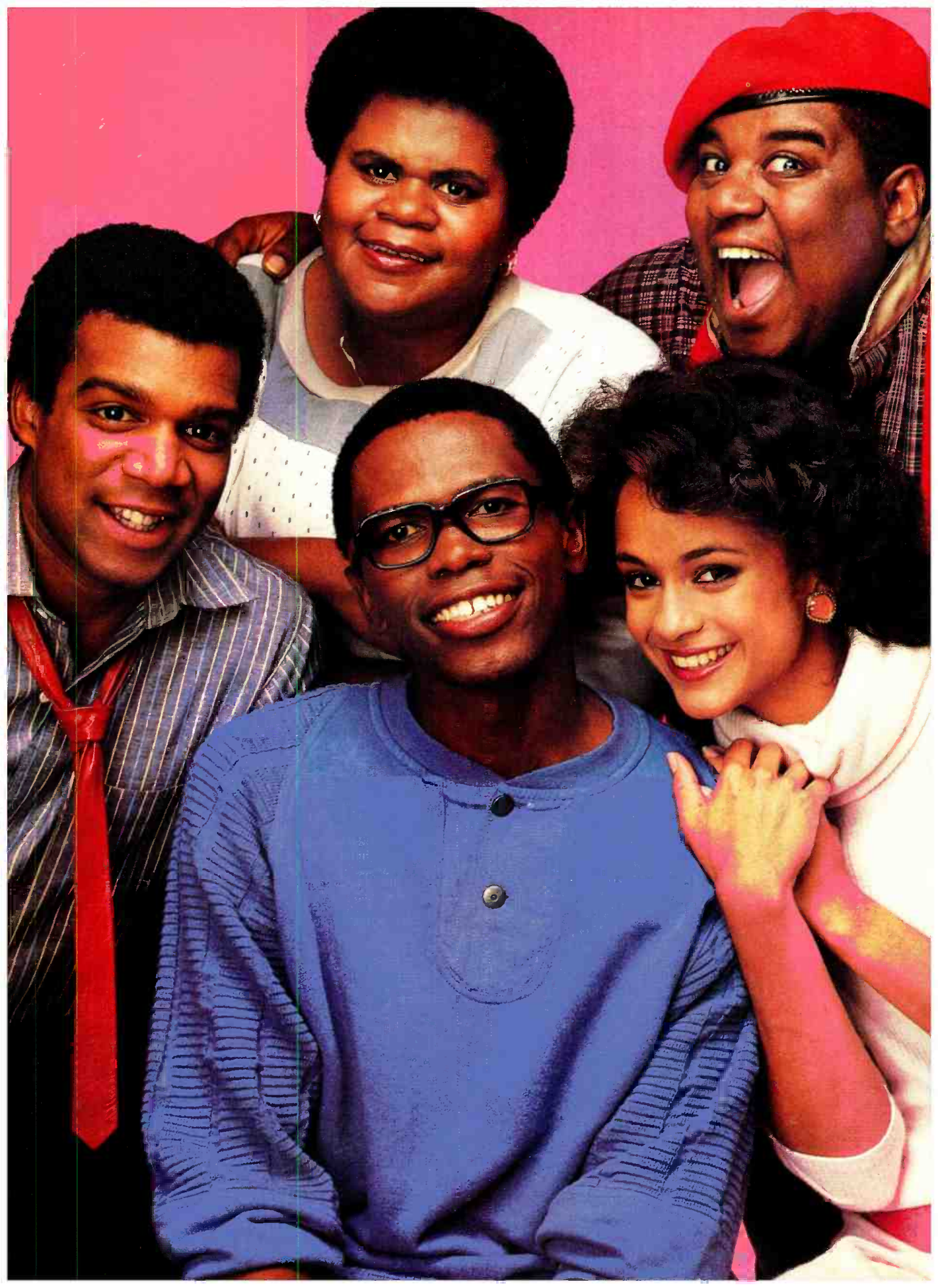
NBC projections put number of stereo network affiliates at 113 by year's end, covering 81.4% of U.S. homes, up from current 70 affiliates and five NBC-owned stations in stereo.

## Divorce popular

Blair Entertainment is making more strides with its *Divorce Court* syndicated series, adding five stations in June for total of 164 and upgrading five of its outlets from independents to network affiliates, effective in mid-September. Latest sales were to KMTV(TV) Omaha; WRBT(TV) Baton Rouge; WTXL-TV Tallahassee, Fla.; KMIR(TV) Palm Springs, Calif., and KLMG-TV Longview, Tex. Joining across-the-board series, beginning in fall are CBS-owned stations: WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, KMOX-TV St. Louis and WCAU-TV Philadelphia.

## Kill or maim?

When ABC television affiliates gather in Los Angeles this week for annual meeting one item on agenda will be discussion on whether group will launch all-out effort to kill or modify must-carry compromise pending at FCC. Affiliates have already filed in opposition to proposal but last month ABC board of governors surveyed membership to see what next step should be. Results of survey are being kept under wraps (source said responses weren't as clear as board had hoped they would be), but it seems likely opposition will continue. Question is how far to go in opposition.







**RENEWED  
FOR YEARS TWO  
AND THREE.**

**“WHAT’S  
HAPPENING  
NOW!!”  
is happening  
again!!**



In association with LBS Communications

## Floor show

They may not be able to compete with J.R. Ewing, but when the Senate opens its door to live, gavel-to-gavel cable television coverage today (June 2) its 100 members will provide the public with its first view of the inner workings of the upper chamber. The legislative agenda couldn't be better. The Senate kicks off its broadcast coverage with a vote on the "Higher-Education Act," followed the rest of the week by debate on tax reform legislation and closing with deliberation on arms sales to the Saudi's.

C-SPAN is distributing the Senate proceedings via satellite on its new service, C-SPAN II, at no extra cost to cable systems, but it will require any system carrying C-SPAN II also to carry C-SPAN I, the public affairs network that features live, gavel-to-gavel coverage of the House.

At last count, C-SPAN spokeswoman Susan Swain said, the network expects the Senate broadcasts to be visible in more than five million homes. There are about 25 million C-SPAN I viewers. In May the Senate began closed-circuit television coverage as part of a month-long test before opening its doors to unrestricted live broadcasts from June 2 to July 15. After a two-week break,



**Ad-ventures.** Tom Wheeler, president, Numedia Corp. (left), and Ed Allen, president, Western Communications, shake hands on a deal to install the Cable Ad Channel System (CACS) at Western's 22,000-subscriber system serving Chico, Calif. CACS, which is marketed by NuCable Services, a joint venture of Numedia and Tribune Media Services, permits cable operators to offer fully automated advertising channels in which ads are presented as full-color slides. NYT Cable serving southern New Jersey (134,000 subscribers) and Media General Cable in Fairfax county, Va. (100,000 subscribers), have also struck deals to use the system. CACS will allow Western to "offer video advertisement at print prices," said Allen in a prepared statement. "We believe CACS will help us penetrate the local advertising market in a significant way while keeping incremental costs under control through its automated and integrated functions."



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the Senate will begin debate on July 29 on whether to provide coverage permanently. C-SPAN has been carrying an audio feed of the Senate proceedings since March.

Although the lawmakers' television debut doesn't officially begin until 2 p.m., when they are scheduled to debate the Higher-Education Act, C-SPAN I was to present a special program on Sunday, June 1, focusing on the Senate and how it operates. A highlight of the program was to be an interview with former Senate Majority Leader Howard Baker (R-Tenn.) who was unsuccessful three years ago in persuading his colleagues to allow radio and TV coverage. At noon on Monday, C-SPAN II launches its service with a two-hour program (also simulcast on C-SPAN I) live from the Capitol featuring a series of panel discussions on TV in the Senate as seen through the eyes of journalists covering the chamber and the legislators themselves.

## The United way

United Cable Television Corp. has announced its plan for marketing cable programming services and descramblers to owners of backyard dishes within its franchise areas. "We believe that satellite dish owners want to continue receiving satellite programming without interruption offered to them at a fair price," said Fred Vierra, United's president and chief operating officer.

Under the plan, consumers will be able to sign up for a package of basic and pay services for varying lengths of time. Consumers who opt for the three-year deal, for instance, will pay \$29.95 per month for the basic services and two pay services and an additional \$9.95 per month for each additional pay service. In all cases, United will provide subscribers with a M/A-Com Videocipher II descrambler at no extra charge.

United began marketing the service last week after Showtime and The Movie Channel began full-time scrambling of their satellite feeds.

The feeds of Home Box Office and Cinemax were scrambled fulltime last January.

## Picked up

The USA Network has renewed *Hollywood Insider*, its half-hour weekly entertainment news series, for a second season. The program is produced for the basic cable service by Richard Edgar Productions, in association with Foote Cone & Belding. *Hollywood Insider* features entertainment news and celebrity interviews, as well as home video reviews.

## Suit settlement

A settlement has finally been reached in the long-running class-action shareholder lawsuit filed against San Diego-based Oak Industries, a cable manufacturer and sys-

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## What a pair!

Crusty ex-judge.  
Hot-shot ex-car-thief.  
With a passion for  
collaring criminals.  
A talent for wise-guy wit.  
And a winning  
chemistry all their own.  
It's a unique  
action series that's  
built to last.  
Because it's built on  
the rivalry, the humor,  
and the mutual respect  
of two dynamite guys.

## The verdict is in:

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- Proven appeal to Young Adults.
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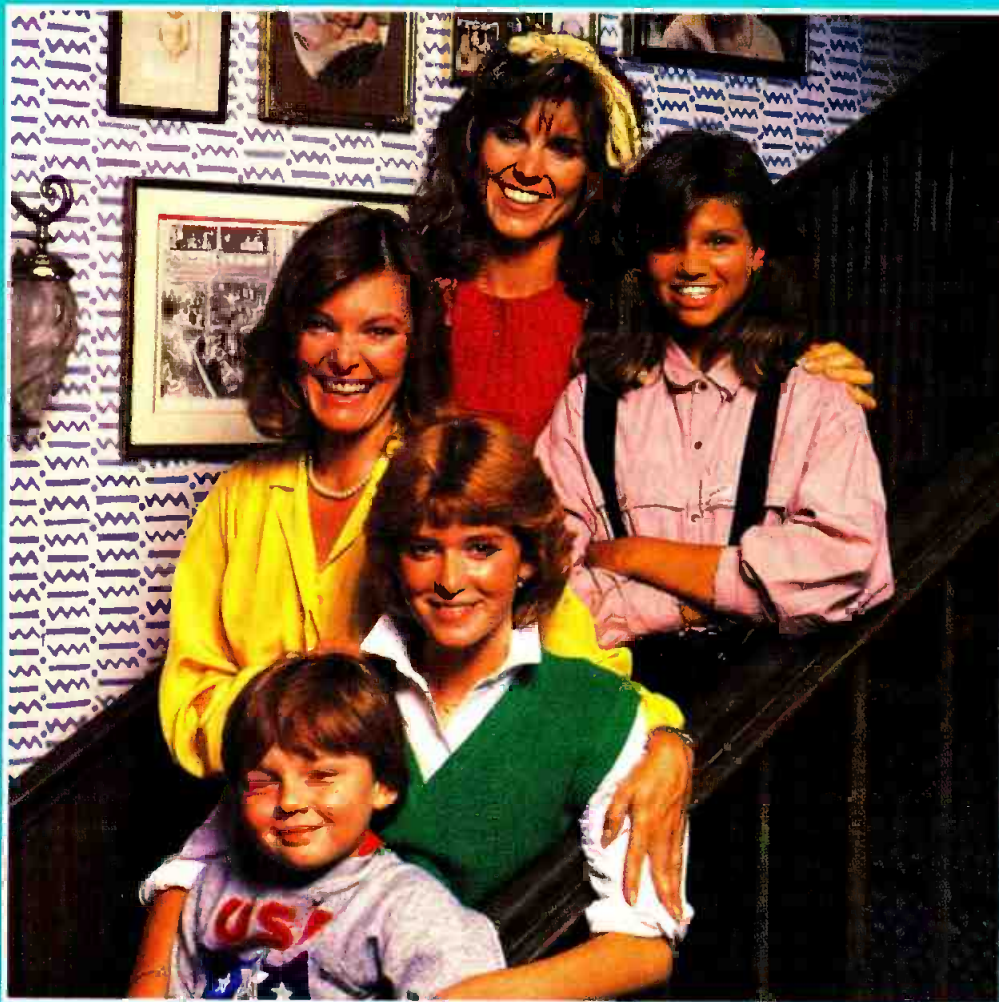


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**AND**  
**MCCORMICK**

Produced by the hit-makers at Stephen J. Cannell Productions.  
Starring Brian Keith and Daniel Hugh Kelly

**WHY DO MILLIONS  
OF SCHOOL KIDS  
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TUESDAY MORNINGS?**

# BECAUSE THEY STAY UP TO WATCH KATE & ALLIE ON MONDAY NIGHTS!



After 9pm, on schoolnights, Kate & Allie has a higher percentage of teens and kids than any other sitcom.

## **KATE & ALLIE** *They Make It On Their Own*

Produced by **Reeves Entertainment Group**  
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# **MCA TV**

tem operator that has operated near bankruptcy for the past year.

The insurance company representing Oak and several of its former officers and directors have agreed to pay approximately \$33 million to settle the suit that had accused Oak and its senior executives of securities fraud and negligence. Federal Insurance Co. has agreed to deposit the payment in an interest-bearing account by Aug. 15. The insurer had unsuccessfully tried to rescind its policy, contending that it had been defrauded into issuing protection that covered former management.

Under terms of the agreement, supervised by U.S. Magistrate Harry R. McCue, Federal will pay \$19 million to settle claims against former Chairman Everitt Carter, former President Raymond R. Peirce, former Chief Financial Officer Frank A. Astrologes and former general counsel Carl J. Bradshaw, among others charged with lying in public financial disclosures and improperly using corporate funds.

Oak agreed last fall to pay shareholders an additional \$13.25 million to settle a separate class-action suit.

Earlier this year, a civil suit brought by the Securities and Exchange Commission against the former officers and directors of Oak was settled in a consent agreement. Under terms of the action, the former Oak executives neither admitted nor denied charges that they gave "false and misleading information" to shareholders in 1982 and 1983. A separate SEC consent agreement involving similar accusations was signed by Oak last year.



**Ask the governor.** More than 50 cable systems carried a live call-in show featuring New York Governor and possible presidential candidate Mario Cuomo two weeks ago. The one-hour show was hosted by Karl Grossman (at right, partially obstructed by camera) and produced by the New York State Cable Television Association at Viacom Cablevision's studio in Hauppauge, N.Y. During the show, Cuomo, who had just announced his intention to seek a second term as governor, fielded questions from citizens who called in over a toll-free number.

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Wichita KSNW • Fresno KFSN • Lexington KTOY • Peoria WHOI  
Lincoln KOLN • Fort Wayne WANE • KCOY • Joplin KSNF  
Rapid City KEVN  
Tallahassee WTXL • Eugene KEZI  
Traverse City WGTU • Bakersfield KBAK  
Topeka KSNT • Palm Springs KESQ



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Television





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**THE**  
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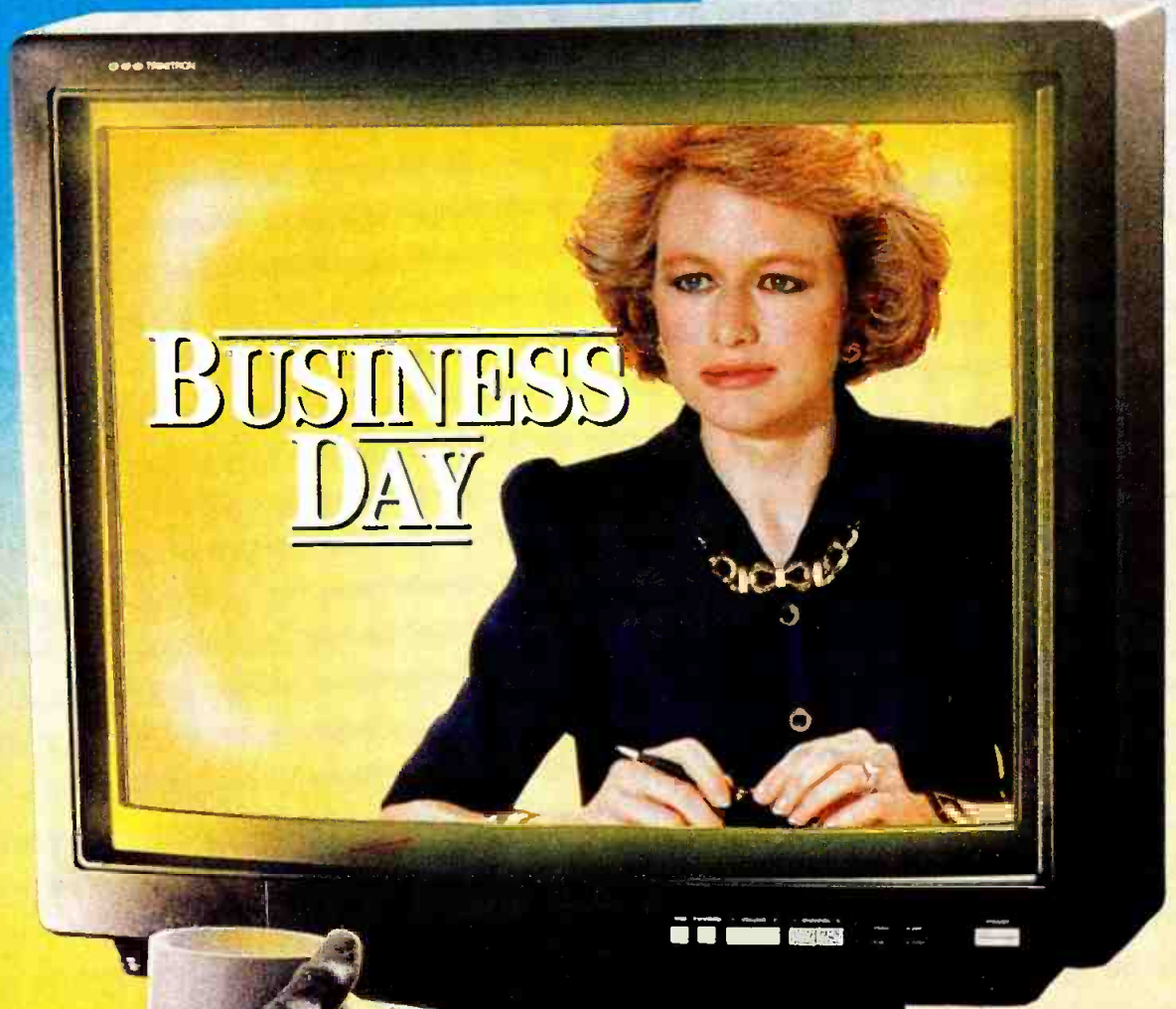


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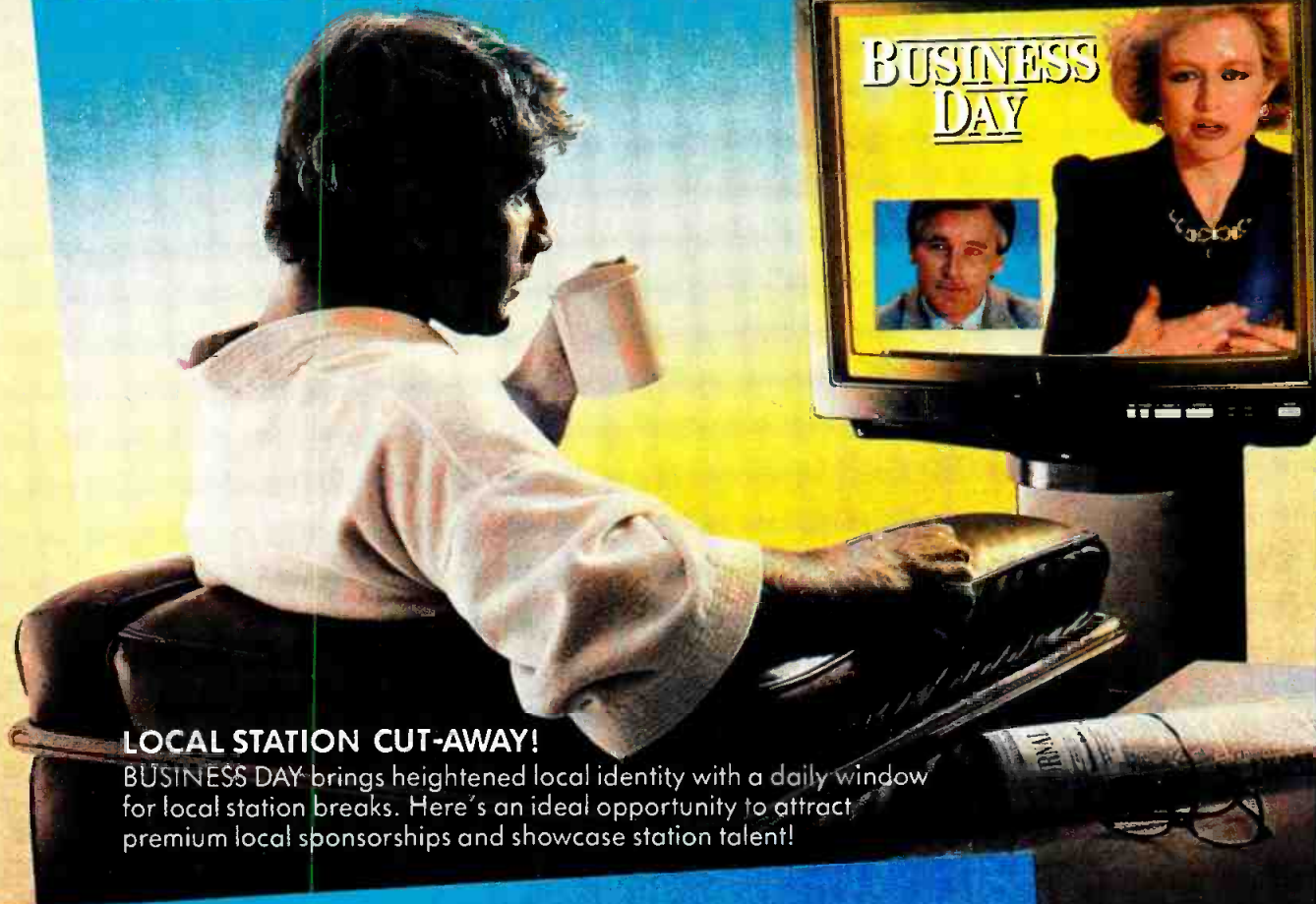
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Boston WNEV • Detroit WXYZ • Washington, D.C. WDVM  
Dallas/Ft. Worth KXAS • Cleveland WJW • Atlanta WAGA  
Seattle KING • Miami WTVJ • Sacramento KXTV  
Cincinnati WCPO • Milwaukee WISN • Nashville WKRN  
Greenville WYFF • Louisville WHAS • Albany WNYT  
Wichita KAKE • Davenport WOC • Madison  
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News Anchor  
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...AND HERE!



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Available Now On An Advertiser-Supported Basis  
For Fall 1986  
From Buena Vista Television.



**TV ONLY**

**Gaines Foods** □ In its first television campaign in several years, advertiser is re-introducing Seven Seas salad dressing via spot TV in 22 markets, starting last week and continuing through August. Commercials will run in daytime and late-night segments. Target: women, 25-54. Agency: Bloom Advertising, New York.



**TV ONLY**

**Pizza Inn** □ Third-quarter campaign will be inaugurated in late June in about 25 markets, with length of flights and types

of promotions advertised varying by markets. All dayparts will be used for commercials. Target: adults, 18-49. Agency: Lowe-Marschalk, Houston.

**New York State Tourism** □ Four-week flight to promote Statue of Liberty centennial year and discount coupons for attractions will begin this week in 25 markets in Northeast, parts of Canada, Chicago, Los Angeles and San Francisco. Target: adults, 25-54. Commercials will be placed in all dayparts. Agency: SSC&B Inc., New York.

**RADIO & TV**

**Norway Sardine Industry.** Campaign for Norway sardines is planned for late June start for two weeks in five markets, including Boston and New York. Commercials will be carried in all dayparts. Target: adults, 25 and older. Agency: Ketchum Communications, San Francisco.

**Rent-A-Center Inc.** Year-long campaign will be launched in late June for 52

weeks, using television in 56 markets and radio in selected markets. Campaign will focus on rental of appliances and entertainment equipment. Commercials will be carried in daytime and fringe slots on TV and in all dayparts on radio. Target: adults, 18-34. Agency: Keller Crescent Co., Dallas.

**Southwest Airlines.** Two-week flight is scheduled to start this week in 14 markets on radio and 12 on television. Commercials will be presented in all time periods. Target: adults, 25-54. Agency: GSD&M, Austin, Tex.

**RADIO ONLY**

**Associated Milk Producers** □ Three-week flight in support of June dairy campaign will kick off in early June in 35 markets in Southwest, including Albuquerque, N.M.; Little Rock, Ark., and Oklahoma City. Commercials will run in all dayparts. Target: women, 25-54. Agency: Crume & Ash, Irving, Tex.

**Wisdom Imports** □ Regional campaign for Bohemia Beer will kick off in markets in Louisiana, Texas and Arkansas in mid-June for 11 weeks. Commercials will be set in all dayparts. Target: men, 25-49. Agency: Bozell & Jacobs, Kenyon & Eckhardt, Dallas.

## The Broadcaster's Connection!

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## Rep Report

WISP(AM)-WODW(FM) Kinston, N.C.: KXIC-(AM)-KKRQ(FM) Iowa City, Iowa: To Masla Radio from Hillier, Newmark, Wechsler & Howard.

□  
WLMT(FM) Grand Rapids, Mich.: To Republic Radio from Select Radio.

□  
WMKG-FM Battle Creek, Mich.: To Republic Radio (no previous rep).

□  
WKHI(FM) Ocean City, Md.: To Republic Radio from Shelly Katz Radio Sales.

□  
KKL(FM) Portland, Ore.: To Republic Radio from Christal Radio.

□  
KBIG(FM) Los Angeles: To CBS Radio Representatives from Torbet Radio.

□  
KJOI(FM) Los Angeles: To Blair Radio from Major Market Radio.

□  
WLZ(FM) Detroit, KDWB-AM-FM Minneapolis: To Blair Radio from McGavren Guild.

# True Confessions

with host Bill Bixby

TRUE CONFESSIONS IS GETTING STAR TREATMENT! \*

June Allyson  
Morgan Brittany  
Robert Culp  
Erik Estrada  
Marjoe Gortner  
Harry Guardino  
Engelbert Humperdinck  
June Lockhart  
Burgess Meredith  
Martin Milner  
Donald O'Connor  
Tony Orlando  
Mickey Rooney  
Dick Van Patten  
Shelley Winters

TRUE CONFESSIONS is a firm "go" for September '86 with an array of stars already committed to appear!

Everyday, TRUE CONFESSIONS will feature a new half-hour story, produced on film by Arthur Fellows and

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It takes great talent to bring you a great show; Watch as our line-up of stars grows!

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Photoplay Magazine Television  
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\*List of names in alphabetical order

## AdVantage

**\$200-million burger binge.** Burger King Corp. plans to invest about \$200 million over next year in advertising campaign breaking this week. Advertising shifts strategy from event promotion to hard-sell promotion stressing taste of flame-broiled, garnished-to-order burgers. Network and spot television will be heavily used. Official said company was not satisfied with last winter's Herb campaign and last summer's effort that tapped celebrity spokespersons for reformulated burger. New commercials accent theme, "This is a burger town; we know how burgers should be." Spots include mixture of home movies and snapshots of ordinary people with scenes of Burger King restaurants. Burger King spokesperson said company's \$200-million expenditure over next 12 months would be record. Agency for Burger King is J. Walter Thompson USA, New York.

**Rained out.** What was to have been first live telecast of Indianapolis 500 car race over ABC-TV on May 25 turned out to be disaster brought on by stormy weather. Event was postponed until next day when heavy rain caused second delay. Promoters of auto racing classic scheduled third attempt for last Saturday (May 31) with ABC-TV poised to provide coverage from 11 a.m. to 4 p.m. On May 25 network remained on air from 11 a.m. to 4:45 p.m., hoping that weather would clear. Next day network supplied updates on weather situation from time to time but remained with regular programing. Network officials would not discuss any possible make-good arrangements, saying matter was under discussion with agencies and advertisers. Spokesperson noted that makeshift programing inserted into 11 a.m.-4:45 p.m. segment scored reasonably well. On basis of 12-city Nielsen, ABC-TV registered a 6.6/22. Direct comparison with other networks was difficult to make since CBS and NBC do not provide network programing for much of that period. NBC was on air from 3 to 6 p.m. and scored a 2.6/7.5. CBS provided network programing from 3-6 p.m. and garnered a 4.4/13. ABC spokesperson said rescheduled live coverage of race was sold out, with sponsors including Chevrolet, Citizen Watch Co. and Miller Brewing.

## Stay Tuned

A professional's guide to the intermedia week (June 2-8)

**Network television** □ **ABC:** *David Hartman... There's Gotta Be A Better Way* (documentary), Wednesday 10-11 p.m.; *Moscow Bureau* (comedy special), Friday 9:30-10 p.m.; *1986 Belmont Stakes* (live coverage), Saturday 5-6 p.m.; *The Great Heep* (animated adventure), Saturday 8-9 p.m. **NBC:** *French Open Championships* (tennis), tape-delayed women's singles finals, Saturday 1-3 p.m., and live men's singles championships, Sunday 9 a.m.-1:55 p.m.; *Divorce Is Changing America* (documentary), Tuesday 10-11 p.m. **PBS** (check local times): *Wolf Trap Presents the Kirov: Swan Lake* (ballet), Saturday 8-10:30 p.m.

**Network radio** □ **ABC Radio Networks:** *1986 Belmont Stakes* (live coverage), Saturday 5:06-5:59 p.m.

**Cable** □ **Bravo:** *Julius Caesar* (opera), Monday 10 p.m.-12:59 a.m.; "To Begin Again" (foreign film), Thursday 8-9:31 p.m.; "Bread and Chocolate" (foreign film), Friday 8-9:55 p.m.; "Goodbye, New York" (comedy), Sunday 8-9:31. **Cinemax:** "Gremlins" (comedy-thriller), Tuesday 8-10 p.m.; "Goodbye, New York" (comedy), Friday 8-10 p.m.; "A View to a Kill" (James Bond adventure), Sunday 8-10 p.m. **ESPN:** *French Open* (55 hours of live tennis coverage), continuing Monday through Friday 9 a.m.-2 p.m. and midnight-12:30 a.m. **HBO:** "Vision Quest" (drama), Saturday 8-10 p.m.; *Hector (Macho) Camacho vs. Edwin Rosario* (live boxing), Friday 10-11:30 p.m. **The Learning Channel:** *Solstice\** (environmental series), Monday noon-12:30 p.m.; *Roughing It\** (outdoors series), Thursday noon-12:30 p.m.; *Public Women/Private Men* (profiles), Saturday 9-10 p.m. **Nickelodeon:** "A Tale of Two Cities" (animated novel adaptation), Saturday 2-3:30 p.m.; *Whistler World BMX Championships* (bicycle motocross race), Sunday 2-3 p.m.; *BMX: Win With the Pros* (documentary), Sunday 3-4 p.m. **Showtime:** "Gremlins" (comedy-thriller), Saturday 8-10 p.m.; "Vision Quest" (drama), Sunday 8-10 p.m. **Viewer's Choice:** *Rocky IV*, available through June 10, one hour and 32 minutes. **WTBS(tv) Atlanta:** *A Step Away From War* (documentary), Monday 10:30-11 p.m.; *Wanted: A Room With Love* (documentary), Sunday 3-4 p.m.

**Play It Again** □ **CBS:** *The Body Human: The Living Code* (informational health special), Tuesday 8-9 p.m.

**Museum of Broadcasting** (1 East 53d Street, New York) □ *The Arts on Britain's Channel 4: Extending the Medium*, screenings of 70 hours of theater, music, dance, drama, visual arts and experimental television, through June 26. *Bob Hope: A Half Century of Radio and Television*, screenings of more than 100 of the comedian's radio and television broadcasts, through June 14. Information: (212) 752-7684.

\*Asterisk denotes series premiere. All times are NYT.

## Broadcasting Publications Inc.

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Sol Taishoff (1904-1982)

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## This week

**June 1-4**—International summer consumer electronics show, sponsored by *Electronic Industries Association*. McCormick Place, Chicago.

**June 1-4**—*JCPenney-University of Missouri* television workshop for station personnel involved in public and community affairs. UMC campus, Columbia, Mo. Contact: Leigh Shallenberger (314) 882-7771.

**June 2**—*Southern California Broadcasters Association* annual "wingding." Sportsmen's Lodge, Studio City, Calif.

**June 2**—Deadline for entries in *National Federation for Community Broadcasters* community radio program awards, to "celebrate the best of community radio broadcasting." Information: NFCB, 1314 14th Street, N.W., Washington, 20005; (202) 797-8911.

■ **June 2**—Deadline for entries in 38th annual Prime Time Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Information: (818) 953-7575.

**June 2-3**—*Pratt Center for Computer Graphics in Design* conference. Grand Hyatt, New York. Information: (914) 592-1155.

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

**June 3**—*New York Cable Club* luncheon, featuring Jim Mooney, president. National Cable Television Association. Cosponsored by *New York State Cable TV Association* and *New York Women in Cable*. Gallagher's restaurant, New York. Information: Sherri London, (212) 661-4500, or Stephanie Zarpas, (518) 463-6676.

**June 3**—*Houston Association of Radio Broadcasters*

■ Indicates new entry

"ratings review" luncheon. Houston Grand hotel, Houston. Information: (713) 266-1971.

**June 3**—*Media Institute* luncheon featuring Nancy Woodhull, president, Gannett New Media Services. Sheraton Carlton, Washington. Information: (202) 342-7571.

**June 4**—*American Film Institute* seminar series, "Producers on Producing: Television." Speaker: Glenn Caron (*Moonlighting*). Louis B. Mayer library building, AFI campus, Los Angeles.

**June 4-5**—*Illinois Broadcasters Association* trip to Washington.

**June 4-7**—Euromedia '86, Topic: "Telecommunication—Network of Power." Kongresshaus, Innsbruck, Austria. Information: Kongresshaus Gesellschaft mbH, Postfach 533, A-6020, Innsbruck, Austria.

**June 4-12**—*Prix Jeunesse International*, children's and youth programing competition. Radio house of Bayerischer Rundfunk, Munich. For information, Munich telephone: 59-00-20-58.

**June 5**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speaker: Stuart Karl, president, Karl Lorimar Home Video, Irvine, Calif. Copacabana, New York.

**June 5**—*Noncommercial WETA-TV Washington* annual business and industry breakfast, featuring political satirist Mark Russell. Mayflower hotel, Washington.

**June 5-8**—*National Cable Forum* press tour, sponsored by *Television Critics Association*. Beverly Hilton hotel, Los Angeles. Information: (213) 278-3940.

■ **June 6**—Third annual *Radio-Television News Directors Association/Society of Professional Journalists, Sigma Delta Chi*, Washington regional conference, "The U.S. Space Program: Where to Now?" Westin hotel, Washington. Information: (202) 659-6510.

■ **June 7**—"Business/Legal Forum 1986—Maverick

Dealmakers," sponsored by *Academy of Television Arts and Sciences*. Walt Disney Studio Theater, Burbank, Calif. Information: (818) 953-7575.

## Also in June

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

**June 9-12**—*PBS* press tour. Century Plaza hotel, Los Angeles.

■ **June 9**—*National Academy of Television Arts and Sciences, New York chapter*, dinner, "Literary Agents in a Crossover World." Copacabana, New York. Information: (212) 765-2450.

**June 10**—*Hollywood Radio & Television Society* newsmaker luncheon. Speakers: officers of Television Critics Association, discussing "What TV Critics Like," and presentation of second annual Television Critics Association awards. Beverly Wilshire hotel, Beverly Hills, Calif. Information: (818) 769-4313.

**June 10**—*International Radio and Television Society* "Second Tuesday" seminar. Speaker: Gene Pell, president, Radio Free Europe/Radio Liberty, Viacom Conference Center, New York.

**June 10**—*Women in Cable, New York chapter*. meeting. HBO Media Center, New York. Information: Rita Elix, (212) 661-4500.

■ **June 10**—*Cabletelevision Advertising Bureau* creative/production workshop. Airport Hilton, Los Angeles. Information: (212) 751-7770.

**June 10-12**—Fifth annual *International Radio Festival of New York*. Sheraton Center, New York. Information: 246 West 38th Street, New York, N.Y., 10018; (914) 238-4481.

**June 11**—Session on sales and marketing, sponsored by *American Women in Radio and Television*. Wash-

**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 16-20**—*National Association of Broadcasters* joint board meeting. NAB, Washington.

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

**July 23-25**—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*

## Major Meetings

*Television Society*, Metropole conference and exhibition center, Brighton, England.

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

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

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

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

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

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

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

**Jan. 21-25, 1987**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

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

**Feb. 6-7, 1987**—*Society of Motion Picture and*

*Television Engineers* 21st annual television conference. St. Francis hotel, San Francisco. Future conferences: Jan. 29-30, 1988, Opryland hotel, Nashville, and Feb. 3-4, 1989, St. Francis hotel, San Francisco.

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

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

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

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

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

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

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

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

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

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

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on top of the ratings!



HOST ADRIAN ZMED



ington chapter, as part of "Women at the Top" series. National Association of Broadcasters, Washington. Information: (202) 347-5412.

**June 11**—Ohio Association of Broadcasters sales workshop. Embassy Suites, Columbus, Ohio.

**June 11**—National Academy of Television Arts and Sciences, New York chapter, luncheon. Speaker: Rudolph Giuliani, U.S. attorney, southern district of New York. Copacabana, New York.

**June 11**—Association of Independent Television Stations general managers meeting. Luncheon speaker: J. Peter Grace, chairman, W.R. Grace & Co. Hyatt Regency Washington-Capitol Hill.

**June 11-15**—Broadcast Promotion and Marketing Executives/Broadcast Designers Association annual seminar. Keynote speaker: Gene Jankowski, president, CBS/Broadcast Group. Loew's Anatole, Dallas. Information: (415) 788-2324.

■ **June 12**—"Broadcasting and the Courts," seminar co-sponsored by Rutgers University, Journalism Re-

sources Institute, and New Jersey Supreme Court Committee on Relations with the Media, and Radio-Television News Directors Association, region 12. Continuing Education Center, Douglass campus, Rutgers University, New Brunswick, N.J. Information: (201) 932-7369.

■ **June 12**—Cabletelevision Advertising Bureau creative/production workshop. Stapleton Plaza, Denver. Information: (212) 751-7770.

**June 12-15**—CBS consumer press tour, sponsored by Television Critics Association. Century Plaza hotel, Los Angeles.

**June 12-15**—Society of Cable Television Engineers annual engineering conference and Cable-Tec Exposition. Phoenix Convention Center, Phoenix. Information: (215) 363-6888.

**June 12-15**—Missouri Broadcasters Association spring meeting. Holiday Inn, Lake of the Ozarks, Mo.

**June 13**—Women in Communications, Washington chapter, luncheon. Speaker: Lynn Sherr, ABC News

correspondent. Capital Hilton, Washington.

**June 13**—"The Cost of Libel Conference: Economic and Policy Implications," sponsored by Gannett Center for Media Studies and Columbia University Center for Telecommunications and Information Studies. Columbia University, New York. Information: (212) 280-8392.

**June 13-14**—Third annual BROADCASTING-Taishoff seminar, "designed to identify and inspire future leaders of television news," sponsored by Sigma Delta Chi Foundation with grant from BROADCASTING-Taishoff Foundation, honoring memory of Sol Taishoff, founder of BROADCASTING magazine. ABC News building and Mayflower hotel, Washington.

**June 14**—Ninth annual Rocky Mountain Emmy Awards, sponsored by Arizona chapter of National Academy of Television Arts and Sciences. Camelview Radisson, Scottsdale, Ariz. Information: (602) 231-9474.

**June 14**—American Film Institute seminar, "Producing Segments for Television." Mark Goodson Theater, New York. Information: (213) 856-769 or (800) 221-6248.

■ **June 14**—"Television and Teen Sexual Behavior," conference sponsored by Academy of Television Arts and Sciences and Center for Population Options. Universal Sheraton hotel, Los Angeles. Information: (818) 953-7575.

**June 14-17**—American Advertising Federation annual meeting, including "adFAIR" trade exposition (June 15-17). Grand Hyatt, Chicago.

**June 15-17**—Virginia Cable Television Association 20th annual convention. Pavilion Tower hotel, Virginia Beach, Va.

**June 15-19**—Nebraska Videodisk Design Workshop, sponsored by Videodisk Design/Production Group, Nebraska ETV Network/University of Nebraska-Lincoln. Lincoln, Neb. Information: (402) 472-3611.

**June 16-19**—NBC consumer press tour, sponsored by Television Critics Association. Century Plaza hotel, Los Angeles.

**June 16-19**—North American Television Institute seminar. L'Enfant Plaza, Washington. Information: (914) 328-9157.

**June 17**—Television Bureau of Advertising board of directors meeting. TVB headquarters, New York.

■ **June 17**—Cabletelevision Advertising Bureau creative/production workshop. Hyatt Regency O'Hare, Chicago. Information: (212) 751-7770.

**June 18**—Midwest Cable Advertising Conference sponsored by Cabletelevision Advertising Bureau. Hyatt Regency, Chicago. Information: (212) 751-7770.

**June 18**—International Radio and Television Society broadcaster of the year luncheon, honoring Bryant Gumbel and Jane Pauley of NBC, and IRTS annual meeting. Waldorf-Astoria, New York.

**June 18**—Academy of Television Arts and Sciences forum luncheon. Speaker: Richard C. Gallop, president and chief operating officer, Columbia Pictures Industries. Sheraton Premiere hotel, Universal City, Calif. Information: (818) 763-2975.

**June 18**—Cabletelevision Advertising Bureau Midwest cable advertising conference. Hyatt Regency, Chicago. Information: (212) 757-7770.

**June 18-20**—Television Bureau of Advertising national sales advisory committee meeting. Montauk Inn and Yacht Club, Montauk, N.Y.

■ **June 19**—Cabletelevision Advertising Bureau creative/production workshop. Sheraton Park Central, Dallas. Information: (212) 751-7770.

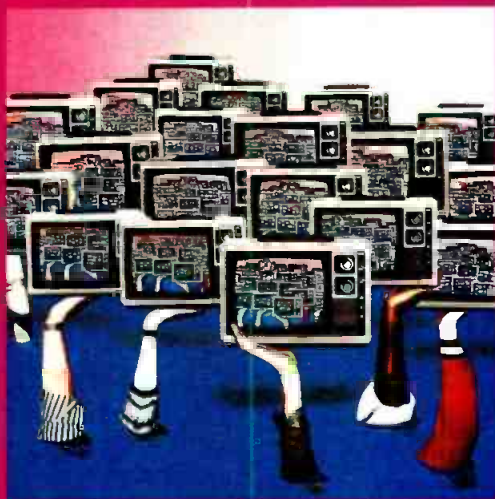
**June 19-21**—SPACE/STTI, satellite television industry association, trade show. Infomart, Dallas. Information: (800) 654-9276, or (703) 549-6990.

**June 19-21**—Montana Broadcasters Association convention. Heritage Inn, Great Falls, Mont.

**June 19-21**—Maryland/District of Columbia/Delaware Broadcasters Association annual convention. Sheraton Fontainebleau Inn, Ocean City, Md.

**June 19-22**—NATPE International second annual production conference. Adam's Mark hotel, St. Louis. Information: (212) 949-9890.

**June 19-22**—ABC consumer press tour, sponsored by



**F**rom the moment the first telecast made its way into a handful of living rooms, audiences were entranced, entertained and enlightened. Now, television is in nearly every household. Viewers receive more channels and have more choices than ever before. Television. It's the media choice that reaches 98% of all households. That's why advertisers invest a whopping 21 billion dollars each year. How do we know? We've been watching audiences watch TV since 1949—longer than anyone. And, as the medium and the audience grow and change, so do we. Developing new ways to define and describe who they are and what they watch. Arbitron. We know the territory.

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Executive Producer  
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"OUR CHILDREN:  
THE NEXT GENERATION"**

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Executive Producer  
BILL NORTHUP,  
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SPECIAL  
(Independent Stations)  
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WALT BAKER,  
Executive Producer  
DONNA KANTER,  
Producer  
JOSEPH FEINSTEIN,  
Producer



**BEST INFORMATION  
SPECIAL  
(Independent Stations)  
"THE OPEN AIR ASYLUM"**

FERNANDO DEL RIO,  
Producer  
WALT BAKER,  
Executive Producer  
PHILIP REEDER,  
Producer



**BEST  
HOSTS/MODERATORS—  
SERIES**

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AND  
GEOFF EDWARDS  
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(Mid Morning Los Angeles)



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OUT OF HIGH SCHOOL"**

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Executive Producer  
CAL BRADY,  
Producer



**BEST DIRECTOR  
OF EDITED PROGRAM  
PHILIP REEDER  
"THE OPEN AIR ASYLUM"**



**BEST DIRECTOR  
OF UNEDITED PROGRAM  
CHRISTOPHER STEGNER,  
"9 O'CLOCK NEWS"**



\* Presented at the 38th Annual  
Los Angeles Area Emmy Awards

Dateline: Tripoli. April 13, 1986

# We gave our Group W Affiliates something to talk about.

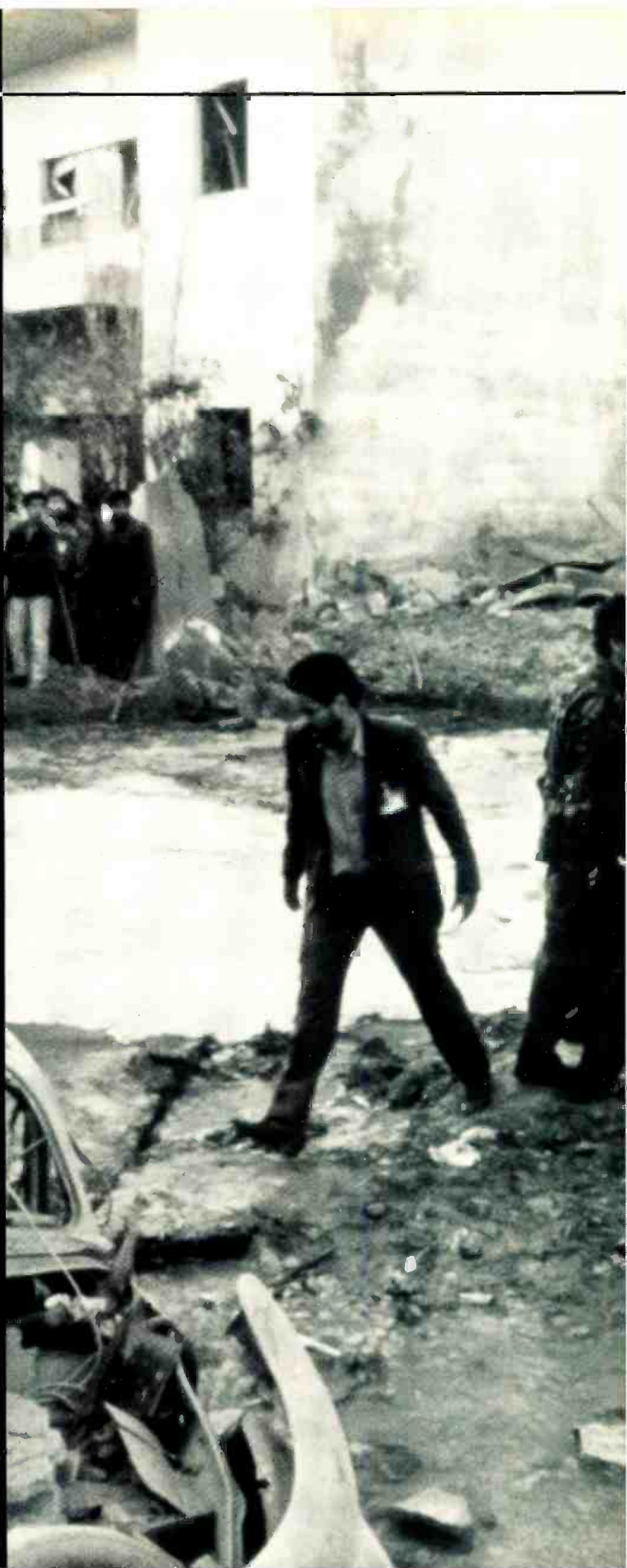
"Your coverage of the Libya situation this week has been outstanding. I believe that KYW News Radio was able to continually outdistance our competition in the market."

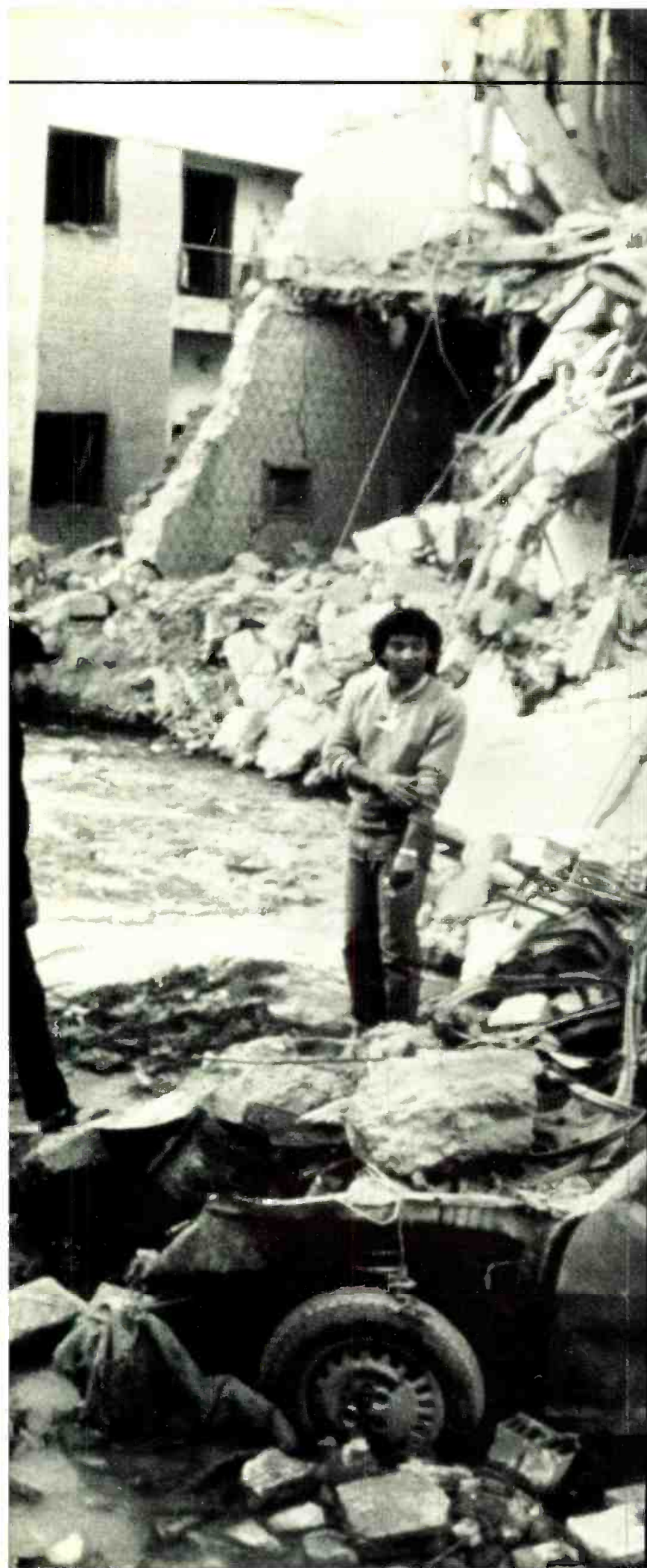
Scott Herman, Executive Editor  
KYW News Radio 1060, Philadelphia



"Fred Kennedy and Philip Till's work 'showed' our listeners what was going on. Under fire and after the attack they painted pictures with verbiage that TV was not able to capture. I was most impressed."

Dave Forman, Executive Editor  
KFWB News 98, Los Angeles





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in the market to break the news  
...the reports from Philip Till and  
Fred Kennedy in Tripoli were superb.  
There was nothing like it anywhere else  
on the dial! Thanks for helping to make  
us number one in Pittsburgh!"

Fred Honsberger, Radio News  
KDKA Radio 1020, Pittsburgh



**"It feels real good to be with a winner."**

Roy Shapiro, Vice President & General Manager  
KYW News Radio 1060, Philadelphia



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NETWORK**  
For Stations Committed to News

**Television Critics Association.** Century Plaza hotel, Los Angeles.

**June 20-22**—Advanced economics conference for journalists, co-sponsored by *Foundation for American Communications* and *Gannett Foundation*. Harrison Conference Center, Glen Cove, N.Y. Information: (213) 851-7372.

**June 21-23**—*Georgia Association of Broadcasters* 52nd annual convention. Holiday Inn, Jekyll Island, Ga.

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

■ **June 23**—*National Academy of Television Arts and Sciences, New York chapter*, dinner, "Jim Fowler and Mutual of Omaha's *Wild Kingdom*". Copacabana, New York. Information: (212) 765-2450.

**June 23-25**—Broadcast sales training seminar, "Managing Sales Performance for Local Sales Managers," sponsored by *Television Bureau of Advertising*. Georgetown Inn, Washington. Information: (212) 486-1111.

**June 23-27**—*American Film Institute* workshop, "Interactive Videodisks and Moviemaking." Media lab, Massachusetts Institute of Technology, Cambridge, Mass. Information: (213) 856-7725 or (800) 221-6248.

**June 24**—*National Association of Broadcasters* television broadcast acquisition seminar, "Blueprint for Success." Marriott Marquis hotel, New York. Information: (202) 429-5362.

■ **June 24**—*Cabletelevision Advertising Bureau* creative/production workshop. Airport Marriott, Atlanta. Information: (212) 751-7770.

**June 24-28**—*Broadcast 86*, international trade fair for film, radio and television. Frankfurt fairgrounds, Frankfurt, West Germany. Information: Phillippe Hans, (212) 974-8853.

**June 25**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon. Speakers: JoAnn Emmerich, VP-daytime programs, and Mary Alice Dwyer-Dobbins, VP-daytime programs. East Coast, both with Capcities-ABC Entertainment.

**June 25-27**—NATA-West, regional (California, Oregon, Nevada, Washington) trade show sponsored by *North American Telecommunications Association*. Moscone Center, San Francisco. Information: (202) 296-9800.

**June 26**—"The Essentials of Sportscasting," sports broadcasting seminar sponsored by *American Sports-casters Association*. Speakers: sportscasters Curt Gowdy, Jack Brickhouse, Marty Glickman and Don Dunphy, and Terry O'Neill, executive producer, CBS Sports. New York University, New York. Information: (212) 227-8080.

■ **June 26**—*Cabletelevision Advertising Bureau* creative/production workshop. Hershey hotel, Philadelphia. Information: (212) 751-7770.

**June 26-28**—*Iowa Broadcasters Association* annual convention. New Inn, Okoboji, Iowa.

**June 26-29**—*Upper Midwest Communications Conclave XI*, featuring sessions on "Radio in the Key of Life." Radisson Plymouth hotel, Minneapolis. Information: (612) 927-4487.

**June 26-29**—*Investigative Reporters and Editors* national conference. Portland Marriott, Portland, Ore.

**June 27**—"Broadcast Opportunity Partnership," seminar (last in series of three) for minority entrepreneurs interested in broadcast ownership, sponsored by *White House, NAB's Broadcast Capital Fund Inc. (BROADCASTAP), FCC* and *Department of Commerce*. New York. Information: (202) 429-5393.

**June 29-July 2**—*Virginia Association of Broadcasters* annual meeting and summer convention. Cavalier, Virginia Beach, Va.

**June 30-July 6**—*Western Public Radio* advanced production workshop, conducted in collaboration with New Radio and Performing Arts. WPR, Fort Mason Center, San Francisco, 94123. Information: (415) 771-1160.

## July

■ **July 1**—*Cabletelevision Advertising Bureau* creative/production workshop. Newton Marriott, Boston.

## Errata

**Bob Christy**, new operations manager for WLTE-FM Minneapolis ("Fates & Fortunes," May 19), was incorrectly identified in press release as having been vice president and part owner of KBNB(AM) Bend-KLRR(FM) Redmond, both Oregon, in addition to being general manager. He was **only general manager**.

□  
**Buyer of WDLP(AM) Chickasaw, Ala.** ("For the Record" and "Changing Hands," May 26), was **J. Alex Boab**, not Richard O'Brien.

Information: (212) 751-7770.

**July 7-10**—*North American Television Institute* seminar. Palmer House, Chicago. Information: (800) 248-5474.

**July 7-12**—*American Film Institute* workshop in film and television documentation for researchers, educators and librarians. AFI campus, 2021 North Western Avenue, Los Angeles, 90027. Information: (213) 856-7600.

**July 10-12**—*National Federation of Local Cable Programmers* 10th anniversary annual conference. Sheraton Palace hotel, San Francisco.

**July 13-16**—*New York State Broadcasters Association* 25th executive conference. Sagamore Resort hotel, Lake George, New York.

**July 13-18**—*Television Bureau of Advertising-Harvard* general sales managers program. Stouffer's Bedford Glen hotel, Bedford, Mass.

**July 13-19**—*National Association of Broadcasters* management development seminar for television executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5362.

**July 15-17**—*Community Antenna Television Association* annual convention. MGM Grand hotel, Reno. Information: (703) 691-8875.

**July 16**—*Ohio Association of Broadcasters* programmers workshop. New Holiday Inn Convention Hotel, Columbus, Ohio.

**July 17-19**—*Montana Cable Television Association* 27th annual convention. Grouse Mountain Lodge, Whitefish, Montana. Information: Tom Glendenning, (406) 586-1837.

**July 17-20**—*National Federation of Community Broadcasters* public radio transmission training seminar. Western Washington University, Bellingham, Wash. Information: (202) 797-8911.

**July 17-20**—*Alaska Public Radio* midlevel news producer and reporter training workshop, in conjunction with KUMD-FM and WSCD-FM Duluth, Minn. Information: (907) 563-7733.

**July 19-22**—30th annual *Television Programming Conference*. Four Seasons hotel, San Antonio, Tex. Information: Diane Appleyard, (904) 432-8396.

**July 20-24**—*National Federation of Community Broadcasters* public radio training conference. Western Washington University, Bellingham, Wash. Information: (202) 797-8911.

**July 20-26**—*National Association of Broadcasters* management development seminar for radio executives. University of Notre Dame, Notre Dame, Ind. Information: (202) 429-5420.

**July 23-25**—*Eastern Cable Show*, sponsored by *Southern Cable Television Association*. Atlanta Market Center, Atlanta.

**July 23-25**—*Wisconsin Broadcasters Association* annual summer convention. Fox Hills Resort, Mishicot, Wis.

■ **July 26**—"The Business of Broadcasting: The People Who Make It Work," seminar sponsored by *Long Island University's Southampton campus*. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Osler, (212) 628-0385.

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**June 24, 1986**

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<u>Monday April 28, 1986</u>			<u>8-10 pm</u>	<u>RTG</u>	<u>SH</u>
<b>ABC</b>	<b>KUSA</b>	<b>THE JAYNE MANSFIELD STORY</b>		<b>15</b>	<b>24</b>
<b>CBS</b>	<b>KMGH</b>	<b>Kate &amp; Allie/Newhart/Cagney &amp; Lacey</b>		<b>14</b>	<b>24</b>
<b>NBC</b>	<b>KCNC</b>	<b>"An Early Frost"</b>		<b>11</b>	<b>19</b>
<b>IND</b>	<b>KWGN</b>	<b>"The Chosen"/News</b>		<b>7</b>	<b>11</b>
<b>IND</b>	<b>KDVR</b>	<b>"Contract on Cherry Street"</b>		<b>5</b>	<b>8</b>

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July 27-29—California Broadcasters Association summer convention. Hyatt Regency, Monterey, Calif.

July 28-31—North American Television Institute seminar. Westford Regency Inn, Boston. Information: (800) 248-5474.

July 31-Aug. 1—Michigan Cable Television Association annual summer meeting. Grand Traverse Resort, Traverse City, Mich.

## August

■ Aug. 9—"The Business of Broadcasting: The People Who Make It Work," seminar sponsored by Long Island University's Southampton campus. Business Center lounge, LIU, Southampton, N.Y. Information: Julie Osler, (212) 628-0385.

Aug. 12-14—"Marketing Your Station for Success," management seminar sponsored by Television Bureau of Advertising. TVB headquarters, New York.

Aug. 13-17—National Association of Black Journalists 11th annual newsmaker convention. Theme: "Freedom of the Press, Freedom of the People." Loews Anatole, Dallas.

Aug. 14-17—Tennessee Association of Broadcasters annual convention. Sheraton Music City hotel, Nashville.

Aug. 14-17—Alaska Public Radio mid-level news reporter and producer training workshop, in conjunction with KLOM-FM Long Beach, Calif. Information: (907) 563-7733.

Aug. 15—Deadline for nominations for Women at Work Broadcast Awards, sponsored by National Commission on Working Women. Information: NCWW, 1325 G Street, N.W., Washington, 20005.

Continues on page 84.

# Open Mike

## Rule rundown

EDITOR: In response to your May 19 editorial, "In celebration of the center," Rule No. 1 in public broadcasting is to take seriously the public's right to receive programming services provided by this nation's noncommercial, educational television stations. That's not gross misjudgment on public broadcasting's part nor is it a wonderment that the National Telecommunications and Information Administration should clearly put forward that proposition.

The genuine wonderment is that the commercial sector should suggest that they can and did look after public television's interest in what they call their must-carry agreement. There is no must-carry guarantee for any station under the loosely defined provisions of the National Cable Television Association-National Association of Broadcasters-Association of Independent Television Stations agreement. "Might carry" are the only words to describe what was agreed to by commercial broadcasters fearful of treading on the "First Amendment rights" of cable's franchised monopoly. Having excluded public television from the initial negotiations, there's more than a little irony in the sudden NAB and NCTA insistence that public tele-

vision now get on board.

No one should be surprised that public television would take seriously NTIA's proposal for a separate must-carry rule for public television. Any public broadcaster who now seeks something less than NTIA proposes could be accused of trading the public for self interest.

Policy makers will judge the public interest in any final must-carry ruling. One might discuss and debate at length the precise nature of guaranteed must-carry provisions for public television. What's not debatable is the substantial governmental interest in seeing that the diversity of public television services are made available to every American citizen. That's rule No. 1.—Bruce Christensen, president, Public Broadcasting Service, Washington.

## Reunion plans

EDITOR: I am writing in the hope that through your magazine I may be able to contact former students of the London International Film School (and its predecessor schools, The London School of Film Technique and London Film School).

The school had its origins in 1956, when a very small-scale film course at the Heatherley School of Fine Art split off to form the LSFT. After a short period, trying to operate in a derelict greengrocer's shop in Pimlico, it moved to Brixton. From such unpromising beginnings the present school developed.

In September 1986, the school will inaugurate a complete academic year of celebrations and fund raising to mark 30 years of its existence.

At the time of writing this letter, our plans are in the earliest stages, but we hope to organize a grand international reunion for all ex-students and former members of staff. For this to be possible, it will be necessary to contact as many alumni as possible, as soon as possible, and I hope that all graduates of LSFT, LFS and LIFS who read this letter will contact me at the school, so that we can organize not only the reunion, but also the many other events we have in mind for our 30th anniversary year.—Phil Mottram, administrator, London International Film School, 24 Shelton Street, London WC2H 9HP.

## Prefers D.C.

EDITOR: In the article summarizing the National Association of Broadcasters convention panels in your April 21 issue, you included a photograph of the Sunday noon panel on radio station acquisition. Unfortunately, in the caption, you identified me as being with Chemical Bank rather than American Security Bank. While not intending to cast aspersions on the folks in the Big Apple, I am very pleased to be associated with American Security Bank in Washington.—Susan Ness, assistant vice president, American Security Bank, Washington.

# Broadcasting

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# Sitcom Packs

**A. I'm A Big Girl Now** — At his best as daddy, DANNY THOMAS' huge successes over the years carry over into "I'm A Big Girl Now", with DIANA CANOVA — going into a show of her own Fall '86!

**B. The Practice** — DANNY THOMAS, SHELLEY FABARES, and DAVID SPIELBERG star in "The Practice". DANNY plays homespun Dr. dad to DAVID



and daughter-in-law in DAVID's modern Park Avenue office!

**C. It Takes Two** — RICHARD CRENNAN and PATTY DUKE ASTIN... a Dr. and his wife — a new Assistant DA- and the side effects her career has on their formerly harmonious household.

And, providing the perfect complement and top young adult appeal — **D. On The Rocks** — Director JOHN RICH's first show after "All In The Family", "On The Rocks" parodies life in a minimum security prison-starring JOSE PEREZ (Steambath), MEL STEWART (All In The Family), TOM POSTON

**Houston/Dallas**  
Milt Grant's Houston station KTXH enjoyed great results from SITCOM PACKS I\*\*,

including the great Women (18-49) V.P.S. as shown below. But apologies are in order to Clem Candelaria, the architect and leader in delivering KTVT-Dallas'



#1 women 18-34, 18-49. When we were preparing a previous ad Clem's brilliant results were attributed to Milt's genius... by way of this apology to both men we hope to set the record straight.

**#1**  
in comic relief for women 18-49!

Media buyers don't buy households. They buy demographics. Among women 18-49 — your station's most requested avails — SITCOM PACKS dominated local competition by 30% - 50% in this prime demo!

**Compare for yourself** — the chart below wages SITCOM PACKS against the best of the syndicated competition in young women viewers per set!

## Women 18-49 VPS\*

<b>Sitcom Packs in Houston**</b>	<b>49</b>
<b>Sitcom Packs in Dallas***</b>	<b>47</b>
Barnaby Jones	34
Barney Miller	39
Diff'rent Strokes	39
All In The Family	42
Happy Days Again	44
Andy Griffith	42
Hart To Hart	42
Hawaii Five-O	28
Hogan's Heroes	33
I Dream Of Jeannie	42
The Jeffersons	48
Beverly Hillbillies	43
Alice	44
Good Times	47
Laverne & Shirley	45
Mork & Mindy	39
Dukes of Hazzard	33
Too Close For Comfort	48
Gimme A Break	52
M*A*S*H*	46
Three's Company	43
Brady Bunch	29

\*Feb. 1986 NSI Report on Syndicated programs

\*\*Houston July 1985 NSI

\*\*\*KTVT-Dallas ranked #1 women 18-34, 18-49, 5:30 P.M. seven stations in the market (formerly titled Summer Gold) July 1985 NSI

**Just Sold — In Chicago, Hartford-New Haven and 43 other markets! The list has grown too long to reprint—just call and we'll check status...**

**If** you're thinking about sitcom checkerboarding or building a comedy block... or taking it against the news... SITCOM PACKS is a proven performer. 90 half hours — 18 weeks-of workhorse programming—priced well below the very competition it thumps in VPS comparisons! Call now for further information about your market! Call J.C. "Jerry" Whitted at (212) 980-4455 in New York or Keith Resnick at (213) 465-8989 in Los Angeles; demo tape available.

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(213) 465-8989

**If your sitcom isn't on the list, write its title below and we'll return the current VPS comparisons...**

*Gentlemen, please compare...*

PROGRAM TITLE \_\_\_\_\_

MY NAME \_\_\_\_\_

TITLE \_\_\_\_\_ STATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Golden West Television Productions  
a Television Programs of America company  
150 E. 58th Street, New York, NY 10155

A shortwave radio commentary from Stanley Leinwoll, director of U.S. engineering, Radio Free Europe/Radio Liberty, New York

## Shortwave: making chaos out of order

The FCC policy of granting shortwave broadcasting licenses to virtually any private-sector applicants is beginning to have serious repercussions within the U.S. shortwave broadcasting community.

The problems stem from a critical shortage of frequencies in the bands allocated to shortwave broadcasting. These bands are currently overloaded by a factor of two, and attempts by the FCC to shoehorn additional usage into an already overcrowded spectrum are beginning to prove futile.

This situation will worsen as additional licensees commence broadcasting, and a condition that now borders on the critical could become chaotic, affecting not only the private shortwave broadcasters, but the Voice of America and possibly Radio Free Europe and Radio Liberty, as well.

Current difficulties are the result of a 1980 FCC decision to grant a shortwave broadcasting license to WRNO, a New Orleans-based broadcaster that also operates WRNO-FM, "The Rock of New Orleans." At that time, only four commercial shortwave stations, all of them religious, were in operation. They were KGEI, KTWR, WINB and WYFR. WRNO was to be the first commercial shortwave station in more than 20 years.

Although a number of factors entered into the 1980 decision, it was based primarily on FCC plans to deregulate broadcasting to the greatest extent possible. From the modest total of four private broadcasters operating in 1980, the FCC has approved a total of 19 shortwave broadcasters, of which 10 are in operation, and four more expected to start broadcasting within a year.

The consequences of these actions have been far-reaching. Inasmuch as the FCC's rules governing international shortwave broadcasting are permissive, with little technical examination required before the use of a shortwave frequency is authorized, frequencies are being assigned that have relatively little hope of being heard in their intended reception areas. Applicants are not currently required to demonstrate that useful frequencies are available during desired hours of broadcast in the intended reception areas.

One example is the use by KNLS Anchor Point, Alaska, of 11,965 khz to Europe and the USSR. This frequency is adjacent to a 300 kw Israeli transmitter beamed to Europe and the USSR on one side, and Radio Liberty beamed across Europe from Spain to the USSR on the other side. The strength of these signals alone would be sufficient to interfere seriously with the KNLS transmission. However, Radio Liberty transmissions are severely jammed as well, making reli-



Stanley Leinwoll has served as director of engineering, U.S., of Radio Free Europe/Radio Liberty for the past 10 years. His 35 years of experience in shortwave radio frequency management include a five-year tour with the Voice of America. He has been a member of two U.S. delegations to World Administrative Radio Conferences and he will be on the delegation to the upcoming WARC for planning the high frequency broadcasting bands, to be convened in Geneva early next year. He has written extensively on technical subjects, and his 10 books include one on shortwave radio propagation.

able KNLS reception impossible.

The attempted operation of KNLS to the USSR points up another serious consequence of deregulation. Some applicants do not fully comprehend the difficulties of shortwave broadcasting from the United States to distant targets, nor have they been informed that the quality of some of their services is apt to be poor, at best. These difficulties extend beyond the shortage of frequencies to the propagation of shortwave signals through the northern auroral zone, which presents a formidable obstacle to shortwave signals beamed from many parts of the United States to Europe, parts of Africa and the Middle East.

The northern auroral zone is an electrically charged region in the earth's upper atmosphere surrounding the north geomagnetic pole. Charged particles emanating from the sun enter the ionosphere (the medium through which shortwave signals propagate) in this region, rendering the ionosphere extremely unstable.

Although WRNO claims that it is heard outside of this hemisphere (an ad in the 1985 *World Radio and TV Handbook*, for example, indicates that "The Rock of New Orleans Becomes the Rock of the World"), extensive monitoring at a number of European locations indicates that WRNO is not heard there reliably, in part because its signals must traverse a part of the northern auroral zone.

One proposed station in Alabama, NDXE, is to be commercial, and a full-page ad in the 1986 *World Radio and TV Handbook* lists the target areas of its one shortwave transmitter as Europe/Mid East/Africa, North and South America, Pacific/Australia/New Zealand, and "other special areas." Furthermore, NDXE will transmit in stereo. How shortwave stereo is to succeed in light of selective fading and heavy adjacent channel interference is another matter.

The auroral zone notwithstanding, the overriding problem is, and will continue to be, the shortage of suitable frequencies for shortwave broadcasters. The situation has already become so serious that private broadcasters will soon be interfering with one another.

Understaffed and overworked midlevel FCC engineers have attempted to improve the situation by obtaining authorizations for its licensees to operate out-of-band in parts of the shortwave spectrum allocated to the fixed services. Such operation requires the approval of all U.S. agencies using frequencies, including the military, and many requests for out-of-band frequencies have not been approved on the grounds that they would cause other services interference. Inasmuch as the availability of out-of-band frequencies is limited, this source is not expected to alleviate the situation significantly. At present, 10% of private U.S. shortwave broadcasting is out-of-band.

The outlook is grim. As additional licensees have completed their installations, the crunch for new frequencies has grown progressively more severe, with conflicts between FCC licensees and the Voice of America, which operates four shortwave transmitter sites in the U.S.—Greenville, N.C., Bethany, Ohio, and Dixon and Delano, both California—becoming more prevalent. Conflicts between FCC licensees attempting to serve Europe and Radio Free Europe/Radio Liberty, with targets in Europe, have also arisen. Before long, the FCC will be unable to find any frequency, even a bad one, for some of its licensees.

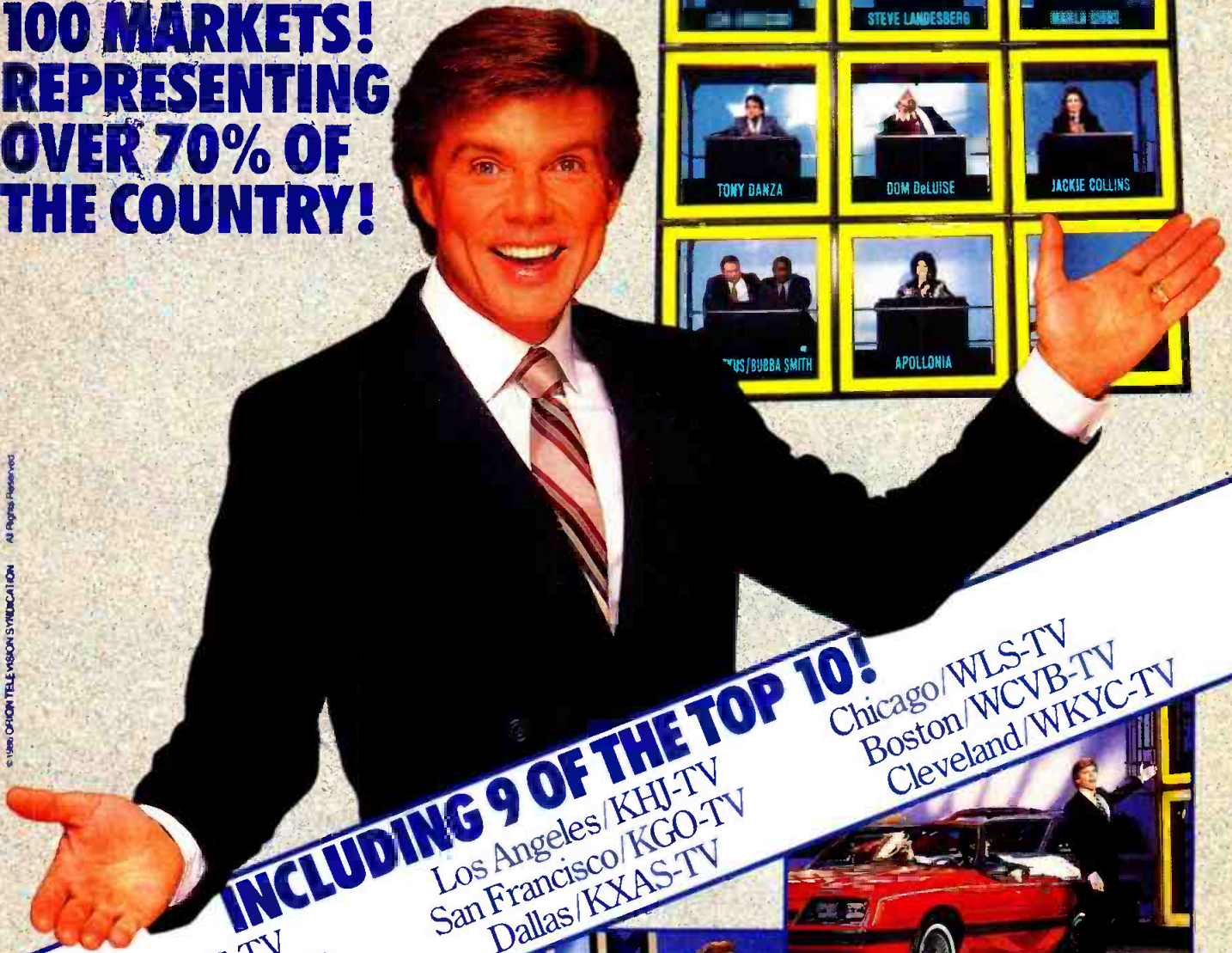
This will pose a major dilemma for the FCC. Although its rules concerning international shortwave broadcasting stipulate that "Requests [for frequencies] will be honored to the extent that interference and propagation will permit," the granting of a license to broadcast has implicit in it an obligation on the part of the FCC to provide a frequency with which to broadcast.

The possibilities are far from reassuring, and the policy of granting new licenses at a time when no spectrum is available, and the possible consequences of this situation, must be given serious thought. A moratorium on further approvals would certainly appear at this point to be in order.

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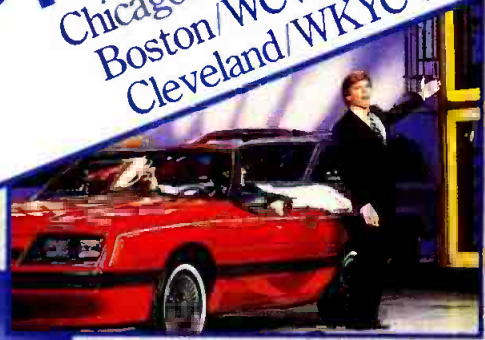
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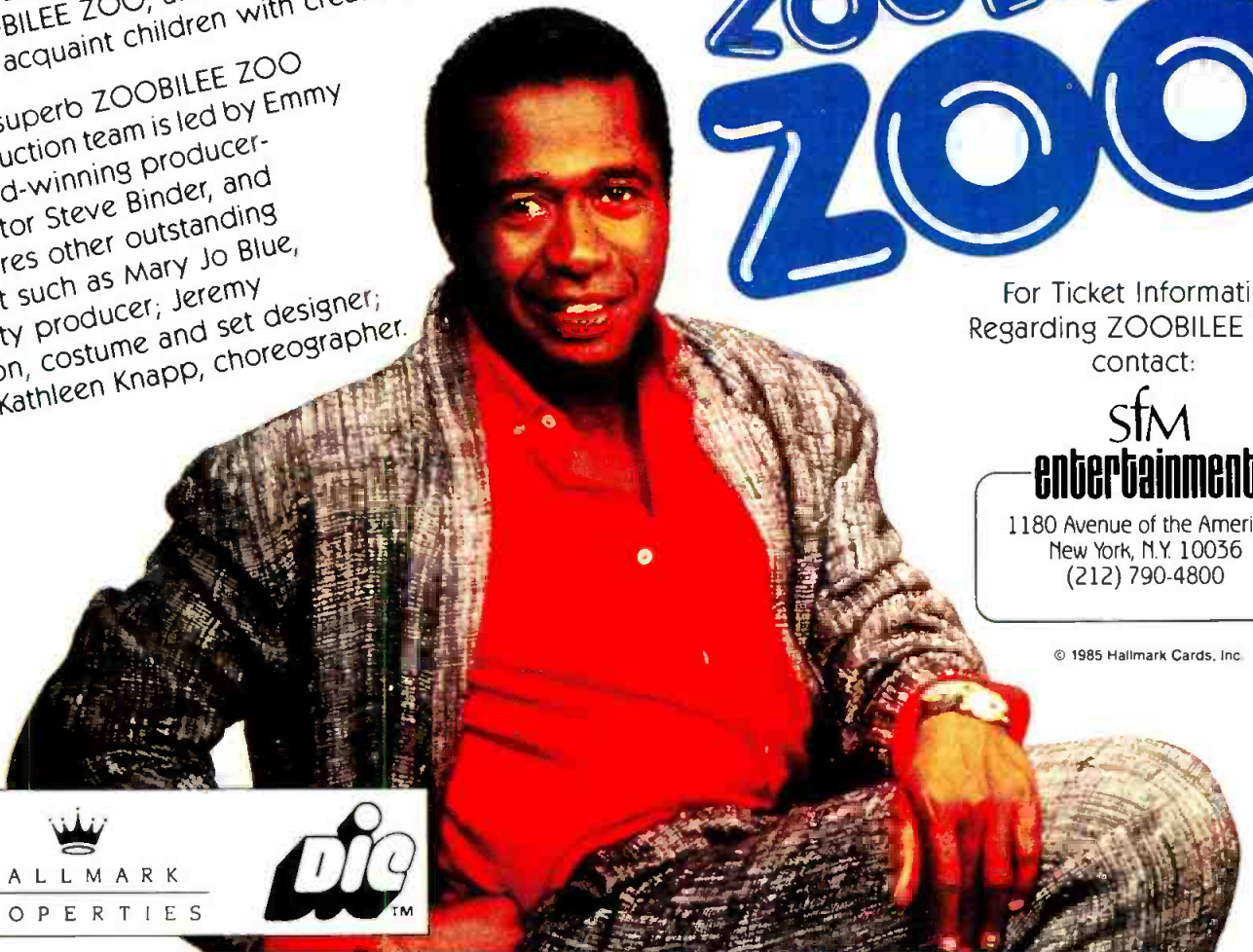
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# Broadcasting Jun 2

Vol. 110 No. 22

TOP OF THE WEEK

## Cable out to break a leg

### MSO's planning cooperative would produce exclusive programming to boost basic subscribers

Flush with the cash being generated by their maturing cable systems and soon to be free of local control over what they can charge for basic cable service, many of the nation's MSO's are considering forming a cooperative to fund the acquisition or development of high-quality programming exclusively for basic cable in hopes of boosting basic cable subscribership and revenues.

As now envisioned, the cooperative would spend hundreds of millions of dollars annually to underwrite the production of specials and series similar to those that now appear on the broadcast networks and to outbid the networks for the rights to popular sports or entertainment events. The programming would be placed on one or more basic services and promoted heavily as exclusively cable.

Most of the money, as least in the beginning, would come from participating cable operators who would ante up on the basis of

"We have a conceptual plan and are letting the industry digest it," said John Sie, TCI senior vice president and one of the forces behind the idea. If the operators are willing to support it, he said, the next step would be to "check through the legal questions and then to set up some sort of organization—we'll call it the Cable Programming Enhancement Fund Inc. or something like that—and hire a professional staff to run it."

Establishing the programming cooperative was the principal subject of an executive committee meeting of the National Cable Television Association in Washington last month. And it's expected to be at least an unofficial item on the agenda of the full NCTA board June 9 in Washington and of a meeting of 50 top cable executives in Boston June 23 during the annual convention of the Cable Television Administration and Marketing Society.

The stage for the programming consortium was set in October 1984 when Congress passed the Cable Communications Policy Act. That law will allow cable systems to raise basic rates without municipal approval

industry embraces the idea generally enough to justify going ahead with it and hammer out the parameters and management of such a fund," he said. All the MSO's will not join, but if most of them do, they could raise a programming fund of between \$300 million and \$500 million a year, he said.

Of the many unanswered questions surrounding the programming cooperatives, one of the thorniest is precisely how and where it would spend its money. Among the options discussed: creating a new operator-owned "superchannel" and pouring the money into it; turning one or two of the existing general-interest services into "superchannels" by putting the money into them, or divvying up the money among several existing services.

Kay Koplovitz, president of the USA Network, believes the cooperative should put most of its money into one existing cable service and, not surprisingly, she believes that service should be the USA Network. It's a general-interest service with 32 million subscribers, she said, and, unlike Ted Turner's superstation WTBS(TV) Atlanta, it doesn't require cable operators to make com-

### USA Network: cable's (and Turner's) 'superchannel'?

It's clear the major MSO's are willing to spend large sums of money to acquire programming for basic cable. What's not so clear is where the MSO's would place that programming if they had it.

A likely vehicle is the USA Network. It already reaches 32 million subscribers and it tries to appeal to the broadest possible audience with its general-interest format. What's more, unlike the superstations, it doesn't require cable systems to pay compulsory copyright license fees.

Perhaps because it's such a natural vehicle to become the

cable industry's "superchannel," Turner Broadcasting System and TCI, which is a minority owner of TBS, are reportedly negotiating to acquire the USA Network and merge the service into TBS. Time Inc., parent of American Television & Communications and one-third owner of USA, is said to favor the deal. MCA and Paramount own the other two-thirds of the network. Officials at TBS, TCI and Time had no comment on the report. USA President Kay Koplovitz said she was unaware of any talks that may affect the ownership of the network, and said the Turner takeover sounded "far-fetched."

how many subscribers they have. There has been talk about their paying anywhere from 25 cents to \$1 per subscriber per month. The cooperative would raise additional funds through the sale of advertising and the domestic and foreign syndication of the programming it helps generate.

In theory, cable operators would recoup their contributions to the pool through increased cable penetration. Each additional cable subscriber is worth at least \$100 a year in additional operating cash flow and more than \$1,000 on the trading block.

Tele-Communications Inc. and American Television & Communications, the nation's two largest MSO's, are now at the forefront of selling the idea to the rest of the cable industry. And, so far, it seems to have captured the imagination, if not the hearts and minds, of many of the other major MSO's.

or, more to the point, raise without much trouble the 25 cents or a dollar a month to throw into the consortium's programming pool.

Plans for a consortium are still nebulous, said Jim Cownie, president, telecommunications group, Heritage Communications, and vice chairman of the National Cable Television Association. "But the idea is to spend a significant amount of money on a pooled basis to develop proprietary programming," he said. "The advantage of that programming would be that basic saturation would increase enough to justify the expenditure of 50 cents or a dollar a month per subscriber for the programming. And the excitement you would reintroduce in cable television is such that there would be all sorts of other positive repercussions.

"I like the idea and I would hope that the

pulsory copyright license payments.

It's equally important that the operators not spread their money around "too thinly," Koplovitz said. If they do, "nobody is going to have enough money to make that much difference in their programming," she said. "You have to make a significant movement, not a little tiny wiggle."

Terry McGuirk, vice president, special projects, Turner Broadcasting System, owner of WTBS, agrees with Koplovitz at least to the extent that the operators would be spending their money best if they spent it on one service. The key to attracting viewers is by promoting a single channel and getting viewers into the habit of watching that channel, he said. "Promoting one network on the same channel in every system in the country would be the ideal situation," he said. "It's foolish to think we can use that money to buy

individual programs to stick on different networks. We would not be getting our money's worth."

Another possible problem is the antitrust implications of the cooperative, especially if it decides to create and own a new service. Cownie sees nothing inherently wrong with the cooperative. But, he said, "it needs to be set up carefully and we need to avail ourselves of qualified legal advice all the way along."

The basic cable services, which have had to squeeze nickels out of cable operators in the past, are delighted and a bit skeptical about the possibility of operators suddenly pouring hundreds of millions of dollars into programming. Roger Werner, executive vice president, ESPN, acknowledged that he has had discussion with MSO's about the programming fund. He said the network is "very interested in working" with the operators to bring it to fruition.

Robert Pittman, president, MTV Networks, said that if the cable operators start handing out money, he'll be in line to receive his cut. "We would be delighted to take it." But, he said, he's far from certain there will be a line. The operators have reached a consensus on the concept, but nothing more, he said. The industry was enthusiastic about the Council for Cable Information campaign to improve cable's image, he said, but the money for that project was "never forthcoming. You don't know what you have until you see the money and, to date, no one has seen any."

In discussing the concept, Sie calls the programming that would be created by the fund "punch-through programming." It would be of sufficient quality to earn ratings of between 10 and 20 and significantly increase cable penetration. With the programming it now has available, the average cable system has trouble pushing penetration beyond the 55% mark.

Sie has drawn up a simple economic model of how the cooperative will work in its first four years. It's optimistic in that it assumes every cable system would be willing to contribute to the pool. Although Sie doesn't expect 100% participation, he expects the bulk of the systems will play along.

Common financing of programming makes sense for cable operators because, unlike broadcasters, they are not in direct competition with one another. "There is de minimus overlapping of systems," Sie said.

According to Sie's model, the first-year goal would be to produce one hour of punch-through programming every day at a cost of \$219 million (\$600,000 per hour). The cable group could raise \$231 million by charging cable systems 50 cents per subscriber per month and another \$90 million by selling advertising spots on the programming. After paying for the programming, the group would have more than \$100 million left for promotion and administration.

As soon as the consortium begins subsidizing programming, Sie said, it will touch off a "positive cycle of ever-increasing quantities of punch-through programming." The new programming will increase the number of cable subscribers, he said. "The growing



TCI's Sie

subscriber base will increase both subscriber and advertising revenues for the cable operators and cable networks. This increase in revenues can then be reinvested to produce yet greater quantities of punch-through programming on cable systems."

To survive on cable, programming does not have to attract the same audience it would to make it on one of the broadcast networks, Sie said. That's because the programming on a broadcast network is supported solely by ad-

vertising, he said, while the consortium's programming would be supported, more or less equally, by advertising and cash contribution from the operators.

"A network show with a 10 rating may not survive in prime time," he said. "But an average of 10 rating for punch-through programming during prime time will almost double cable's current cumulative share of all ad-supported cable networks."

Because punch-through series can survive with relatively small audiences on cable television, Sie said, they will enjoy longer runs. And, with each additional episode, their value in the syndication marketplace increases, Sie explained.

The gains in viewership that basic cable will make as a result of the new programming will come at the expense of the broadcast networks and independent television, Sie said. As a result, basic cable's ability to bid against broadcasting for attractive programming will gradually improve.

Only time will tell whether the cooperative will come into being. But, despite the problems, momentum behind the idea seems to be building. "There are all sorts of difficulties in setting this thing up," said Cownie. "But I happen to think that the general idea is so compelling it's worth trying to establish this." □

## NBC wins May sweeps

**Network records its fifth quarterly victory in a row; Thursday night sitcom block takes top three places; ABC takes second, CBS third**

Fresh from its first regular-season prime time victory ever, NBC performed an encore with a win in the May sweeps, its fifth consecutive sweeps victory. Based on Nielsen data covering May 1-28, the final tally showed NBC improving on its performance during the May 1985 sweeps by 8%, posting a 15.6 rating this year, compared to a 14.5 rating last year.

ABC finished second in the sweeps with a 13.3, and CBS third with a 13.1. ABC's finish represents a 4% gain over its May 1985 mark of 12.8. CBS was down 6% from May 1985, when it had a 14 rating. CBS vice president for research, David F. Poltrack, called the NBC sweeps performance a "definitive win," something to be expected given NBC's performance during the year. As for ABC's second-place finish, both Poltrack and NBC vice president, research projects, Gerald Jaffe, cited the strong performance of the 12-hour, six-part *North and South, Book II*.

NBC did not miss the opportunity to point out just what the win represented. It was the fifth consecutive win for the network, which began its winning streak in the quarterly sweeps in May 1985. NBC research also showed that its margin of victory (2.3 rating points) for a May sweep was the best of any network since 1973, and the best for a network in any sweep since February 1983. It

was NBC's largest margin of victory ever.

NBC's victory was attributable mainly to the strength of its regular series, both as original episodes and as repeats. According to NBC's analysis of the Nielsen data, looking at regular episodic series (excluding movies), it had a 14.7, compared to a 13 for ABC, and a 12.9 for CBS. NBC series consisted of 65% original episodes and 35% repeats, compared to a 72%/28% mix of original/repeats for CBS and a 74%/26% mix for ABC. According to the CBS analysis of the May data, NBC programs did a 15.4 as originals and a 14.2 as repeats; ABC programs did a 14.6 as originals and an 11.8 as repeats, and CBS programs did a 14 as originals and an 11.3 as repeats.

According to NBC's Jaffe, the network was not looking to "snatch victory from the jaws of defeat" by radically changing its regular schedule. NBC's Thursday night block of half-hour sitcoms, which throughout the year have helped NBC gain its leadership position, provided the sweeps' top three shows in *The Cosby Show* (29.5/51 during the sweeps), *Family Ties* (27.9/46), and *Cheers* (23/36).

Dropping out of the top 10 this year during the sweep period were a number of the series that had been CBS's strong suit in the past. *Dallas*, the number one show in the May 1985 sweeps, dropped to number five this year, and from a 23.9 rating for three episodes during the May sweeps last year, to a 21.1 rating for three episodes this May. Last year, *Dallas* ranked first during the sweep period. Other CBS serials that



showed a decline in ratings, were *Knots Landing*, which according to the CBS analysis fell from fifth to 17th place; and *Falcon Crest*, which fell from seventh to 18th place. ABC's *Dynasty* also declined in the ratings to finish seventh, according to CBS, with a 21.2/33.

In his analysis of the sweep period, CBS's Poltrack said the main reason for CBS's third-place finish was ABC's and NBC's successful scheduling of movies on Sunday and Monday nights. In particular, he said, the other two networks took advantage of an opportunity to hurt CBS at the times where it is now strongest. During last year's May sweeps, CBS was still strong on Thursdays and Fridays. This year, however, with the dominance of the NBC Thursday comedy block, and a weakening in Friday night ratings, attributable to a drop in the *Dallas* numbers, and the ratings growth of *Miami Vice*, CBS no longer can call those two nights its own.

That, he said, leaves Sunday and Monday nights as CBS strengths. Those two nights are, he said, tailor made for the other networks to schedule a strong slate of movies, especially two-part movies, as counter-programming. Along with the strong numbers for the NBC series in repeats, Poltrack cited those movies as a leading reason for the NBC win.

Indeed, *NBC Monday Night Movies* rated fourth among all programs during the sweeps period with a 21.5/33. Of those, NBC's *Perry Mason: Notorious Nun* (23.3/42) finished first among movies. Two two-part movies on NBC, *Deliberate Stranger* (20.2/30) and *On the Wings of Eagles* (18.7/30), came in at third and fourth in the ratings for movies. CBS's highest-rated film was *Stagecoach* (22.5/36), at second place on the list of movies during the sweeps. ABC's highest rated film was *Convicted* (17.4/27), which placed sixth. Poltrack suggested that NBC had been saving up strong movies since the beginning of the year, when it knew that it was going to win the season.

ABC was the only network to broadcast a mini-series during the sweeps. CBS had scheduled two mini-series, *If Tomorrow Comes* and *Dream West*, toward the end of the broadcast season. ABC ran the 12-hour *North and South, Book II* May 4-11, and got a 21.3/33. Marvin Mord, vice president of marketing and research services, ABC, said: "There's no question that *North and South* was a valuable asset for us in the May sweeps," but added that ABC was also pleased with its performance of regular series during the month. Mord said that ABC has "gotten over the fact that *Dynasty*" does not achieve ratings as high as it used to.

In particular, he said, ABC affiliates, for whom the sweeps mean the most, should be pleased with the network's performance from 10:30-11 p.m., where they provided a strong lead-in for local newscasts. Mord noted that ABC had a 14.7/25 during that time, compared to a 14.4/25 for CBS, and a 15.4/26 for NBC.

Mord also said that a proposal for a 52-week rating season will be presented at the upcoming ABC affiliates meeting. □

## Times Mirror buys Abell

**Baltimore-based media firm sold for \$600 million; WMAR-TV to be spun off**

Times Mirror Co., announced last week it was acquiring the A.S. Abell Co., the privately held company that publishes Baltimore's *Sun* newspapers and operates two television stations, for \$600 million in cash. The stations, WMAR-TV Baltimore and WRLH-TV Richmond, Va., are said to represent \$150 million of the purchase. Times Mirror has broadcasting and cable divisions, owns eight newspapers and operates a magazine and book publishing business.

A Times Mirror spokeswoman said the transaction has been unanimously approved by the boards of both companies although Abell's shareholders must still clear the deal. (More than 80% of Abell's stock is committed to the sale, she reported.) Times Mirror officials were predicting the transaction would be completed in three to four months.

According to Times Mirror, WMAR-TV, an NBC affiliate on channel 2 that was put on the air in 1947 by the Abell company, will be sold to satisfy the FCC crossownership rules that prohibit the acquisition of a TV station and newspaper in the same market. John J. McCrory, president of Times Mirror Broadcasting, said the company had not yet decided how to proceed with the WMAR-TV disposition or what to do with the Richmond station, an independent on channel 35.

Times Mirror is also in the process of selling three of its seven TV stations: WSTM-TV Syracuse, N.Y.; WHIM-TV Harrisburg, Pa., and WETM-TV Elmira, N.Y. McCrory said the sale of the three stations to Smith Associates is slated to close on June 19. Its other broadcast properties are: WVTV-TV Birmingham, Ala.; KTVI(TV) St. Louis; KTBC-TV Austin, Tex., and KDFW-TV Dallas.

In addition to publishing the *Los Angeles Times*, the *Denver Post* and the *Dallas Times Herald*, among others, Times Mirror operates the 10th largest cable MSO, Times Mirror Cable Television. Some of the magazines it publishes include *Popular Science*, *Outdoor Life* and *The Sporting News*. Also last week Times Mirror announced it was buying the *National Journal*, a Washington-based weekly focusing on government and politics.

In 1985, Times Mirror reported earnings of \$237.1 million on revenues of \$2.96 billion. For the first quarter of 1986, its net income was \$34.5 million with total revenues of \$693 million, the spokeswoman said.

An Abell official said the company's revenues in 1985 were \$204.8 million, of which about \$33 million came from its broadcasting division. Abell bought WRLH-TV last year for \$13.7 million. In addition to *The Sun*, a morning paper, and the *Evening Sun*, Abell publishes *Mid-Atlantic Country* and *Ski Racing* magazines. The *Sun* was founded in 1837 and grew prominent in the early decades of this century through national and international reporting and the works of H.L. Mencken. The papers have a combined

circulation of 356,927 and a Sunday circulation of 427,785. Ownership of the Abell Co. is into the sixth generation and is still relatively concentrated. *Ski Racing's* publisher, Gary Black Jr., is believed to be the only descendent of the founding families to be active in company operations. More than \$100 million of the purchase price will go to the A.S. Abell Foundation, a charitable organization.

The Times Mirror spokeswoman said the company approached Abell Co. with a specific proposal on May 13 and was told at that time the company was not for sale. But another offer was made, and a deal was struck. The offer was, said one source, "too good to turn down." □

## More waiting on Blair

**No decision yet from FCC on revised takeover plan from Macfadden; Blair board considering sale options**

The FCC, despite trying to stay off the takeover playing field, played a key role last week in the approaching climax of Macfadden Holdings' takeover attempt of John Blair & Co. It was not what the commission did, but rather that the commission, as of Friday, had yet to decide whether to approve Macfadden's revised proposal for putting tendered Blair shares into a trusteeship. Lacking that FCC approval, Macfadden was forced, once again, to extend its \$25-per-share tender offer begun six weeks ago.

Meanwhile Blair was still searching for a way to keep the company from Macfadden and what it said was an "inadequate" price for the company. Last Tuesday, Blair issued a statement saying it had scheduled a board meeting for later in the week to consider and "act upon" other proposals for the "sale and disposition" of the broadcasting and station representation divisions of the company. It had previously signed a letter of intent to spin off—to shareholders and Warburg Pincus—Advo System Inc., the company's direct mail subsidiary (BROADCASTING, May 19).

Blair's management claimed that the contemplated splitting up of the company would provide higher proceeds than Macfadden's offer. Skeptics to that claim noted that outsiders interested in the company have had months to make an offer for Blair and that last week's statement may have once again been a last-minute maneuver to support the stock price above \$25. But if the market at large agreed, it did not reflect that skepticism in Blair's stock price, which as of late Friday was 26½, well above the Macfadden offer and the highest point in two weeks.

Blair's board did convene for a specially called meeting on Friday, but there was still no word on what, if any, offers had been

received or accepted. Among the many names rumored to be interested in the company were Robert F.X. Sillerman, co-chairman of Legacy Broadcasting, and Merrill Lynch Media Partners, the limited partnership headed by Martin Pompadur and Elton Rule.

A key factor allowing Blair to continue its search for alternatives to the looming tender offer was the FCC's own deliberations on Macfadden's proposed trustee arrangement. Stephen Sewell, assistant to the chief of the FCC's video services division, noted that while petitions to deny are not applicable against short-form applications, what Macfadden and the two other bidders who previously sought a trustee arrangement have requested is not a short-form application but a "request for temporary authorization," which is subject to petitions to deny: "We have used the short-form application only as the form for gathering information. In all of the broadcast trustee cases, the target company has always filed oppositions, as in this case, and those pleadings have always been considered."

Blair's pleadings reiterated questions about the fitness of the bidder as a licensee and of former New York Governor Hugh Carey to be a trustee.

Much of the motion was also an examination of what Blair said was "an astonishing turnabout" by Macfadden. Blair said that

while Macfadden had initially insisted on the need for "a massive restructuring of Blair," its new short-form application indicated it would not need control of the company's board.

That, the motion said, was an indication that either the commission was initially misled, or that the restructuring would be undertaken by the trustee, which Blair said was inconsistent with the "limited purpose," of the trustee established by the commission's takeover policy.

On Friday, Macfadden replied by reiterating that it did not intend to be involved in the restructuring of Blair either directly or indirectly. Its "opposition" to Blair's motion also urged the commission to speed up its deliberations, claiming that the company was using the commission's processes "in order to avert a market test of Macfadden's offer: 'Time is absolutely critical at this juncture... Macfadden's tender offer has now remained pending longer than either the L.P. Media or One Two Corp. proposals.'" The New York publishing firm called its revised trustee proposal "clean and uncontroversial" and "fully compliant with FCC precedent."

As of late Friday, it was not expected that Blair's board would issue any statement until this week. But whatever the outcome, the effective ownership of John Blair & Co. is expected to change hands soon. □

*Nightly* without checking," Grossman told BROADCASTING. "So it became an investigative special." In the portion of the interview that NBC broadcast, Abbas, secretary general of the Palestine Liberation Front, threatened Americans at home and in the Middle East, and described President Reagan as enemy "number one" (BROADCASTING, May 12).

Grossman described the program as "significant," and indicated it would include the admission of substantial involvement in the hijacking that was reported by Champ only in paraphrase. "Now, we have his own confession about his precise role," Grossman said in his letter to *The Post*. "And his version can be checked out against what government officials and others have learned from other sources. We are convinced that is a real public service."

Whether the program will satisfy the Justice Department, however, was uncertain last week. Department attorneys who are investigating the Abbas case are reported to have met with Floyd Abrams, the noted First Amendment attorney who represents NBC, to seek the voluntary surrender of the interview's outtakes. The Associated Press said Justice was hoping to avoid the public furor that would be expected to accompany the issuance of a subpoena. Justice is particularly interested in the section in which Abbas, according to Champ, admits masterminding the hijacking. NBC officials have declined to discuss the outtakes matter in any detail, and a Justice spokesman would do little more than confirm Justice's interest in the tapes.

Justice is understood to have been told of the scheduled news special on the hijacking but has not indicated whether it would continue to press for interview material still not broadcast. There were also many indications it might want to question the NBC crew involved, and that could present additional problems. One source said the department's position may become clearer this week.

Abbas and four of the ship's hijackers were captured when U.S. fighter planes forced an Egyptian airliner carrying the men to land in Italy. The Italian government, to its later regret, allowed Abbas to go free. The remaining four are scheduled to go on trial in Genoa the day after the 1986 special is to be broadcast. □

## Much ado about Abbas interview

**Justice Department wants unaired portions of NBC interview with terrorist; network has scheduled expanded story on June 17**

NBC News's interview with Abul Abbas, who is believed to have masterminded the hijacking of the Achille Lauro cruise ship, continues to generate controversy and, now, could generate a confrontation between the network and the Justice Department over the reported effort by Justice to acquire tapes of the interview that were not aired. But NBC News's plans for a one-hour report on the Achille Lauro affair, scheduled for June 17 as a special edition of its new documentary series, *1986*, could put a new light on things.

The chairman of the foundation established in the memory of Leon Klinghoffer, the man murdered by the terrorists who seized the cruise ship, in a letter to *The New York Times*, and two columnists in *The Washington Post* sharply criticized NBC News not only for broadcasting the interview and making an agreement not to divulge where it took place, but even for not helping authorities arrest Abbas. Abbas is being sought by the governments of the U.S., Italy and Israel. The Justice Department has initiated talks with NBC in an effort to gain access to tapes that, among other things, would back up the report of the correspondent who did the interview, Henry Champ, that Abbas "freely admits responsibility for the hijacking" of the cruise ship.

NBC News President Larry Grossman, in

letters responding to the published criticism, noted that NBC is not in the business of capturing fugitives. And he defended the agreement not to disclose the location of the interview as resting on a substantial body of precedent: "Newspaper as well as television reporters have accepted such arrangements in the past in order to interview Polish Solidarity leaders, Afghanistan freedom fighters, Contra rebels, Soviet dissidents, IRA leaders. . . ." Without such an agreement, he said in his letter to *The Post*, "those important news stories would never have been available." (Government sources are reported to have learned that the interview took place in Algeria.)

"Today, unlike the past," Grossman said in his letters to *The Times* and *The Post*, "Americans are prime targets of terrorism. It is essential that we know who our enemies are and what we are up against. Ignorance and censorship that shield people from even the most distasteful information are no service to our democratic society."

The special edition of *1986* that Grossman says will be a "profile" of the Achille Lauro hijacking may provide the justification for the interview and the manner in which it was obtained that critics evidently feel was lacking in the two-minute piece on Abbas broadcast on *The Nightly News* on May 5, and on the *Today* show on the following morning. The program—which will be anchored by Tom Brokaw—will contain lengthy excerpts from the hour-and-a-quarter interview. "We didn't want to run a lot of the material on

## Deaver probe turns up Fowler lunch invitation

**Former White House adviser, working for CBS, wanted date with FCC chief; ex parte rules update under way**

The investigation by Congress and others of the lobbying efforts of former White House deputy chief of staff Michael Deaver and the possibly improper activities in which it in-



Deaver

volved him now includes a luncheon invitation last year to FCC Chairman Mark Fowler. Deaver extended it as a lobbyist for CBS, when it was fighting Ted Turner's attempted takeover. The luncheon, though, never occurred.

News of the aborted luncheon surfaced last week almost coincidentally with word from the commission that it is considering revising and updating its *ex parte* rules as they apply to informal commission proceedings. The proposed rulemaking has already been drafted and is to be considered by the commission at its meeting this week. Officials say the aim is to simplify the rules, adopted in the late 1970's during the chairmanship of Charles Ferris, and to bring them into conformity with court decisions since then that bear on *ex parte* matters and with the sunshine statute.

Deaver's luncheon invitation to Fowler is one of many matters—and not among the most pressing—involving Deaver that are being investigated by the House Oversight and Investigations Subcommittee, whose chairman is Representative John Dingell (D-Mich.). Last Thursday (May 29), a three-judge federal court in Washington, acting at the request of the Department of Justice as well as Deaver himself, named a former U.S. attorney in New York, Whitney North Seymour Jr., to determine whether any of Deaver's lobbying activities violated federal law. Heightening interest in the matter is the fact that Deaver is a long-time intimate of President Reagan and his wife.

As Fowler chief of staff Jerry Fritz recalled the luncheon incident, Fowler initially accepted Deaver's invitation—but only after receiving assurances that Deaver, who identified himself as a CBS lobbyist, would not discuss the CBS-Turner issue. Since it was a contested proceeding, chatting about it over lunch would have violated the *ex parte* rules. Then, Fritz said, a scheduling conflict forced Fowler to cancel—but he offered as an alternative a meeting in his office where, as would be customary in such matters, a member of his staff would be present. Deaver originally accepted the offer, but later, Fritz said, "called back to cancel." A Deaver spokesperson said the lobbyist feared he would be putting Fowler in an "uncomfortable position," although Fritz does not recall Fowler having expressed such a feeling.



Fowler

Fritz said Deaver never explained what he wanted to discuss. And a spokesperson for CBS, Anne Luzzato, said CBS could not comment "at all on the terms of any contract CBS has with consultants or artists." Deaver's aide was quoted as saying Deaver simply wanted to inquire about the status of the CBS-Turner case and that CBS attorneys had said the inquiry would be proper. Such inquiries about proceedings are made to the commission all the time—but usually are directed to the staff, not the chairman of the agency, whose knowledge of such matters is probably not as good as that of the staffers directly involved.

Members of the House Oversight & Investigations Subcommittee discussed the matter with Fowler in mid-April. And the subcommittee is believed to have gone over it with Deaver in the full day of questioning to which it subjected him in an executive session on May 16. □

## FCC overturned on minority preference issue

**Court finds procedural error in way minority advantage was cut from new AM's on Canadian clears**

The FCC order last year opening 14 Canadian clear channels in the U.S. for use by American AM broadcasters has been overturned by the U.S. Court of Appeals in New York. A three-judge panel said the commission had been "arbitrary and capricious" in abandoning, without sufficient notice, its minority preference policy and, in addition, in relying on "inadequately disclosed data" to reach its conclusions. The case was sent back to the commission for further proceedings.

However, the opinion is only a setback for the commission, not a defeat. The panel did not deal with the substance of the commission's order. It declined to address the question of whether the commission lacks the evidence to support a change in policy.

Under the minority preference policy, in

applying for AM grants on the 25 U.S. clears that had been broken down previously, minorities were excused from an obligation to demonstrate that the proposed station would serve an unserved or underserved area. The policy, adopted in 1980, applied to public broadcasting groups as well. In March 1984, in proposing the policy to govern use of the Canadian clears that had become available as a result of a U.S.-Canadian agreement, the commission said it would apply the same technical and nontechnical eligibility criteria as it had in the case of the U.S. clears.

The commission said the policy goals those criteria were intended to serve in 1980 had not changed in the intervening four years.

But when its order in the case was re-leased, in May 1985, the minority preference policy was found to have been jettisoned. The commission said studies it had conducted indicated that "in much of the country, particularly the populous areas," the Canadian clears could not be used to create new stations "without causing destructive interference" to existing full-time or daytime stations on the channels. But rather than allow the frequencies to lie fallow, the commission said, it would permit existing daytimers to operate at night. The maps cited by the commission in stating that conclusion did not surface until the order was issued.

The National Black Media Coalition and its New York affiliate appealed. They said the commission had not provided interested parties with sufficient notice of the decision to abandon the minority preference policy and had not disclosed the maps and studies on which it had based its decision, and thus was "arbitrary and capricious." The appeals court panel agreed.

The commission had argued that it had invited parties to offer new policy proposals. But the panel was unimpressed. "It is clear that... the notice given by the commission was wholly inadequate to enable interested parties to have the opportunity to provide meaningful and timely comment on the proposal which culminated in the final decision by the agency to delete the nontechnical requirements," it said. "The notice clearly stated that the FCC intended to adopt the minority preference policy and other nontechnical requirements in the rules for AM foreign clear channels."

As for the other aspect of the NBMC's complaint, the court noted that the commission admitted its order was based on maps and studies that were not disclosed throughout the proceeding. As a result, the panel said, parties were unable to comment on the methodology employed or the conclusions drawn. "It is clear," the panel said, citing an opinion in another case, "it is not consonant with the purpose of a rulemaking proceeding to promulgate rules on the basis of inadequate data or on data that, [in] critical degree, is known only to the agency."

The opinion was written by Judge Lawrence W. Pierce joined by Judges Amalya O. Kears and James L. Oakes. □



## NTIA's Sikes: Up to a point, a free marketer

*Alfred Sikes, the man from Springfield (Missouri), now has been on board as head of the National Telecommunications and Information Administration for two months. When recruited for the job—at the urging of his good friend, Senator John Danforth (R-Mo.), chairman of the Senate Commerce Committee—his knowledge about telecommunications was restricted largely to broadcasting: He was part owner and operator of five AM and FM stations in Missouri. But he is now hip deep in the mysteries and wonder of cable television, common carrier and international trade, among the other matters that occupy his time. Last Thursday, on the day he was formally sworn in, Sikes sat down with BROADCASTING editors for a review of his first two months, with emphasis on NTIA's comments in the FCC's must-carry proceeding. That position caught Washington by surprise, and Sikes indicates NTIA, under his direction, may do so again.*

**What are the major issues you see confronting the NTIA in the weeks and months ahead?**

They're a mix of broadcasting and common carrier issues. Certainly, the major broadcasting issue today is must carry. The scrambling issue is one that we're doing some policy work on now and that I'm going to have to testify on.

I have indicated during the confirmation process, that I think the future of AM is a very important issue. The FCC has done a great deal of work on that and has issued a rather substantial report on a whole series of options. That would be my brief summary of what I think are some of the major broadcasting issues.

In the common carrier area the court is going to revisit Judge Green's AT&T consent decree. There are major restrictions on the Bell operating companies. The question for January 1987 will be whether these restrictions hold or should they be modified. Should they be removed. So that's going to be a major thing.

**Do you have any feeling about them?**

I really don't. You know, we did a study that was published in July of last year, and I think the essence of that study was that there are some restrictions that should be lifted. But we are restudying the issue, and

updating our studies, and will finish that toward the end of the summer. The Justice Department will be the department that will present the report. The executive branch recommendation for those modifications will be coordinated with Justice. The Justice Department itself has a study under way.

**Getting back to must carry. NTIA surprised a number of people with its recommendation that must-carry regulations continue to apply to all public broadcasting stations. That didn't sound like the kind of recommendation that's come out of the administration in quite a while. Why do you feel that that was important?**

First of all I think you look at must carry in a variety of ways. You've got to look at the Quincy decision, you've got to look at what the court said, what the judges said. The judges said that widespread must carry simply would not meet the constitutional test. The judges said there had to be a definitive public interest showing that had to be narrowly crafted and that if both of those standards were met, then presumably there could be a limited carry, if you will sort of rule that would pass constitutional muster.

At the same time, you had various parts of the industry getting together and trying to resolve what should be a must carry or limited

carry sort of rule in the aftermath of the court's decision. And they basically came up with a compromise position without really addressing the constitutional issue.

First, public broadcasting I regard as having been left out of the compromise. Public television stations have begun to lose their carriage on cable. I felt that if there was a definitive public interest that would pass the constitutional test, it would be in the public broadcasting area where we've had a \$3 billion expenditure at the federal level and where currently about 45% of the dollars that flow into public television are revenue-based dollars, government tax-based dollars on local, state and federal levels, where literally hundreds of thousands if not millions of hours are put in by volunteers each year on public drives, public auctions, and a variety of things to raise money, so that you had them left out of the compromise, you had them being pulled by the cable systems. And on the other hand, they had a very large and demonstrable sort of public support and public interest.

I felt under the circumstances that the recommendations we made would, number one, pass the constitutional muster, and, number two, would be to carry forward the public interest in the federal and state and local support for public television.

Now, the thing that I think is really key to the must carry issue is what can or cannot be done with respect to commercial broadcasting. That is, what will or will not pass some sort of a court test. The court very clearly said that to require all stations within a certain parameter to be carried won't pass that test. Now, if you say, "All right, you've got to carry all stations that achieve a certain audience share," I don't think there's any public interest showing, if you will. It might be a little more narrowly crafted, but I don't think there's any real public interest showing.

And what about the new stations that have just come on the market and have not gotten up to that public share position, or audience share position? What about the licenses yet ungranted? We did not believe that we could adequately, under the court's decision, or for that matter under any public interest sort of analysis, begin to pick winners from losers; that is, which commercial stations are going to win and which commercial stations are going to lose. We felt that there should be an ongoing process at the Federal Communications Commission that would provide to either the television station that was unable to get carriage, or to the franchising authority, the opportunity to appeal to the Federal Communications Commission on a public interest basis, and the FCC could then say whether it believes that that station should be carried or not under a public interest standard. And that would provide an oversight. It was in a sense balanced, which is to say that we felt that public stations that were not a part of the compromise, where there was a very large public interest, some of which were being pulled, and needed the level of protection. The marketplace could work with the commercial stations but there still needed to be an oversight.

**Were public broadcasting to work out a compromise—or should it accept the compromise that's been offered by cable, of one station being carried—would that then satisfy you? Or would you feel that you would have to go back and prosecute for more?**

Well, I recognize that, in specific areas, there are public television stations that are reaching the same audience with virtually the same programming. And no, I'm not offended at duplicated signals not being on the air. I'm not doing this as a spokesperson for public broadcasters or the public television people. I'm doing this because of what I outlined, which is to say I think it fits within the court's decision. I also think that there's a huge public interest.

**If I could get to something else now, regarding international telecommunications, and particularly the separate systems issue. The U.S. is going to Intelsat and saying, "Coordinate this proposal" by Panamsat. How comfortable are you with the chances of coordination being successfully completed by the October deadline?**

Let me begin by saying that we are doing and will continue to do everything we possibly can to speed coordination to meet the October date. I think anybody realistically understands that that's a tight situation. I am not in a position to be judgmental as to whether it's too

tight, or whether it's too difficult.

**Do you have any feeling about the attitude of Intelsat toward American proposals? There's a lot of talk that they've already got their mind made up in resistance to American proposals for separate systems, and that they're going to make it as difficult as possible. Do you have any feeling about that?**

No. I certainly know what I read in BROADCASTING and in other publications, and that would suggest that they're not going to quickly embrace a separate satellite system. There were, of course, a lot of angry claims and counterclaims. Apparently some active efforts to sidetrack occurred. What the attitude is today, what the mix of circumstances is, I really don't know. But I'm certainly aware that this is not something that they would have initiated themselves.

**Do you feel that you have by now developed a philosophy toward this office that those in the outside world can know you by?**

Well, I think this may be farther than I would prefer to specifically respond to. I think that NTIA has such a wide range of responsibilities and such a wide range of specific things it works on that it's kind of hard to sum it up, if you will, in a few words of what my philosophy might be.

My personal philosophy is that the marketplace is the best regulator. There are occasions when that does not work adequately; I tend to presume more often than not that it does work adequately. I think we're in a very dynamic industry—I'm speaking now in the broadest sense. It is an industry that is international, which makes it more dynamic, more complicated, and probably causes government to have more of a role, and I think that requires some specificity with respect to what is the issue and therefore what is the reaction or what is the philosophy.

**What we identify you most prominently with at this moment is must carry regarding public broadcasting, which I think caught many in Washington by surprise. And I just wonder if you're going to continue to catch people by surprise. Is it fair to say that you don't come out of the Washington establishment, and that you're going to be bringing a fresh view from the outside?**

That would probably be fair to say. It is not, however, a view without philosophical underpinnings. When I began as a radio broadcaster in the mid to late 1970's there were just a whole bunch of things we were required to do that really were make-work kinds of things. You know, we were required to produce a lot of paper and send it off to Washington and they didn't even look at it or if they looked at it they didn't pay much attention to it.

I feel very strongly that radio is a very competitive industry and that that very competition, and the fact that we've got to appeal to people, you know, is the best regulating influence. So that I come in as a broadcaster and within that framework, and with that philosophy.

On the other hand, I have spent nine years in business. I have spent a little less than eight years in state government and I have spent five years in the private practice of law. I've had a mix of experiences, and sometimes those experiences cause me some pause when it comes to having a knee-jerk response to a given issue, to a given question.

Getting back to must carry, it is awfully easy to look at must carry in the framework of public television, which your magazine chose to do, totally forfeiting any opportunity to comment on the balance of the must-carry recommendations. That was a very carefully crafted policy. My view is that the commercial side of that policy was certainly of equal importance, if not greater importance than the side of that policy as it related to public television. That said, the marketplace totally unencumbered by any sort of public oversight is, in the view of NTIA, not an adequate regulator because you've got cable companies that frankly are monopolies, that are in the advertising business, and by being in the advertising business might well have an incentive to remove commercial broadcasters or put them on a higher tier, or to not bring one on who is a new entrant to the market, and therefore it's very important that there be some continuing public oversight, that the FCC monitor, that the FCC supply reports, that the FCC revisit, that the FCC provide this case-by-case appeal pro-

cess, that there be public interest standards within that appeal process that can be applied as the licensee that has been denied carriage or some franchising authority chooses to appeal to the FCC. Those in my view were very important dimensions to that report, and provide the government an opportunity without getting heavily involved in regulating the marketplace and without running a very explicit risk of once again finding its policy unconstitutional, of providing the sort of balance in the marketplace, the sort of protection for the public interest, for diversity, that is needed.

Now, to the extent that that reflects a fresh approach, to the extent that the public television dimension of the policy reflects a startling departure, so be it. And I think it's probably for other people to interpret what that means about me.

**That's a very interesting exposition. What it suggests to me about you is the word "pragmatism."**

No, I don't buy that. I think the pragmatist is often simply expedient. I think I'm a practical person. You know, experience comes from making mistakes. I've made mistakes in the public sector. I've made mistakes in the private sector. And I think by making some mistakes I've gained some experience. I've gained some insights that don't pervade the government. I mean, it is very difficult to own and manage a very small business and to come to government. If you're a vice president in a big company or a president in a big company, or you're in a law firm or you're a lobbyist or you're in a university—terrific, you take a leave of absence or you rotate out for a couple of years and then nicely rotate back in. But when you've got to liquidate and sell and, in the case of my consulting interests, liquidate a business, I mean that's tough and so not a lot of people do that. And not a lot of people with that kind of background find their way to Washington.

I think that kind of background brings to any given discussion, to any given policy process, a practical dimension. Now, I'm not saying people can't learn or aren't practical who don't come out of that kind of background. I'm not trying to set myself up as some kind of special person because I happen to have that background, but I do think that's a helpful background. So when somebody says to me, "Well, maybe in a word you're a pragmatist," I don't buy that.

First of all, particularly in politics, labeling a person is to pigeonhole them. You come into this business with your reputation, and the minute you get pigeonholed your reputation has been dissipated. A year from now I hope you can say about me that you were two or three times surprised, and I hope you can say that it's not because he simply has no underpinning, no philosophical underpinning.

I think the word pragmatist, in political jargon, has taken on a meaning that he'll look at any given issue afresh. He'll want option papers and pro and con discussions, and then it's kind of an analytical process and you decide which way to move. I'm not that sort of a person. I have some rather strong philosophical underpinnings but, at the same time, I'm not much of a knee-jerk guy. I mean, I'm not A/B, black/white. I'm just not that sort of person.

**That's what I'm saying. I mean, you're not an automatic free marketer. Or are you?**

I feel that men and women who are allowed to freely pursue commerce produce the best results. But if they pour poison in the river, government better act. Or if they start cutting down the giant redwoods, government better act. Or if you bring it down to must carry, if a monopolist were to enhance his advertising position in the community and it takes away an important dimension of the diversity of the television community, then government better act.

Now, that's to say that I am to a large degree guided by free market philosophies, but I don't think that you can have that without the government fulfilling certain obligations.

**How do you feel about the First Amendment in terms of broadcast regulations? Specifically with regard to things like the equal time law and the fairness doctrine?**

Well, I was really fortunate. I came into radio having been in government and having been a lawyer, so I probably was not very intimidat-

ed by the regulatory framework within which I was a business person, owner of a radio station. So when I wanted to do editorials, I did editorials. And I typed them and said, if somebody wants to say something to the contrary, give us a call. And I didn't fear that I would get in trouble.

I think an awful lot of broadcasters feel differently. I think they don't know exactly what they can say, when they can say it, or what kind of response they've got to afford and how many groups they have to accommodate or how many points of view they have to accommodate, which is to say that they understand there's an equal time or a fairness doctrine overlap, and they don't know exactly how to dot all the i's and cross all the t's so that in fact it has a very chilling effect on the amount of freedom of expression that either radio or TV affords. And I think that's bad. And so my basic point of view is that I think the doctrine should be repealed.

**You seem to be saying that it's more a matter of perception than reality.**

Well, but you know, perception so often is what drives the way human beings act. About the time you start pigeonholing me as a pragmatist everybody in town will be saying, "Sikes is a pragmatist," and I could make decisions from now until the end of my service and they'd say, "Well, that Sikes is a pragmatist. There's another prag now." I mean, really. And so what I'm saying to you is I think perception is so often reality. I would like to open up the broadcast industry to freedom of expression. Newspaper has become more and more and more heavily concentrated in a few hands. Broadcasting is widely diffused in ownership. There are multiple outlets in almost all of the sizable towns.

There is, in fact, competition. And just as it can regulate how much news is on the air, how much public interest programming is on the air, it in my view can also regulate the extent to which broadcasters unfairly treat their opportunities to speak freely without offering equal time or applying the fairness doctrine.

**Competition will regulate that.**

I think that's correct. Although it's a bit different kind of competition. If the *Washington Post* says something here in Washington, the *Washington Times* can say something to the contrary. But in so many towns that are one-newspaper towns and where that is really the only effective print medium in the town that has a wide circulation, that is a major voice in that community. So the publisher, the owner, the editor, the editorial writer, whoever, decides to say something and he or she is not likely to be taken on. That's not true in broadcasting. If some radio guy says something dumb, or is perceived by some other radio guys as being dumb, you know, they can come on and do an editorial. How many radio stations are there in Washington, D.C.? A lot. So that's what I mean, that you have checks and balances, if you will. That maybe is a phrase that I would prefer.

**You say that on balance most broadcasters are interested in serving the public. On the other hand, there are a lot of people now who are beginning to notice a change in the climate of broadcasting because deregulation is making the business very attractive to moneymen, whose interest is the bottom line. They don't care whether they're making widgets or are just into broadcasting. Do you think that's likely to have any adverse effect?**

It might. It might.

**Does it concern you at all?**

Yes. But I guess my view is this: Democracy's a great place. People in the government respond to difficulties and change the rules, and then some new difficulties arise, so maybe some new rules come in. I think if we find widespread abuse of the public interest by moneymen, to use your phrase, then I think we have to take a second look at some of the rules that might provide some protection. But I think on balance that the sort of freedom that has now been afforded broadcasters is very positive. And that if we begin to see—as I spoke of the people putting poison into the river—if we see poison coming into the broadcast system, then I think a second look is appropriate and I think we can do that rather quickly. ❏

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## Fifth Estate congressional payments outlined

### Filings show money senators and representatives received in 1985 from broadcasting, cable and others; investments also detailed

More than \$140,000 was given in honoraria to Senate and House communications policymakers in 1985 by trade associations and others representing the Fifth Estate. Honoraria were just one of the items of interest contained in the annual personal financial disclosure reports filed by the lawmakers last month. The statements also identify members with ownership interests in broadcast properties and those with investments in broadcast and cable operations and related companies, either directly or through trusts. Spouses' income and property also are included.

BROADCASTING looked at statements filed by some members of the House Telecommunications Subcommittee (ranking members of the parent House Energy and Commerce Committee are also included) and the Senate Commerce Committee, which have jurisdiction over broadcasting and cable issues (see below). In addition, reports from those on the House Copyright Subcommittee (with ranking members of the parent Judiciary Committee) and the Senate Judiciary Committee, which oversee copyright matters, are listed below.

The Senate and House do not require detailed financial statements. Information on property owned or unearned income through dividends, for example, is required only in ranges such as "less than \$5,000" and "from \$5,001 to \$15,000." Exact amounts for speaking engagements are reported, although reimbursements for travel expenses are not. In most cases, the congressmen and often their wives are reimbursed for their travel to and from the speaking assignments.

Some members listed amounts received for appearing at industry events. The Association of Independent Television Stations, for instance, reimbursed House Telecom-

munications Subcommittee member Al Swift (D-Wash.) \$1,236 for air fare to its annual meeting in Los Angeles and three days of food and lodging. Representative Henry Hyde (R-Ill.), ranking minority member of the Copyright Subcommittee, reported receiving \$1,291 for air fare from MCA (Hyde flew from Washington to Los Angeles to Chicago) and \$1,372 for round trip air fare for his wife. And Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) and his wife were reimbursed \$802 for airfare and lodging for two days by the California Cable Television Association.

Most congressmen received honoraria for participating in panel sessions at the National Association of Broadcasters, INTV and National Cable Television Association conventions. Leading those groups in honoraria were NAB, which paid more than \$50,000, and NCTA with about \$40,000. (NAB also invites members to its January board meeting, which was held in Palm Springs, Calif., last year.)

In the Hollywood production community, MCA and the Motion Picture Association of America paid to fly congressmen to Los Angeles to speak.

The networks, primarily ABC and NBC, brought in members to speak to affiliate groups and executives. ABC's honoraria total last year was \$22,000.

The lawmakers are limited by law to \$2,000 for each appearance. And the total accepted may not exceed 30% of their salary (\$22,530 in the Senate and \$21,710 in the House).

In broadcast ownership, Representative Wayne Dowdy (D-Miss.) reported interests ranging between \$100,000 and \$250,000 each for four AM-FM combinations and one FM; between \$50,000 and \$100,000 for another FM station and not more than \$5,000 for a construction permit for a new FM. Senator Nancy Kassebaum (R-Kan.), who sits on the Commerce Committee, has a minority interest in five AM's and one FM. Fellow Commerce Committee member Senator Ted Stevens (R-Alaska) reported holdings of less than \$5,000 in Northern Television Inc., (KTVA-TV Anchorage). Senator Dennis DeConcini (D-Ariz.), on the Judiciary Committee, listed income from limited partnerships in two television properties sold last year.

Some congressmen own stock in broadcasting and cable companies. Senate Commerce Committee Chairman John Danforth (R-Mo.) reported stock, held in a trust, in Capital Cities Communications—which has since merged with ABC—valued at between \$101,000 and \$250,000. He also listed the sale of General Electric stock, also held in a trust, for between \$50,001 and \$100,000. GE is merging with NBC parent RCA. In the House, Judiciary Committee Chairman Pe-

ter Rodino (D-N.J.) also owned stock in Capcities which he sold for more than \$250,000. The wife of Representative James T. Broyhill (R-N.C.), ranking minority member on the House Energy and Commerce Committee, reported the purchase of stock last year in Media General (\$15,001 to \$50,000) and Rogers Cablesystems (\$5,001-\$15,000).

And Sharon P. Rockefeller, wife of West Virginia Senator John D. Rockefeller IV and Corporation for Public Broadcasting director, has debentures valued at \$15,001-\$50,000 in Telepictures Corp.

The detailed list:

### Senate Commerce Committee

**Chairman John Danforth (R-Mo.)—Honoraria:** AAF, \$2,000. **Holdings:** Capital Cities Communications stock, \$101,000-\$250,000; **Transactions:** Undivided interest in General Electric Co., purchased on 2/21/85 for \$50,001-\$100,000 and sold on 6/18/85 for \$50,001-\$100,000.

**James Exon (D-Neb.)—Honoraria:** NAB Radio and TV Political Action Committee, \$2,000; NAB, \$2,000; ABC, \$2,000.

**Barry Goldwater (R-Ariz.),** Communications Subcommittee chairman—**Honoraria:** NCTA, \$1,000; **Income:** General Electric, \$1,001-\$2,500; CNN, \$19,992 for commentary; NPR, \$1,000 for NPR's Edward E. Elson award.

**Albert Gore Jr. (D-Tenn.)—Honoraria:** AAF, \$2,000; Society for the Preservation and Advancement of Private Earth Stations (\$2,000 returned); AAAA (\$2,000 returned).

**Slade Gorton (R-Wash.)—Honoraria:** NAB, \$2,000; Comsat, \$1,730.

**Howell Heflin (D-Ala.)—Honoraria:** ABC, \$2,000; NBC, \$2,000; NCTA \$1,500. **Income:** Allied Signal, \$2,501-\$5,000; Gulf United, \$101-\$1,000. **Holdings:** Allied Signal Co. stock, \$250,000 and above (sold between \$5,001 and \$15,000 of stock during year).

**Ernest Hollings (D-S.C.),** ranking minority



Tauke



Tauzin



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member on Commerce and Communications Subcommittee—*Honoraria*: NAB TV and Radio Political Action Committee, \$2,000; ABC, \$2,000.

**Daniel Inouye (D-Hawaii)**—*Honoraria*: General Electric, \$2,000; ABC, \$2,000.

**Nancy Kassebaum (R-Kan.)**—*Honoraria*: ABC, \$2,000. *Gifts*: Timmons and Co. (two seats to three games of American League Championship Series and two seats to four games of World Series). *Income*: General Electric, \$1,001-\$2,500; 3M, \$1,001-\$2,500; Westinghouse Electric, \$101-\$1,000; WREN Broadcasting (KRAI[AM] Craig, Colo., and KIX[AM] Fort Collins, Colo.) \$15,001-\$50,000. *Holdings*: General Electric stock, \$50,000-\$100,000; 3M stock, \$50,000-\$100,000; Westinghouse Electric stock, \$15,001-\$50,000; KFH(AM)-KLZS(FM) Wichita, Kan., \$250,000 and above; Seward Broadcasting (KEDD[AM] Dodge City, Kan., and KSCB[AM] Liberal, Kan.), \$5,001-\$15,000; WREN Broadcasting (KRAI[AM] and KIX[FM]), \$100,001-\$250,000.

**Robert Kasten Jr. (R-Wis.)**—*Honoraria*: ABC, \$2,000; NAB, \$2,000.

**Bob Packwood (R-Ore.)**—*Honoraria*: Gulf+Western, \$2,000. *Holdings*: General Electric, \$15,001-\$50,000.

**Larry Pressler (R-S.D.)**—*Honoraria*: NAB, \$2,000; NCTA, \$1,500.

**John (Jay) D. Rockefeller IV (D-W.Va.)**—*Spouse's income*: Sharon Percy Rockefeller, \$1,350 reimbursement as director of Corporation for Public Broadcasting and \$200 reimbursement for expenses incurred for service on National Association of Broadcasters task force on public broadcasting; less than \$1,000 in interest from Telepictures Corp. *Holdings*: Telepictures Corp. convertible subordinated debentures, \$15,001-\$50,000. *Transactions*: purchase of Telepictures stock 7/26/85, \$15,001-\$50,000.

**Ted Stevens (R-Alaska)**—*Honoraria*: NAB, \$2,000; Comsat, \$2,000; Harris Corp., \$2,000. *Holdings*: Northern Television Inc. (KTVA[TV]), less than \$5,000.

**Paul Trible (R-Va.)**—*Honoraria*: NAB, \$2,000.

## Senate Judiciary Committee

**Robert Byrd (D-W.Va.)**—*Honoraria*: ASCAP, \$2,000.

**Dennis DeConcini (D-Ariz.)**—*Income*: Roadrunner Television Partnership, \$11,079; Southwest Radio and TV Ltd. Partnership, \$7,684; Gannett Co., \$101-\$1,000. *Holdings sold*: Southwest Radio and TV stock KGSW(TV) Albuquerque, N.M. (2.44% interest, \$15,001-\$50,000); Gannett stock (less than \$5,000); Roadrunner Television stock kmsb-TV Tucson, Ariz. (.469% interest, reported a loss).

**Charles Grassley (R-Iowa)**—*Honoraria*: NCTA, \$1,500.

**Orrin Hatch (R-Utah)**—*Honoraria*: MPAA, \$2,000; Harris Corp., \$2,000; Comsat, \$2,000.

**Edward Kennedy (D-Mass.)**—*Honoraria*: Two appearances on CBS's *American Portrait*, \$176 (donated to charity).

**Paul Laxalt (R-Nev.)**—*Honoraria*: MPAA, \$2,000; Comsat, \$2,000; MGM/UA, \$2,000.

**Patrick Leahy (D-Vt.)**, Copyright Subcommittee ranking minority member—*Honoraria*: NCTA, \$1,500; Warner Bros., \$1,588.

**Charles McC. (Mac) Mathias (R-Md.)**, Copyright Subcommittee chairman—*Honoraria*: NAB, \$2,000; CBS Entertainment Inc., for *An American Portrait*, \$235; Recording Industry Association of America, \$2,000; NCTA, \$1,500. *Spouse's holdings*: Centel Corp. stock, \$5,001-\$15,000; General Electric stock, \$5,001-\$15,000.

**Howard Metzenbaum (D-Ohio)**—*Honoraria*: noncommercial WETA(TV) Washington, \$50; non-commercial wvz-TV Cleveland, \$60.

**Paul Simon (D-Ill.)**—*Honoraria*: MPAA, \$2,000.

**Alan K. Simpson (R-Wyo.)**—*Honoraria*: CBS, \$1,000; ABC, \$2,000.

**Arlen Specter (R-Pa.)**—*Honoraria*: ABC, \$2,000; MPAA, \$2,000; NBC, \$1,000; *Gifts*: Philadelphia Phillies season pass, \$250; National Baseball League, \$250, and American Baseball League, \$250.

**Chairman Strom Thurmond (R-S.C.)**—*Honoraria*: NCTA, \$1,500.

## House Copyright Subcommittee

**Howard Berman (D-Calif.)**—*Honoraria*: Viacom, \$1,000.

**Rick Boucher (D-Va.)**—*Income*: CBS Inc. common stock, dividends of not more than \$1,000; CBS Inc., capital gain of \$1,001-\$2,500. *Transactions*: CBS Inc., stock purchase on 1/18/85, \$5,001-\$15,000; stock sale on 3/11/85, \$5,001-\$15,000.

**Jack Brooks (D-Tex.)**—*Honoraria*: MPAA, \$1,000.

**Michael DeWine (R-Ohio)**—*Honoraria*: ABC, \$1,000; NAB, \$1,500; MPAA, \$1,000; NCTA, \$1,500.

**Hamilton Fish (R-N.Y.)**, ranking minority member on Judiciary—*Honoraria*: NAB, \$1,500; NCTA, \$1,500; ABC, \$1,000.

**Dan Glickman (D-Kan.)**—*Honoraria*: NCTA, \$1,500; NBC, \$450 of which all was donated to charity.

**Henry Hyde (R-Ill.)**—*Honoraria*: MCA, \$2,000; NCTA, \$1,500; MPAA, \$1,000; NBC, \$1,000.

**Chairman Robert Kastenmeier (D-Wis.)**—

*Honoraria*: NCTA, \$1,500; NBC, \$1,000.

**Romano Mazzoli (D-Ky.)**—*Honoraria*: NAB, \$1,500; NCTA, \$1,500; MPAA, \$2,000.

**Carlos Moorhead (R-Calif.)**, ranking minority member on Copyright Subcommittee and member on Telecommunications Subcommittee—*Honoraria*: ABC, \$500; NAB, \$1,500; NCTA, \$1,500; National Music Publishers Association, \$1,000; California Cable Television Association, \$1,500.

**Bruce Morrison (D-Conn.)**—*Honoraria*: RIAA, \$1,000.

**Peter Rodino (D-N.J.)**, House Judiciary Committee chairman—*Income*: Capital Cities Communications, dividend not more than \$1,000; capital gain, Capital Cities, over \$100,000. *Holdings*: Capital Cities stock, over \$250,000. *Transactions*: Capital Cities sale 10/23/85, over \$250,000.

**Patricia Schroeder (D-Colo.)**—*Honoraria*: MCA, \$2,000; NCTA, \$1,500.

**Mike Synar (D-Okla.)**, also on Telecommunications subcommittee—*Honoraria*: NAB, \$1,500; NCTA, \$1,500, \$500; Dow, Lohnes & Albertson, \$1,000.

## House Telcomsubcom

**Jim Bates (D-Calif.)**—*Honoraria*: NAB, \$1,500; NCTA, \$1,500; Dow, Lohnes & Albertson, \$1,000.

**Thomas Bliley (R-Va.)**—*Honoraria*: NCTA, \$1,500. *Income*: Media General, dividend, not more than \$1,000. *Holdings*: Media General stock, \$15,001-\$50,000.

**James T. Broyhill (R-N.C.)**, ranking minority member on Energy and Commerce—*Spouse's income*: stock dividends received: Media General not more than \$1,000; Motorola, not more than \$1,000. *Spouse's holdings*: common stock, Media General, \$15,001-\$50,000, purchased 11/15/85; Rogers Cablesystems, \$5,001-\$15,000, purchased 10/29/85. Motorola, sold on 2/25/85, \$5,001-\$15,000.

**John Bryant (D-Tex.)**—*Honoraria*: NBC, \$1,000; INTV, \$2,000, Smokeless Tobacco Communications seminar (Dow, Lohnes & Albertson), \$1,000.

**Dan Coats (R-Ind.)**—*Honoraria*: ABC, speech to affiliates \$500; NAB, \$1,500; NCTA, \$1,500; ABC, speech to executives and attorneys \$1,000.

**Proposed legislation.** The Securities and Exchange Commission voted last Tuesday (May 27) to seek legislation from Congress that would clarify and update the Investments Advisers Act of 1940. According to an SEC spokesman, under the proposed legislation, broadcasters who come within the definition of an investment adviser—while subject to antifraud provisions of the act—would not have to register as investment advisers if they provide "solely impersonal investment advice." The proposed legislation would clarify the status of persons using the media to provide investment advice in light of a Supreme Court decision, *Lowe v. SEC*, of June, 1985. Before that decision broadcasters were required by the SEC to register as investment advisers. Following *Lowe*, broadcasters "probably would not have to register," although that was unclear, the SEC spokesman said. The proposed SEC legislation would clarify that portion of the act in statutory language, he said. Additionally, the new legislation would make it clear that the SEC could sue in cases of fraud or misrepresentation. One "grey area" that may have to be addressed in the future is how call-in questions are answered on the air. If broadcasters give specific financial advice to a person's individualized circumstances, that may no longer be considered "impersonal investment advice," the spokesman said.



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**John Dingell (D-Mich.)**, Energy and Commerce Committee chairman—*Honoraria*: NBC, \$2,000; AAAA, \$2,000 (donated to charity); NAB, \$1,000 (assigned to charity). *Spouse income*: General Electric, dividend not more than \$1,000; RCA, dividend not more than \$1,000. *Spouse's holdings*: General Electric stock, not more than \$5,000; RCA stock, not more than \$5,000.

**Wayne Dowdy (D-Miss.)**—*Honoraria*: NAB, \$1,500; NCTA, \$1,500. *Income*: WMLT(AM)-WQXY(FM) Dublin, Ga., dividend of \$5,001-\$15,000; WAKK(AM)-WAKH(FM) McComb, Miss., dividend of \$5,001-\$15,000; KNWA(AM) Bellefonte, Ark., and KCWD(FM) Harrison, Ark., dividend of \$1,001-\$2,500. *Holdings*: WMLT-WQXY (25%), \$100,001-\$250,000; WAKK-WAKH (33%), \$100,001-\$250,000; KNWA-KCWD (22.5%), \$100,001-\$250,000; WSUH(AM)-WWMS(FM) Oxford, Miss. (27.3%), \$100,001-\$250,000; WKKY(FM) Pascagoula, Miss. (30%) \$100,001-\$250,000; KPFM(FM) Mountain Home, Ark. (25%), \$50,001-\$100,000; Southwest Communications (tower leasing, 33⅓%), McComb, Miss., not more than \$5,000; construction permit for new FM station, LaMesa, Tex. (25%), not more than \$5,000. *Transactions*: purchased WSUH-WWMS, 5/1/85.

**Mickey Leland (D-Tex.)**—*Honoraria*: INTV, \$1,000; MCA, \$2,000; NAB, \$1,500. *Gifts*: ABC, four Super Bowl tickets.

**Thomas Luken (D-Ohio)**—*Honoraria*: ABC, \$1,000; NAB, \$1,500; NCTA, \$1,500.

**Howard Nielsen (R-Utah)**—*Honoraria*: NCTA, \$1,500; NAB, \$1,500.

**Michael Oxley (R-Ohio)**—*Honoraria*: INTV, \$1,000; ABC, \$1,000; NAB, \$1,500; NCTA, \$1,500.

**Matthew Rinaldo (R-N.J.)**, ranking minority member on the subcommittee—*Honoraria*: NAB, \$1,500; NCTA, \$1,500; Viacom, \$1,000.

**Don Ritter (R-Pa.)**—*Honoraria*: NAB, \$2,500 for two appearances; Pennsylvania Association of Broadcasters, \$500.

**Jim Slattery (D-Kan.)**—*Honoraria*: NCTA, \$1,500; NAB's Television and Radio Political Action Committee, \$1,000.

**Al Swift (D-Wash.)**—*Honoraria*: INTV, \$1,000; NAB, \$1,500; ABC, \$1,000. *Travel expenses*: INTV (round trip to convention, \$1,236, food and lodging three nights).

**Patrick Swindall (R-Ga.)**—*Honoraria*: Southern Cable Television Association, \$1,000; MPAA, \$1,000.

**Tom Tauke (R-Iowa)**—*Honoraria*: INTV, \$1,000; NAB, \$3,500 for two appearances; RKO General, \$1,000; Dow, Lohnes & Albertson, \$1,000; SPACE, \$1,500.

**Billy Tauzin (D-La.)**—*Honoraria*: NAB, \$2,000, \$1,500; ABC, \$500; RKO General, \$1,000; NCTA, \$1,500.

**Henry Waxman (D-Calif.)**—*Honoraria*: NAB, \$1,500; Viacom, \$2,000; NCTA, \$1,000.

**Chairman Tim Wirth (D-Colo.)**—*Honoraria*: AAF, \$2,000 (donated to charity).

## Attorney general's commission report requests crackdown on cable 'porn'

**Although vague on specifics, report calls on law enforcement agencies and FCC to prosecute violators**

Although Attorney General Edwin Meese's commission on pornography decided at its final meeting last April not to recommend an FCC crackdown on "indecent" cable television (BROADCASTING, May 5), an action some within the cable industry had feared, the commission is recommending in its final report that the FCC and federal, state and local law enforcement officials do whatever they can to prosecute cable programmers and operators and satellite-to-home programmers for distributing "obscene" programming.

The report, which is in the hands of government printers and expected to be published early next month, also recommends that Congress act to include specifically cable and satellite television in the anti-obscenity section of the U.S. criminal code and to eliminate discrepancies in provisions of the Communications Act of 1934, as amended by the Cable Communications Policy Act of 1984, pertaining to obscenity on cable.

"To the extent that obscene material appears on cable television, we urge prosecution to the same extent and with the same vigor as we do with respect to any other form of distribution of obscene material," the report says. "We note that this has not always been the case...."

What is obscene and prosecutable was defined by the Supreme Court in *Miller v. California*. According to the 1973 ruling, material is obscene if the average person, applying contemporary community standards, would find it appeals to prurient interest; if the work depicts or describes, in a patently offensive way, sexual conduct specifically defined by the applicable state or

**Naughty, naughty.** When it came to television, the Meese commission was principally concerned with what it felt was pornographic programming disseminated by "cable and satellite television." But it also expressed deep concerns about the programming distributed by the three broadcast networks.

A "significant amount" of network programming "qualifies as the type of sexual violence that the commission has found to be the most harmful form of pornography," the draft final report says. "Although the sexually violent material aired on network television is probably never legally obscene, the covering of breasts and genitals does not render the material any less harmful.

"The commission also recognizes that the nonviolent sexual nature of network television is offensive to many Americans," it says. "Sexually suggestive and provocative attire and performances, sexual humor and innuendo, and themes of adultery, fornication, prostitution, sexual deviation and sexual abuse are all prevalent in broadcast television and treated with varying degrees of sensitivity."

federal law, and if the work, taken as a whole, lacks serious literary, artistic, political or scientific value.

Underlying all the commission's recommendations is the conclusion that all types of pornography are harmful to society, even, in some instances, that depicting or describing "nonviolent, nondegrading" sexual acts between consenting adults.

In discussing alleged pornography on "cable and satellite television," the commission's report often makes no clear distinctions among cable, STV, satellite-to-home and SMATV programming. Coupled with the commission's decision to avoid identifying specific services by name in the report, it is sometimes difficult to ascertain just what the commission is talking about.

The report implies there is obscene material to be found on cable television. "Some



The Meese commission ponders pornography

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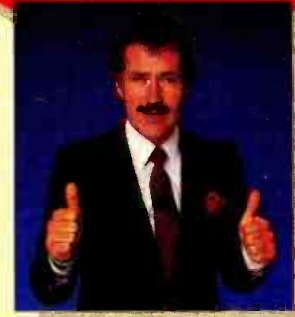
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of the premium channels offer movies that are unrated by the [Motion Picture Association of America] and go beyond those in the R category and would be generally considered as X rated," the reports says. (In the original draft of the report, the phrase "such as ON-TV, Midnight Blue, the Pleasure Channel, and the Playboy Channel" was included after the word "premium channels" in the preceding sentence.)

The films comprising the "premium channels" are "sometimes the same films shown in pornography movie theaters and include films which federal and state courts have found to be obscene," said the report. For example, the movie, 'The Opening of Misty Beethoven,' appeared over satellite television in Phoenix, in 1981."

The cable industry "minimizes any problems associated with sexually explicit cable programs," while the amount of such programming "continues to escalate," the report says. And, it says, "There is no reason that a cable television programmer or operator could not be prosecuted under existing federal or state obscenity laws by the U.S. attorneys and state and local prosecutors for transmitting a program that meets the Miller test for obscenity."

According to the report, the FCC "has shown no interest" in regulating the content of cable programming, maintaining that "cable subscription services can be controlled adequately within the home to assure that minors do not have access."

But, making sure minors cannot tune into certain programming should not be the FCC's only concern, the report says. In *Paris Adult Theater*, the Supreme Court "held that obscene materials do not acquire constitutional immunity from state regulation simply because they are exhibited to consenting adults only," it says. "The time is long overdue for the FCC to take an active role in enforcing the laws and regulations against obscene cable programming."

Amendment of the antiobscenity section of the criminal code to include cable and satellite television is needed because it now prohibits obscenity transmitted only "by means of radio communications," the report says. "Because cable and satellite television programming is not conveyed by any means interpreted by the courts to be a radio communication, any obscene programming is not covered by the prohibitions of the present statute."

Amendment of the Communications Act of 1934 is needed because of an "apparent conflict" in provisions added by the Cable Act of 1984, the report says. While one outlaws the carriage of "any matter which is obscene or otherwise unprotected by the Constitution," another requires cable operators to provide lock boxes to subscribers to "restrict the viewing of programming which is obscene or indecent." The latter "seems to contemplate allowing the operator to provide obscene programming while...[the former] makes it a crime to do so," it says. "The apparent conflict should be resolved and legislation should provide clear guidance for cable operations, federal prosecutors and law enforcement officers."

After much debate, the commission decided not to extend the prohibition against

**New lineup.** If this Congress doesn't adopt television music licensing bill that broadcasters want, outlook for passage in next session could prove bleak. (Bill would eliminate current blanket licensing scheme and replace it with source licensing.) Assuming Senate Republicans retain control of chamber after November election and bill's author, Senate Judiciary Committee Chairman Strom Thurmond (R-S.C.), becomes chairman of Armed Services Committee, as appears likely, Orrin Hatch (R-Utah), who has stated interest in post would succeed Thurmond at Judiciary. (Senators Charles McC. Mathias [R-Md.] and Paul Laxalt [R-Nev.] have seniority over Hatch but both are retiring.) Hatch is considered ally of motion picture industry, which is fighting to kill licensing measure. With Hatch at helm of committee, life for industries (cable and broadcasting) that often challenge Hollywood on many legislative fronts could get difficult.

□

**Naysayer.** FCC Mass Media Bureau Chief James McKinney has rejected petition for rulemaking by Corporation for Public Broadcasting, National Public Radio and National Federation of Community Broadcasters seeking policy statement of presumption against new TV licenses or assignments on channel 6. In letter to CPB, McKinney noted that FCC last year adopted compromise solution aimed at curbing potential interference between TV channel 6 and FM stations operating in portion of band reserved for noncommercial stations, and that solution was based on agreement to which CPB was signatory. "Nothing new is included in your petition which would persuade the commission to reverse its decision that the joint solution balanced competing interests and provided for the resumption of orderly processing of applications for both services," McKinney said.

□

**Lamar reversal.** Reversing Review Board, FCC has granted application of FM 105 Inc. for new FM station in Lamar, Colo., denying competing application of Broadcast Associates of Colorado. Board had granted application of Broadcast Associates after assessing FM 105 character demerit because its sole owner, Clara Ines Oxley, certified that information in application was accurate and complete even though at time of certification she had not reviewed or approved engineering section and had, during deposition session, given inaccurate report of how she had retained communications counsel. FCC said that under its new criteria, character demerits are not assessed in comparative broadcast proceedings, even though applicants may be disqualified if they are found to lack basic character qualifications to be licensee. In this case, FCC said disqualification was not warranted. Without character demerit, FCC held that FM 105 prevailed over Broadcast Associates on integration grounds. At time of initial decision, Oxley was owner of Jolie Fashions, retail clothing store in Lamar. She had no other media interests.

□

**Pueblo grant.** FCC Review Board has approved settlement clearing way for grant of application of tvUSA/Pueblo Ltd. for new TV station on channel 32 in Pueblo, Colo. Under settlement, one competitor, Fem Broadcasting Inc., agreed to dismiss application for \$70,000; Pueblo Family Television, another competitor, agreed to dismiss for \$45,000. Edward B. Hanna is president of Pueblo Television Corp., tvUSA/Pueblo's general partner. Hanna is vice president and 40% owner of Intrecom Inc., New York consulting firm. He also has interest in KLTJ-TV Davenport, Iowa.

□

**Put to good use.** Noncommercial WTTW-TV Chicago said \$2-million grant it has received from John D. and Catherine T. MacArthur Foundation will be used to create special "revenue enhancement fund" to test new income sources, such as money from sale of videocassettes, books and other material related to station's programming, and to finance research and pilot productions for sale to various television markets. Grant is largest in station's history, WTTW said.

□

**Favorable outlook.** Intelsat expects more business for its system in years ahead. It said its 12th annual Global Traffic Meeting (GTM) concluded with forecast of higher overall traffic growth for next five years. Most growth is expected in Pacific Ocean region, where significantly higher traffic estimates were made compared to last year's forecasts. Traffic estimates for Indian Ocean region were also higher, while those for Atlantic region were down. However, GTM estimates are not known for their accuracy; optimistic forecasts of growth in past year have led to construction of excess space segment capacity.

□

**Palatka approval.** In initial decision, FCC Administrative Law Judge John Frysiak has granted application of Palatka Television Inc. for new TV on channel 63 in Palatka, Fla., denying competing application of Pentecostal Revival Association Inc. Palatka TV prevailed on integration grounds. Palatka TV is owned by Abe Alexander (16.67%) and five others. He is music instructor and band director for Putnam county (Fla.) school board. Neither he nor other stockholders has other media interests.



prohibition against "indecent" material on broadcasting, which was defined and upheld by the Supreme Court in *FCC vs. Pacific Foundation*. The decision reflected the concerns of some of the commissioners, who felt that enforcement of obscenity laws and requirements to prevent children from seeing sexually explicit material are "all that is appropriate at this time."

"In light of the existence of, for example, serious and nonpictorial sexual advice programs as well as serious mainstream motion pictures containing more explicit sexuality than would be available on broadcast television, extension of the limitations of broadcast television to cable seems highly likely to restrict that which simply ought not to be restricted." □

## Supreme Court expected to rule on appeal of pole attachment case

Parties make what may be final arguments in 'Florida Power'

The Supreme Court is expected to act soon, possibly this week, on the appeal of government and cable industry interests of an appeals court decision declaring unconstitutional the 1978 law calling for FCC regulation of the pole attachment rates utilities and power companies may charge cable systems. The high court was scheduled to consider the matter at its regular weekly con-

ference on Friday (May 30), and in most cases it announces the results of such consideration on the following Monday. The court could either summarily affirm or reverse the appeals court decision, or set the case for oral argument.

Meanwhile, the parties in what is known as the *Florida Power* case were making what could be their final arguments. Florida Power Corp., in one brief, and Tampa Electric Co., Alabama Power Co., Mississippi Power & Light Co., and Arizona Public Service Co., in another, urged the Supreme Court to affirm the ruling last October of the U.S. Court of Appeals for the 11th Circuit. The appellate court said the law violates the Fifth Amendment prohibition against the "taking" of property without just compensation (BROADCASTING, Oct. 14, 1985).

The government and the cable industry interests—Group W Cable Inc., Cox Cablevision Corp. and the National Cable Television Association—had attacked the ruling as without sanction in precedent, law or the Constitution. They also noted that the ruling had been issued in response to an appeal that questioned only the reasonableness of the commission's order in a rate-making case, not the constitutionality of the law (BROADCASTING, April 14).

The utility and power companies, in responding to those arguments, did not address the fact that the appeals court had ruled on the constitutional issue even though it had not been briefed or argued. But they defended the appeals court's reliance on *Loretto v. Teleprompter* in holding that the FCC order authorizing use of the companies' poles at a price they felt too low constituted "a taking" under the Fifth Amendment. In that case, the Supreme Court declared un-

constitutional a New York state law forbidding landlords from interfering with the installation of cable equipment on their apartment buildings.

The Pole Attachment Act, the companies said, requires them to endure the same kind of "permanent, physical occupation" of their property that the New York law required of apartment house owners in that state.

Another key element of the appeals court decision was the holding that determining "just compensation" is solely within the jurisdiction of the courts, a holding that seemed to bar the commission and other administrative agencies from regulating utility rates. The government and the cable interests argued that commission orders are subject to judicial review. But the utility and power companies say the act is unconstitutional because it prescribes "a binding rule" for pole attachment rates that does not permit judicial determination of "just compensation" for the "taking" of the utilities' property.

The cable television interests, in a reply brief (the government did not file one), said the argument alleging a "binding rule" is "as incorrect as it is extraordinary." It said the act does not set a "rigid compensation ceiling," "purport to bind the courts in their review" of commission orders, or "limit" the hearing or discovery methods the commission may use in developing a factual record. And the cable interests argue, as they have in the past, that *Loretto*—a case involving apartment houses—is not applicable to utility and power companies. "Unlike a landlord," the reply states, "a utility is granted legal monopoly status and is therefore required to endure physical connections to its plant to avoid exploitation of its monopoly." □

## Journalism

### AP, Conus form satellite-fed news service

Washington-based venture to begin delivering news and pictures to television stations in August

Television broadcasters may soon have a new source of television news from Washington.

The Associated Press and Conus Communications agreed last week to form a joint venture that will deliver news feeds and video stills via satellite to television stations on a nonexclusive basis beginning next August.

TV Direct, as the joint venture's new service is being called, will offer two types of feeds—raw coverage (live or taped) of events, and edited, on-location stories reported by AP broadcast journalists. It will also offer full-color video stills, or videographs, as AP calls them, drawn from AP's pool of news photographs.

With TV Direct, said John Reid, senior deputy director, AP Broadcast Services, AP will provide television stations with "the

same kind of generic news resource that it has been providing newspapers for more than a century."

Reid said the partners have yet to price their service. "That is something that still needs to be finalized," he said. But, he added, the price—"a set weekly fee"—will vary according to market size.

The venture will tap the resources of AP's two Washington operations, its Broadcast News Center and its Washington bureau. With a staff of 65, the Broadcast News Center produces three broadcast wire services—APTV, NewsPower 1200 and the Radio Wire—and a radio news service, AP Network News. AP's Washington bureau has a staff of 85 covering the federal government.

Conus Communications, which is principally owned by Hubbard Broadcasting, is already heavily into television news in the nation's capital. It's a satellite news gathering cooperative that collects and exchanges stories among its 36 member stations.

Among its ancillary services is Conus Washington Direct, which feeds client stations live, unedited coverage of events and press briefings from the White House and other federal agencies. Washington Direct will be folded into TV Direct.

Under the agreement, a "management committee" comprising representatives of Conus and AP will run the new service. In addition to supplying an undisclosed amount of cash, Reid said, each partner has promised to contribute certain goods and services.

Conus, which is in charge of production and satellite distribution, has promised to put at least four ENG crews in the field for TV Direct and to buy an earth station to uplink the service, Reid said. For its part, AP is handling the marketing and providing the reporters, the videographs and the use of its data distribution network for sending advisories to subscribers on upcoming video feeds. AP is also handling the "site preparation" for the uplink, he said. AP is negotiat-



Conus' Stanley E. Hubbard II and AP's Louis Boccardi

ing with owners of the building that houses its Broadcast News Center in Washington (1825 K Street Northwest) in an effort to put the uplink on the roof of the building, he said.

The service will be distributed over a transponder on RCA Americom's Satcom K-2, a Ku-band satellite. By virtue of an RCA earth station give-away program designed to increase the attractiveness of Satcom K-2 to program distributors, more than 600 television stations now have Ku-band dishes fixed on the satellite. According to Reid, the partners will probably use time on one of the two transponders on Satcom K-2 already leased by Conus, but will share the cost of it.

The venture represents AP's first step into on-camera television reporting. But Reid had no doubt that AP's radio reporters as well as some of its print reporters could make the transition to television. One broadcaster told him he thought people with some radio experience made better television reporters because "they were used to being on live and thinking on their feet," Reid said. "We'll have a chance to put that theory to work," he said.

Another proof the gap between radio and television isn't that wide is Candy Crowley. After years of covering the White House for AP Network News, Reid said, she jumped last month to NBC News in Washington,

where she'll be a reporter for the *Nightly News*.

To produce the videographs, Reid said, AP has already purchased Cubicomp videographics system, capable of transforming news photographs into video images and, if necessary, coloring them. The coloring will eventually be unnecessary, he said. AP is gradually converting all its bureaus from black-and-white photography to color photography, he said.

At start-up in August, Reid said, TV Direct will supply its clients with at least three hours a day of "rough-edited" news coverage, AP news reports and videographs. The amount of material, he said, "should increase steadily from that point on." □

## Talk of press vs. national security airs on 'Nightwatch'

**Effect of terrorism on press pursuit of government secrets is discussed by journalist and former CIA official**

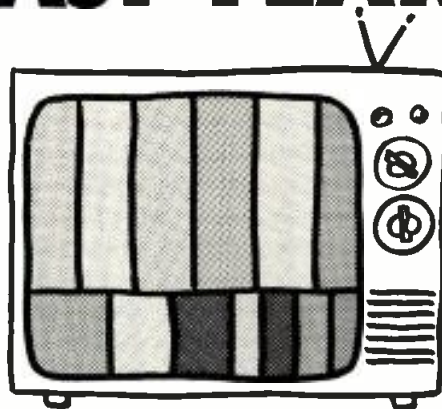
Tension between the press and the government over the press's penchant for ferreting out and publishing secrets the government says are needed to protect U.S. security is not new. But what is new, as Howard Simons, former managing editor of *The Wash-*

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Simmons and Greaney

ington Post put it in a debate with a former official of the Central Intelligence Agency on CBS's *Nightwatch*, early Tuesday morning, is that terrorism has provided those who would keep the secrets with "an ally in bashing the press."

"People are spooked by terrorism," Simons said. "I'm spooked by it. Everybody's afraid of terrorism." And if a government official says publication of a story will "kill" an ability to gain necessary intelligence about terrorists' plans, he said, well, "that's pretty heavy stuff."

The question at issue was whether the press, in its pursuit of stories, "compromises" national security interests and whether it is "high time that the government crack down." The debate, in which Simons, who now heads the Neiman Fellowship Program, at Harvard, confronted John Greaney, a former associate general counsel of the CIA who now runs the Association of Retired Intelligence Officers, was conducted against the background of stories about U.S. intelligence-gathering capabilities that are appearing in connection with the trial of former National Security Agency employe Ronald W. Pelton, accused of selling vital intelligence-gathering secrets to the Soviet Union.

CIA director William Casey has already asked the Justice Department to prosecute NBC because of a story reported by James Polk, and is considering whether to make a similar request regarding *The Washington Post* (BROADCASTING May 25), even though it deleted some information from the version it had intended to publish. *The Post* had been subjected to considerable pressure to kill the story—including a phone call from Reagan to Chairman Katharine Graham.

To Simons, the First Amendment guarantee of a free press is essential to protecting democracy. But to Greaney, it is not "a holy grail" giving the press unrestricted freedom. "There are limits to the First Amendment," he said. And he argued that Casey is not only within his authority in seeking to invoke a 1950 law barring disclosure of the government's intelligence-gathering capability—a law never before used against the press. He said statutes require Casey to protect government secrets. "Casey," Greaney said, in seeking to guard official secrets, "is carrying out the statutory mandate given him by Congress, which was elected by the people"—the First Amendment "notwithstanding." Indeed, Greaney said that if Casey did not press for prosecution under the 1950 statute,

he would be subject to prosecution himself; he could be accused—by "someone on Capitol Hill or *The Washington Post*—of obstructing justice."

Simons thought that highly unlikely. "He would be the first CIA director to be so accused," Simons said. What's more, he said that until Casey, CIA directors took a different, less confrontational, approach in dealing with the media. They would visit a newspaper office "or invite us out to Langley," in Virginia, where CIA headquarters is located, and discuss their concerns—sometimes with profit, Simons said. "Many times we're asked by government officials not to publish something, and many times we didn't." On those occasions, he said, government officials made a persuasive case that publication would damage the interests of the U.S. "Sometimes," though, he said, *The Post* would override objections and publish.

What of the effect of Casey's actions on the press? Julian L. Shepard, assistant general counsel of the National Association of Broadcasters, in a question from the audience, asked Simons if Casey's threat to use the 1950 law against the media has "a chilling effect" on journalists. "Oh boy, does it!" Simons responded. "People will think twice" before printing information that might precipitate government action, he said—"three times" if the organization involved is smaller and less powerful than *The Post*. "It costs \$300" to call a lawyer and say hello, he noted. It was at that point that Simons said that terrorism "has given Casey an ally in bashing the press."

The debate did not end without Greaney finding some reason for praising the responsibility of the press. He said the Pelton story *The Post* had run—after it had eliminated material dealing with the technology the U.S. had used to intercept Soviet messages—was a "responsible" one. But Simons did not take the comment as a compliment. "That," he said, "was after their [*The Post's*] head was bashed in." □

## Programming

### KCBS-TV moves network news, opens hour of access

**Network-owned station pushes news back from 7 p.m. to 6:30 p.m.; goes head to head with KNBC**

CBS-owned KCBS-TV Los Angeles announced last week that beginning this fall it is moving *The CBS Evening News with Dan Rather* from its 7-7:30 p.m. slot to 6:30-7 p.m., and will program access with *2 on the Town*, an in-house magazine program, and a new celebrity-oriented magazine program, *Photoplay*, that will have Alan Landsburg as one of its executive producers. That show is already in international syndication and will go into domestic syndication some time soon. *Photoplay* will be based on the magazine of the same name, which ceased publi-

cation on a monthly basis with its May/June 1980 issue. *Photoplay* is owned by Macfadden Holdings Inc.

The move by KCBS to open up a one-hour access block from 7-8 p.m. marks the second time that the market has seen such a programming move. KNBC(TV) opened up its one-hour access block at the end of October 1984. After moving the *NBC Nightly News with Tom Brokaw* to 6:30 p.m., and cutting its local 4 p.m. newscast back by one-half hour, the station moved from third place to first place in national news ratings. KNBC carries *Entertainment Tonight* at 7, and *The Nighttime Price is Right* at 7:30. KABC-TV gave no word on the fate of its schedule, but it is reported to be considering moving

*World News Tonight* to 6:30 p.m. also.

"We've got to go head-to-head with the competition if we are going to be dominant, and we want to be dominant in local news," explained Frank Gardner, vice president and general manager of KCBS. He also said the move was "rooted in the fact that the news audience [in Los Angeles] is a much earlier audience than we traditionally thought." Combined with that is the perception of a strong national news appetite at an earlier hour, something Gardner said is occurring all over the country. KCBS is moving its local news, *Channel 2 News*, from a 4:30 p.m. to a 4 p.m. start.

For most affiliates, the 7-8 p.m. access period, adjacent to prime time, is the highest

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## NBC flies high with 'Wings'

NBC pummelled the competition in the prime time battle for the week ended Sunday, May 25. It finished with an average 15.5 rating and a 28 share, while ABC was a distant second with a 12.2/22 and CBS was an even more distant third with an 11.5/21. In the weekday evening news race, CBS was first, again, with an average 10.9/23, while ABC kicked NBC out of second place with a 10.3 rating, compared to NBC's 10.1, although the two tied in share with 21%. HUT levels for the week (which included the Memorial Day weekend with typically low set usage) were 55.7, compared to 55.8 a year ago.

Contributing to NBC's dominance were three specials that gave the network five nightly wins, compared to the two it usually chalks up on Thursdays and Saturdays. On Monday, May 19, part two of *On Wings of Eagles* got a 21.2/34, significantly better than part one, and it gave NBC the night. *Wings: Part II* was the fifth-ranked program of the week. A week earlier, *Wings: Part I* was the 20th-ranked show (BROADCASTING, May 26.) *Wings: Part II* left competing made-fors on CBS and ABC in its dust. CBS's *Samaritan: The Mitch Snyder Story* did an 11.2/18, while ABC's *Johnny Bull* averaged a 12/7/20.

On Sunday, May 25, the second Perry Mason made-for-television movie, *Perry Mason: The Case of the Notorious Nun*, proved a hit (as did the first effort, which played on NBC earlier in the season), ranking

third for the week, with a 23.3/42. *Mason* delivered strong numbers from 9 to 11 p.m., despite a weak lead-in from *Amazing Stories* (8.6/18) and lame duck *Alfred Hitchcock Presents* (10.0/19). At the same time, a Neil Diamond special on CBS, *Hello Again*, provided a fairly strong lead-in at 8 to 9 for *Murder, She Wrote*, and *Cagney and Lacey*, with a 14.6/29. Part one of ABC's first-run theatrical presentation of "The Right Stuff," which ran against *Mason* on NBC and *Cagney and Murder* on CBS, averaged only a 9.7/17.

On Tuesday, May 20, CBS won the night with two specials. From 8 to 9 p.m. *The Flintstones 25th Anniversary Celebration* averaged an 11.2/19. That was followed by a two-hour presentation of the *Miss USA Beauty Pageant*, which did a 17.8/30. The pageant brought CBS its only nightly win of the week. ABC won Wednesday, its only nightly win, with the lineup that proved a winner last season: *MacGyver*, *Dynasty* and *Hotel*. An NBC made-for-TV movie that evening, *Sam's Son*, based on Michael Landon's (*Highway to Heaven*) adolescence, chalked up a 15.6/25, while a made-for on CBS, *Blood Sport*, averaged an 11.6/18.

NBC also won Friday with the help of a Disney special, *Disney Summer Vacation*, from 8 to 10, which averaged a 10.1/21. *Miami Vice* followed at 10 p.m., and averaged a 17.0/33.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.4/51	22.	Highway to Heaven	NBC	14.6/25	43.	Spenser: For Hire	ABC	10.5/18
2.	Family Ties	NBC	26.4/45	23.	Moonlighting	ABC	14.6/23	44.	Disney Special	NBC	10.1/21
3.	Perry Mason: Notorious Nun	NBC	23.3/42	24.	60 Minutes	CBS	14.2/33	45.	Alfred Hitchcock Presents	NBC	10.0/19
4.	Dynasty	ABC	21.9/34	25.	You Again	NBC	14.0/24	46.	Bridges to Cross	CBS	9.8/16
5.	On Wings of Eagles, pt. 2	NBC	21.2/34	26.	Hill Street Blues	NBC	13.6/24	47.	The Right Stuff, pt. 1	ABC	9.7/17
6.	Cheers	NBC	20.9/34	27.	Murder, She Wrote	CBS	13.5/24	48.	Casebusters/My Town	ABC	9.5/20
7.	Night Court	NBC	19.8/32	28.	Kate & Allie	CBS	12.9/22	49.	Simon & Simon	CBS	9.5/17
8.	Hotel	ABC	19.7/32	29.	Johnny Bull	ABC	12.7/20	50.	Magnum, P.I.	CBS	9.2/18
9.	Golden Girls	NBC	18.6/37	30.	Facts of Life	NBC	12.4/27	51.	All the Right Moves	CBS	8.8/17
10.	Falcon Crest	CBS	17.9/31	31.	Love Boat	ABC	12.4/25	52.	Crazy Like a Fox	CBS	8.6/19
11.	Miss USA Pageant	CBS	17.8/30	32.	Remington Steele	NBC	12.3/25	53.	Amazing Stories	NBC	8.6/18
12.	Who's the Boss	ABC	17.6/31	33.	A Team	NBC	12.1/20	54.	Life's Embarrassing Moments	ABC	8.6/17
13.	Valerie	NBC	17.4/28	34.	Mr. Belvedere	ABC	11.9/25	55.	Teenage America	CBS	7.7/16
14.	MacGyver	ABC	17.2/30	35.	Cagney & Lacey	CBS	11.9/21	56.	Ripley's Believe It or Not	ABC	7.8/13
15.	Miami Vice	NBC	17.0/33	36.	Hunter	NBC	11.9/21	57.	Airwolf	CBS	7.4/16
16.	227	NBC	16.5/33	37.	Hardcastle & McCormick	ABC	11.7/20	58.	Long Time Gone	ABC	7.4/14
17.	Growing Pains	ABC	16.3/27	38.	Blood Sport	CBS	11.6/18	59.	West 57th	CBS	7.2/13
18.	Dynasty II: The Colbys	ABC	15.9/26	39.	Flintstones Anniversary	CBS	11.2/19	60.	Silver Spoons	NBC	6.1/14
19.	Sam's Son	NBC	15.6/25	40.	Samaritan	CBS	11.2/18	61.	Benson	ABC	5.9/13
20.	20/20	ABC	14.7/26	41.	Webster	ABC	10.6/23	62.	Mr. Sunshine	ABC	5.8/13
21.	Neil Diamond Special	CBS	14.6/29	42.	Gimme a Break	NBC	10.5/24				

\*Indicates premiere episode

grossing time period in their schedule. Typically, affiliates program their network's national newscasts at 7 p.m., leaving themselves a half-hour to program on their own. Dean McCarthy, vice president, programming, for the rep firm, Harrington, Richter & Parsons, which handles an all-affiliate lineup, has been on record at least since NATPE as saying that expanding access to one hour

is a trend to watch.

Leading in to the news schedule on KCBS-TV from 3-4 p.m. beginning next fall (in place of this year's *Knots Landing*) will be a "courtroom" block consisting of *Divorce Court* and *The People's Court*. That will mean that the CBS-owned station's newly reworked schedule from 3 to 8 p.m. will begin and end with one-hour blocks of simi-

lar half-hour shows. KNBC presents the syndicated *Donahue* at 3-4 p.m., and KABC currently airs a locally produced Tom Snyder interview program in that time period, but which is expected to be replaced in the fall by the syndicated *Oprah Winfrey Show*.

Although the access hour will be "important financially" to the station, Gardner said, the decision was not simply wish-fulfillment, but was "program-driven." With the two programs being similar in content, the station is looking to create a "seamless flow." Gardner said that the verdict among the market's advertisers is not in, since word of the move had yet to be widely circulated.

Gardner was approached with the pilot version of *Photoplay* before the last NATPE convention, during the fall of 1985. Based on an "instant gut response" he went for the show, which will be produced out of San Francisco independent KTVU(TV). Other than KCBS, no stations are currently scheduled to carry the show when it debuts in the fall.

A decision regarding who will handle syndication has yet to be made. Currently, *True Confessions*, based on another Macfadden publication, and produced by Landsburg, is handled by King World. Internationally, Horizon International has already concluded a

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number of sales of *Photoplay*. But King World already has the leading access show, *Wheel of Fortune*, and would therefore probably not be looking for another access property.

*Photoplay* was developed by Landsburg who, along with Jack Haley Jr., Dan Lewis and Barbara Lewis, will be executive producer of the show. The show will try to provide insights into the lives of stars. Additional segments will explore the magazine's archives.

In a prepared statement, KNBC vice president and general manager John Rohrbeck said that "we're surprised that it has taken KCBS and KABC so long to react to what has proved to be an immensely successful schedule change."

Rohrbeck has been attempting to capitalize on the boom in first-run sitcoms this year by scheduling a sitcom checkerboard during half of the access hour beginning this fall. For the other half-hour, KNBC could use *Crosswits*, a game show that it has purchased from ABR Entertainment. The spokesman said that Rohrbeck has not made up his mind as of yet on the sitcom checkerboard. The scheduling of *Crosswits* would be "contingent" on the success of assembling the sitcom checkerboard. □

## Latin American news service makes debut

A radio news and feature service highlighting Latin America has been launched by ET-COM Inc. through the facilities of KXCR(FM), its noncommercial El Paso, Tex., station. Latin American News Service, which began operating in February through a grant from the Corporation for Public Broadcasting, is intended as a specialized audio supplement to generalized mainstream news sources such as Associated Press and United Press International.

"We are unique among U.S. radio news services in several respects," said executive director Isabel Alegria. "We concentrate exclusively on Latin American affairs. We make feeds available in both Spanish and English, and our programing is available on a daily basis."

According to Alegria, LANS draws reports from approximately 50 reporters in 20 countries, with an emphasis on Mexican and Central American coverage. More than 300 stories have been filed since the project's inception, she said, including items reflecting Latin American and Hispanic community concerns within the U.S.

LANS currently serves about 35 stations with its daily seven-minute feeds, fed at 3:30 p.m. NYT via the Extended Program Service of the public radio satellite system. Each weekday segment includes a news summary and two or three in-depth reports. In addition, the 14-minute *Latin American Week in Review* and nine-minute *Semana Latina Americana* are presented each weekend. □

**Moving day.** NBC said last week that, effective June 30, it will move Steven Spielberg's *Amazing Stories* to Mondays at 8:30-9 p.m., where it is scheduled to air in its second season next fall. The strategy, which NBC is applying to a number of programs, is to get viewers to sample this summer's rerun episodes in the spot where the program will air next season, the network said. Among the performers so far scheduled to appear in the program next season are Danny Devito, who will also direct an episode, Rhea Perlman, Haley Mills, June Lockhart, Carrie Fisher, Lainie Kazan, Polly Holiday and Christopher Lloyd. Next season's directors will include Robert Aemeckis, Paul Bartell, Joe Dante and Norman Lloyd. NBC said that the short-flight half-hour comedy, *Me and Mrs. C*, would debut Saturday June 21 at 9:30. On the same date, *227* will move to 8:30 p.m. on Saturdays, where it is scheduled for next season, and *Facts of Life* will switch to 8 p.m., where it is scheduled for next season. *Gimme a Break* will move to Wednesday, 9 p.m.-9:30 p.m., where it is scheduled for the fall, effective June 18. *You Again*, a midseason replacement this year that will also be back in the fall, will move on June 18 to its new slot following *Gimme a Break*. NBC also said it was moving up its made-for-TV-movie, *Liberty*, to June 23 from June 30.

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**Kids' stuff.** Kidsnet, a computerized clearinghouse for children's radio, television, cable and satellite programming, was launched in Washington last Tuesday (May 27) after 18 months of research and development. The service provides information on all series, specials and public service announcements directed toward children, and on research, public service projects, articles, periodicals and ancillary materials.

Kidsnet has an active database of 5,000 items and an archival database of 15,000. Membership is available to individuals, corporations and nonprofit institutions—such as schools, libraries, hospitals and public stations—either through a computer with a modem or by an 800 telephone number. The private sector pays higher fees than nonprofit institutions, and membership is available to anyone at a 10% discount through June 30.

Kidsnet's charter members, including ABC, CBS, NBC, HBO, USA Network and Lorimar-Telepictures, each paid \$10,000 to help finance the project. It also has received funding from the Corporation for Public

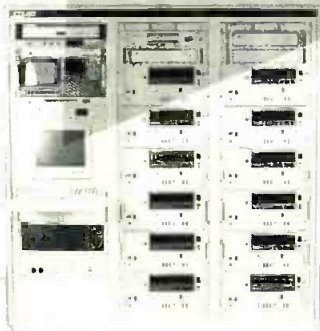
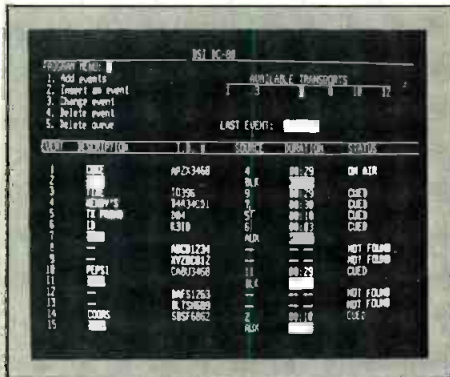


Broadcasting, the Turner Broadcasting System, Capital Cities/ABC, Embassy Telecommunications and Marvel Productions, among others. Members of an 11-person steering committee include Peggy Charren, president, Action for Children's Television; Keith Geiger, vice president, the National Education Association, and former FCC Chairmen Charles Ferris and Robert E. Lee.

"This is more than just the Yellow Pages of children's programming," Ferris said at the launch. Kidsnet Executive Director Karen Jaffe (left photo) said: "Our hope is that if we can generate a better and larger audience for the programs, it will add to the quantity as well as the quality of them."

Also present at the launch and helping to demonstrate the computer system were four representatives of companies producing series listed in the database: Jeremy Licht, from Lorimar-Telepictures' series, *Valerie*; Neil Noto, of NBC's *Main Street* (gesturing at terminal in right photo); Jason Pace, of USA Network's *USA Kids Club*, and Katie Sullivan, of the *ABC Notebook Series*.

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■ **MCA** reports that *Charles in Charge*, its co-venture with Tribune Broadcasting, is now cleared in 60% of the country for its fall 1987 debut. A strip version of the show is guaranteed by January 1989. Sales of the weekly show are on a barter basis, with three national



minutes and three-and-a-half local minutes. Stations get 26 episodes each year for two runs. The strip will consist of 74 episodes and is sold on a cash basis. Among clearances are all of the Tribune stations, as well as members of Gaylord, Scripps-Howard, Meredith, Malrite, Outlet, Pappas and Media Central groups.

■ **20th Century Fox** says that it expects to renew *Small Wonder* on all but a few of the 99 stations (covering 84% of the country) that carried it this year, its first season, and hopes to up its coverage to more than 90% for the coming season. Along with the Fox group, stations that have renewed the show include WTAJ-TV Philadelphia, KRON-TV San Francisco, WJBL-TV Detroit, WJW-TV Cleveland and WTAE-TV Pittsburgh. Sales are on a cash-plus-barter basis, with Fox retaining one minute.

■ **Colex Enterprises** reports that *Reunion at Fairborough*, starring Robert Mitchum, Deborah Kerr and Red Buttons, has been cleared on 155 stations covering 90% of the country. Stations have June 1-30 window to show the movie. Sales of the two-hour film are on a barter basis with 11½ minutes for Colex, and 12 minutes for stations. *Reunion at Fairborough* centers on a reunion of a World War II bomber squadron in an English village. Stations include WOR-TV New York, KTLA-TV Los Angeles, WFLD-TV Chicago, WTAJ-TV Philadelphia, KTVU-TV San Francisco, WDCATV Washington and KTXA-TV Dallas.

■ **Program Partners Corp.** is offering *Let's Go to the Movies*, a weekly movie preview series featuring star interviews, behind-the-scenes highlights, film news and special features; there will be no host and no reviews. Each show will include an optional final segment for station promotion. Cash sales will be for two runs.

■ **Lionheart International** says that it has now cleared *Edge of Darkness*, a three-part, six-hour mini-series, in 15 markets, covering 25% of the country. Recorded in stereo, the show is available for cash. Latest clearances are WBZ-TV Boston; KPLR-TV St. Louis; WOIO-TV Shaker Heights, Ohio (Cleveland); KNMZ-TV Albuquerque, N.M., and KSFS-TV Spokane, Wash.

■ **Harmony Gold** reports selling *Robotech* to WPX-TV New York, where the cartoon formerly ran on WNBC-TV. On WPX, the show will run Monday through Friday at 7:30. The series now airs on 102 stations covering 80% of the country. The show's 85 episodes are sold for cash.

■ **Blair Entertainment** has cleared *Cisco Kid* on 12 more stations, bringing the show's total to 69 stations. *Cisco* was shot in color, though its first exposure was mainly over black-and-white stations in

the 1950s. Sales of the 156 episodes are on a cash basis. The new markets are WKJL-TV Baltimore; WDAU-TV Wilkes Barre-Scranton, Pa.; WXII-TV Greensboro, N.C.; WXXA-TV Albany, N.Y.; WSBT-TV South Bend, Ind.; WSYN-TV Lansing, Mich.; KZTV-TV Corpus Christi, Tex.; WETO-TV Greenville, Tenn.; WTRT-TV Florence, Ala.; WTZA-TV Kingston, N.Y.; KECN-TV Salem, Ore., and WNTZ-TV Natchez, Miss.

■ **LBS Communications** has cleared *The Baby Test*, another of its half-hour "test specials" hosted by Dr. Frank Field of WGBS-TV New York, on 120 stations for its May 22-June 6 window. *The Baby Test* is a look at the problems of caring for children under three years old. A panel of experts from around the country, including pediatricians, psychologists and psychiatrists, will be featured, as well as TV actors Pamela Britton, Christopher Atkins and Rhea Perlman. The CBS-owned stations will air the show, which is being cleared on a barter basis with three-and-a-half minutes for stations, and two-and-a-half for LBS.

■ **Genesis Entertainment** has cleared *The Judge* in four more markets, bringing the show's total to 46, covering 41% of the country. The four new sales are WTVR-TV Richmond, Va.; WCMH-TV Columbus, Ohio; KTVN-TV Little Rock, Ark., and WNYT-TV Albany, N.Y. The show is sold for cash plus barter with Genesis retaining one minute.

■ **Lorimar-Telepictures** reports that it has sold *Falcon Crest* to 85 stations covering 77% of the country. There will be 127 episodes available for two runs beginning in the fall on a barter basis with eight minutes for stations and five minutes for Lorimar-Telepictures.



By fall 1987, there will be 157 episodes available for four runs over four years with sales on a cash basis. Recent deals include WDIV-TV Detroit, KHST-TV Houston and KSTW-TV Seattle.

■ Robert Jacquemin, senior vice president of Buena Vista Television said that *Siskel & Ebert & the Movies* is now in "well over" 100 markets, including "the vast majority" of the line-up that carries Tribune Entertainment's *At the Movies*. Buena Vista also announced that Donna Labietra will be executive producer of the show, and Andrea Gronvall will be line producer. Labietra is with WBBM-TV Chicago, where the show will be produced. The shows will also include a segment on the latest in home video offerings. BV will start selling its national minutes shortly.

Jacquemin also said that Buena Vista has now cleared *Business Day* in more than 40 markets, constituting more than 50% of the country. Latest clearances for the early morning half-hour news show are WDM-TV Washington, WJW-TV Cleveland, KING-TV Seattle and KXTV-TV Sacramento, Calif. All of the top 10 markets have been cleared. Jamie Bennett, vice president of programming, said that the show is "starting to define itself." It was only recently that a pilot for the show was completed. Prior to that, stations were buying the show on the basis of its concept and talent. Last week, Buena Vista announced it had signed best-selling authors Andrew Tobias ("The Only Investment Guide You'll Ever Need"), and Tom Peters ("In Search of Excellence") to contribute to the show. *Business Day* is hosted by Consuelo Mack.



## Gavin joins group pursuing SICC stations

**Reagan's former ambassador to Mexico becomes part of Perenchio-led firm prepared to offer \$360 million for troubled Spanish International's five television stations**

Former actor John Gavin, who completed a five-year term as U.S. ambassador to Mexico last Saturday (May 31), has joined an investor group led by producer/investor A. Jerrold Perenchio that is trying to buy five full-power Spanish-language television stations owned by Spanish International Communications Corp.

Although the stations have not yet been formally placed on the market, the Perenchio-backed group is reportedly prepared to offer \$360 million for the stations, which form the backbone of the Mexican-controlled Spanish International Network, the nation's largest Spanish-language television program service.

Gavin, who started a new job today (June 2) as vice president for federal and international relations at Atlantic Richfield Co., will be a minority shareholder and director of the joint venture, according to an announcement made last week by Perenchio and William Thompson of Boston Ventures Ltd. Partnership. The newly formed investor group has not yet been named nor has it actually made an offer to buy the SICC stations, which are being sold in an attempt to resolve SICC's long-standing legal and regulatory problems (BROADCASTING, May 19).

A majority of SICC shareholders last month voted, under pressure from a federal judge, to sell the company's broadcast holdings—WXTV(TV) Paterson, N.J. (New York); KMEX-TV Los Angeles; WLTV(TV) Miami; KWEX-TV San Antonio, Tex., and KFTV(TV) Fresno, Calif.—plus low-power outlets in five smaller communities.

"My desire to join Messrs. Perenchio and Thompson represents my commitment to help Spanish-speaking television stations prosper in this country," said Gavin in a prepared statement. "There is an overwhelming demand for programming geared to the Spanish-speaking audience." SICC has made its sale offer contingent on the guaranteed retention of Spanish-language programming on each of the stations for at least two years following their transfer.

In a joint statement, Perenchio and Thompson said: "John Gavin will be an invaluable partner in our ongoing effort to reach out and serve Spanish-speaking audiences."

Gavin previously had been mentioned as a potential investor in another group headed by Los Angeles area businessman Enrique Hernandez and his two sons. Hernandez told reporters last week he had discussions with Gavin, but was not surprised by Gavin's de-

cision to join the rival group.

Thompson is a prominent entertainment industry banker previously partnered with Perenchio in Boston Ventures. Among other activities, Thompson's group helped finance Metromedia's successful privatization in 1983, before that company's purchase by Rupert Murdoch last year.

The *Los Angeles Times*, quoting Perenchio Television Inc. general counsel Robert Cahill, reported Wednesday (May 28) that Perenchio would own more than 50% of the joint venture, with Boston Ventures holding the next-largest percentage and Gavin own-

ing the smallest.

If the Perenchio-backed bid is successful, the Los Angeles-based media investor would probably have to sell either WXTV(TV) or WNU-TV Newark, N.J., a Spanish-language UHF station owned by Perenchio (50%) and producers Norman Lear and Bud Yorkin (25% each). Perenchio and Lear were formerly partnered in Embassy Productions, sold last year to Coca-Cola Co. for \$485 million.

A former president of the Screen Actors Guild, Gavin was appointed as the U.S. envoy to Mexico in 1981 by President Reagan. □

## Bass group gains seats on Taft board

**Four nominees of Texas investor are invited to join board; financial figures show Taft write-down of some program inventory**

For about a year, various investment groups headed by Fort Worth financier Robert M. Bass have been gradually accumulating what at last glance was a 16% ownership interest in Taft Broadcasting. The Bass style of investing is not associated with hostile takeovers, but the steady accumulation of Taft shares (NYSE: TFB) led outside observers to assume that soon, if not already, the Bass group would begin to influence Taft's current management.

That influence became formalized last week, as four Bass-nominated directors were invited to join the board of the Cincinnati-based group owner, producer, syndicator and theme-park operator. Nominated were David Lloyd, a partner in the Washington office of the law firm of Arnold & Porter, specializing in communications law, and two business advisers closely associated with the Bass family, John H. Scully and William E. Oberndorf. Also nominated was another director of "investment partnerships," Richard C. Blum. To accommodate the new board members, Taft will expand its board from 14 to 17, and one current member, Samuel T. Johnston, senior vice president, will resign as both an officer and director.

In a formal statement announcing the new board members, Taft Chairman Charles S. Mechem Jr. said: "The addition of the new board members is tangible evidence of the long-term commitment the Robert M. Bass Group is making to Taft." Whether the Bass influence was evidence of anything else was not being discussed; both a Taft spokesman and David Bonderman, vice president of the Robert M. Bass Group, declined to comment.

Taft released its 1986 revenue and earnings recently, and the overall results reflect-

ed the impact of the \$760-million purchase of Gulf Broadcasting. That five-TV-station purchase pulled down Taft's bottom line, both because of interest charges on the money borrowed to complete the purchase, which closed in July of last year, and because of the noncash, accounting expenses of depreciation and amortization. Taft's interest expense increased five-fold over 1984, to \$62.3 million.

Reflecting a conservative accounting stance and a competitive marketplace, the company also wrote down certain programming inventory, primarily in its animated children's product. Mechem said, "With the recent influx of multiple series and episodes for first-run barter/syndication, some of our older children's product, featuring lesser-known characters packaged in relatively few episodes, has more limited sales potential than was true even a few months ago. Accordingly, we have decided to write down their value." Even without the unusual write-down, the entertainment group's operating profit for the year would have been off slightly. The group reported revenue of \$144.3 million, up three percent, while operating profit (including the write-down) was more than cut in half, to \$13.4 million.

Broadcasting group revenue for the year was \$283.4 million and operating profit was \$72 million. For the company as a whole, revenue was \$472.8 million, up 26%; operating profit was \$81 million, down 10%, while net income was \$19.4 million, or \$2.11, off 60%. For the fourth quarter, ending March 31, the corresponding numbers were \$107.9 million, a loss of \$7.9 million, and a loss of \$13.8 million, or \$1.49 per share.

Neither the recent financial results nor the addition of the Bass-group directors apparently was a big surprise to investors. The stock continued to trade near its all-time high of \$103, up almost \$20 since the beginning of the year. □

## O&M purchases Adams & Rinehart

Advertising and PR concern has agreement in principle to buy firm for \$6.8 million

Ogilvy & Mather Worldwide, New York-based advertising and public relations company, has agreed in principle to purchase Adams & Rinehart Inc. for \$6.8 million, Ogilvy Group stock and future cash payments based on Adams & Rinehart earnings for 1987-89. The parties involved expect no problems in finalizing the deal, and expect its close to be effective Aug. 1.

A&R is a New York-based financial public relations firm. Its clients include Solomon Brothers, the National Association of Securities Dealers and Manufacturers Hanover Trust. The firm specializes in public relations for mergers and acquisitions, and is also active in executive search through its affiliate, Earl Newsom & Co. A&R reported \$6.2 million total revenue for its fiscal year ending July 31, 1985. A&R and its staff of 80 will continue to be based at its offices at 708 Third Avenue.

Effective upon the closing of the A&R purchase, O&M will establish Ogilvy & Mather Public Relations Group, comprising

**Laying down the law.** Capital Cities/ABC has reorganized its legal department. The move, according to Stephen Weiswasser, senior VP and general counsel, was designed to "improve the efficiency and responsiveness of the legal department as a service department for the newly combined operations of Capital Cities and ABC." A number of executives have been reassigned in the reorganization, all of whom will report directly to Weiswasser: Sam Antar, formerly VP, general attorney, and director of business affairs, ABC News, to VP law and regulation, ABC-TV, ABC Radio Networks, ABC Owned Stations, ABC News and ABC Sports; Griffith Foxley, VP and general attorney, ABC Publishing, to VP, corporate legal affairs, responsible for securities, real estate, acquisitions and dispositions, and corporate secretarial functions; Larry Loeb, VP, general attorney and director, business affairs, video enterprises, to VP, legal and business affairs, video enterprises and publishing; Jeffrey Rosen, VP and general attorney, employment practices, to VP, litigation. He will continue to be in charge of legal counseling, employment practices; Charles Stanford, VP, legal and business affairs, ABC Sports, to VP, legal and business affairs, broadcasting, responsible for negotiations, contracts and rights acquisition for ABC Owned Stations, ABC News, ABC Sports, ABC Radio Networks and nonentertainment area of ABC-TV.

A&R, O&M's New York-based Dudley-Anderson-Yutzy and Ogilvy & Mather Washington, which will be renamed Ogilvy & Mather Public Affairs. Each will operate as an independent unit within the group. Heading the new group with an as-yet-undetermined title will be Jonathan Rinehart, president and chief executive officer of Adams & Rinehart, who will retain that title with A&R. He will be O&M's senior public relations executive, with direct responsibility for all public relations activities in the U.S., as well as "functional responsibilities for those abroad.

Jean Way Schoonover, chairman of D-A-Y, will continue in that post and will join the executive committee of the O&M Public Relations Group as vice chairman. Michael Dowling, senior VP and head of O&M Washington, will continue as head of O&M Public Affairs, and also join the executive committee.

With the addition of A&R figures, O&M showed public relations revenue of \$25 million for 1985. \$18 million from U.S. companies. That would make it the fourth largest public relations group in the world, according to O&M. □

# TELECASTINGS

### Wall to wall

In conjunction with the centennial of the Statue of Liberty, WCBS-TV New York is dedicating over 20 hours of programming to the event. Among the special programming will be two prime time, hour-long broadcasts; several 30-second "moments"; two editions of "Channel 2 The People," a half-hour special focusing on Ellis Island; a series of topical editorials; a half-hour news special, and expanded news coverage of the Liberty Week festivities. Among the highlights: the station will pre-empt network programming in June to present *America Is*, an hour-long locally produced special hosted by songwriter Joseph Raposo. Raposo composed the music, and Hal David wrote the lyrics, to the title song of the special, which will take a look at some of the families on New York's Lower East Side. Also in June, the station will air the one-hour *The Lady Next Door*, which will follow the 100 years since the statue's dedication on Oct. 28, 1886. During Liberty Week (June 30-July 2), newscasts will be anchored from Governors Island. Live coverage of Operation Sail will be provided on July 4. Sponsors of the coverage include The Bowery Savings Bank, Subaru, Bell Atlantic and U.S. Commemorative Coins.



Composer Joseph Raposo with "America Is" children

## Have a heart

Fries Entertainment has acquired the exclusive motion picture and television rights to the book "Taking Heart," a behind-the-scenes account of artificial heart recipient William Schroeder. The book is a collaboration of the Schroeder family and Martha Bannette, who covered the story for *The Washington Post*.

## New bicentennial minutes

Lou Reda Productions has begun production of 104 *Constitution Minutes* for television, and, according to Reda, station interest is already running high for the series commemorating the 200th anniversary of the American Constitution. The one-minute reflections on the history of the document are being filmed at a variety of locations including Philadelphia and Washington. Hosting the minutes are Robert Vaughn, Colleen Dewhurst, E.G. Marshall, Celeste Holm, Dick Cavett and Paul Sorvino. Consulting on the *Constitution Minutes* are Richard B. Morris, professor emeritus at Columbia University and author of the recently published constitutional history "Witnesses at the Creation," and Henry Steele Commager, professor emeritus at Amherst College. Reda produced the mini-series, *The Blue and the Gray*, for CBS, as well as *War Chronicles*, a series of 13 half-hours that have been sold in 40 markets.

## Data delivery

Katz Communications has created Katz Media Data, an on-line, electronic, television rate card. The automatic rate card will compute cost-per-thousand or cost-per-point for selected time periods or programs for all stations in a market. The information can be transmitted between stations and Katz national sales managers. It will allow users simultaneously to compare Nielsen and Arbitron data for multiple time periods. Audience data, including demographic categories, as well as shares and PUT (per-

sons using television) levels will also be available.

## Going public

Comedian Bill Cosby will narrate *The Second Type*, a documentary airing over the Public Broadcasting Service on June 11. It examines four days in the life of four disabled people as they travel from New Jersey to Washington to attend the annual meeting of the President's Committee on Employment of the Handicapped.



**On a roll.** Georgia Public TV has replaced its remote "bus" (photo at top) with a new \$1-million, 40-foot mobile unit built by Gray Communications of Albany, Ga. (photo at bottom). The new truck just completed a busy month of May, covering 19 separate events, and this month is scheduled to cover the Miss Georgia contest live in Columbus and, later this summer, a state festival in Stone Mountain.

The truck has four computer-controlled Ikegami 357AT and two hand-held Ikegami 79AEL cameras, with prewiring for an optional eight to 10 total cameras. The unit also carries a Yamaha 32-channel audio console with six-channel stereo output, a Grass Valley Group 1680 switcher, a Chyron 4100 graphics generator, two three-quarter-inch videotape recorders and two one-inch Type C VTR's.

The retiring mobile unit, more than two decades old, will still see some action, according to Frank Bugg, director of engineering for GPTV's nine-station network. The bus will either be installed permanently at the state capital in Atlanta for government coverage or be stripped down to serve as a "mini-mote" unit, Bugg said.

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# RIDING GAIN

## O N R A D I O

### Deja vu

The Radio Advertising Bureau is launching its 1986 "pro radio" advertising campaign with 10 new spots, written and produced by Dick Orkin of Dick Orkin's Radio Ranch, Hollywood.

RAB President and Chief Executive Officer Bill Stakelin, in a memorandum sent to RAB members last week, said the spots will use the same tag line as in 1985, "I Saw It On The Radio," to address the "number-one objection to radio advertising—the absence of visuals." Stakelin noted that six of the 10 spots "make our sales points humorously" and four are "straight." Orkin is the principal voice in all the spots, which are produced in both 30- and 60-second versions, and actor Harold Gould is the announcer.

Last year's campaign was produced by the New York-based advertising agency of Lord, Geller, Einstein & Fredrico and featured comedian Jay Leno. The RAB said that, based on reports from its member stations, the commercial value of the pro-radio spots that ran during the past year's cam-

paigned equalled approximately \$15 million in time sales. (As a cost-saving measure, RAB resigned last year's agency and replaced it with independent contractors.) RAB also said it has retained copyright Joy Golden, of Joy Radio, New York, for its new print ads.

In a separate development, the RAB said it will offer a special membership fee discount of 50% for one year to stations broadcasting the majority of their programming in a foreign language—51% of a station's programming from 6 a.m. to midnight. Said Bob Mouny, NBC Radio executive vice president and RAB membership chairman, "There are a growing number of Hispanic broadcasters that can benefit from the services and representation offered by the RAB, but who need an incentive to check us out. This kind of program is similar to the arrangement made between RAB and BROADCAST to encourage minority broadcasters to take advantage of the industry's sales and marketing arm."

### Back to basics

The "mellow rock" sounds of KNX-FM Los An-

geles returned last Saturday (May 31), replacing the contemporary hit radio format heard on the CBS-owned station since August 1983 under the call letters KKHR(FM). (The station was one of the first in the country to offer a blend of soft rock music with special life-style features and news.)

"We're basically going after the baby boomers and yuppies," explained vice president and general manager Robert Nelson last week. "We have been urged by former listeners to bring back the unique sound of KNX-FM, and in recent months the requests have increased. Through mail and phone calls, southern California listeners have told us they want and need a station like KNX-FM... Our audience research has confirmed this, and so by popular demand we are bringing it back."

Nelson said the station will revert to virtually the same in-house soft rock format broadcast on KNX-FM between 1973 and 1983, targeting listeners aged 25 to 34, with spillover up to age 49. Original jingles and music bridges will also return. "With the recent proliferation of CHR music on other stations in the market, we found our audience fractionalizing and we felt the future growth of the station would be limited," said Nelson.

Los Angeles-based consultant Jeff Pollack is advising the station, according to Nelson. Bill Minckler, program director for KYA-FM and KSFO(AM) San Francisco, joins the station in the same capacity, succeeding Ed Scarborough, who shifts to CBS-owned KLTR(FM) Houston. No on-air personnel changes are planned.

### Human touch

San Francisco-based New Dimensions Radio is launching a new summer season with 13 original half-hour programs on "the art of being human" in a format described as "the *Whole Earth Catalogue* of the air." Distribution is via the Extended Program Service of the public radio satellite system and the Longhorn Radio Network of the University of Texas-Austin.

### 'Party' time

A new weekly, two-hour, contemporary hit "dance" series designed for CHR stations is being readied for syndication by Ron Cutler Productions, Westwood, Calif. The show, *Party America*, is scheduled to premiere over the July 4 holiday weekend. WPLJ(FM) New York personality "Fast" Jimi Roberts will be the host while station program director Larry Berger will be consultant to the series. *Party America* will air over WPLJ on Saturday evenings.

The program, according to Ron Cutler Productions, will be taped at different night clubs and concert halls around the country,

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combining celebrity interviews with music. The series is expected to be distributed on disk as well as by satellite.

### Liberty weekend

The NBC Radio Network will offer its affiliates a 30-minute documentary later this month on how immigrants are faring as the country prepares for the Statue of Liberty's 100th anniversary celebration over the July 4 weekend. The program, *The Promise of Liberty*, will be hosted by NBC News correspondent Peter Laufer. NBC also plans to broadcast two one-hour "recap" programs on the various "Liberty Weekend" events—on July 3 and 4. (The ABC Information Network has the exclusive radio broadcast rights to the major Liberty weekend events [BROADCASTING, April 21].)

### The laugh track

The Radio Group, a subsidiary of the LaMarca Group, a New York-based media and marketing company, has signed WMMM(AM) Westport, Conn., as the first station for its new, full-service, tape-distributed "Comedy Radio" format ("Riding Gain," September 2, 1985). The station, whose on-air personalities are called "comedy jocks," was scheduled to switch from its adult contemporary format to the new service today (June 2).

"This is the way AM radio has to go: having a specialized format that has mass appeal," said Comedy Radio's executive producer, Bob Smith. The new service, which was conceived by company president, Jim LaMarca, covers the spectrum of comedy including contemporary satire, stand-up bits and classic comedy routines. It has been in development for the past 18 months.

### Liszt fest

National Public Radio, in conjunction with NPR member station WETA-FM Washington, will offer coverage of special events, scheduled to take place in the nation's capital during June, marking the 100th anniversary of composer/pianist Franz Liszt's death.

The network is planning to air a live, two-hour broadcast of a gala performance honoring Liszt from Washington's John F. Kennedy Center for the Performing Arts on Sunday, June 29, at 3 p.m. NYT. Performers will include pianists Jerome Rose, Aaron Rosand and Jorge Bolet. NPR will also present a two-hour, taped special at 1 p.m. that day featuring highlights of the eight-day "Franz Liszt centennial celebration" in Washington. It will include performances of Liszt's music from such locations as the Smithsonian Institute and the Library of Congress.

The festival's artistic director is Jerome Rose, who said he conceived the idea for such an event in 1984 "to bring focus to the life and work of Liszt through concerts, lectures and classes."

Hosting the NPR programs will be Voice of America classical music host Lyn Farmer. Co-host will be Washington music critic Paul Hume, visiting professor at Yale.

### In the money

National Public Radio has received \$388,000 in grants from five donors. General Foods

Corp. has donated \$150,000 as have Jennifer and Edmund A. Stanley Jr. *Changing Times* magazine, published by the Kiplinger Washington Editors Inc., gave \$28,000. All the funds are designated for NPR's news and information fund. The noncommercial network has also received \$25,000 for each of two years from the Benton Foundation for coverage and commentary on communications and information technology, and \$10,000 from the National Endowment for the Arts, designated for the NPR arts and performance fund, which will be used to produce and distribute two American operas performed by American companies.

### U of C settlement

A "mediated settlement" has been reached in a dispute between noncommercial KALX(FM) Berkeley, Calif., and its licensee, the University of California-Berkeley. The agreement stems from a complaint lodged with campus administrators protesting an April 3 incident during which university police disconnected the station's remote power supply during an antiapartheid demonstration. KALX was providing live coverage of the on-campus events when campus police, attempting to clear the area outside a campus administration building, unplugged its field equipment and inflicted "minor damage" on the news reporting unit.

"This was an act of outright censorship of the press by the [university] police," charged KALX General Manager Thomas W. Davis in a letter to university chancellor Ira

M. Heyman. The action, according to Davis, rendered the station "unable to continue its live coverage of this event." The broadcast had been conducted with prior knowledge and approval of campus police authorities.

Under terms of the settlement, which Davis expects to be signed June 10, the University of California Police Department acknowledges wrongdoing and agrees to abide by written guidelines that will govern demonstration coverage in the future. In return for a promise not to disrupt the station's power supply, the police will be notified in advance of KALX's on-campus news originations. In emergencies, the U.C. public affairs office will be contacted. Whenever possible, KALX commits itself to using portable equipment that does not rely on campus AC power, facilitating quick relocation as needed.

"[University] officers will be notified that it is a violation of federal criminal statutes and FCC regulations to interfere with a radio station's signal," Davis added.

"[University] officers will be notified that it is a violation of federal criminal statutes and FCC regulations to interfere with a radio station's signal," Davis added.

### Playback

Twenty new celebrity spots covering health and safety have been produced by Doug Wyles Productions, New York, for the Will Rogers Institute's 50th anniversary public service radio campaign. The spots were produced in 10-, 30-, and 60-second lengths

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and have been sent to nearly 2,000 radio stations. Among the celebrities in the project: George Peppard, Robert Klein, Jane Alexander, Tony Danza, Bea Arthur, Hal Holbrook, William Devane, Tony Bennett, Leonard Nimoy and Lee Remick. According to the White Plains, N.Y.-based Will Rogers Institute, topics were based upon public interest trends and suggestions from public service directors across the country.

### **Bird buy**

National Public Radio has set June 17 as a proposed date for signing the final documents in Wilmington, Del., for its purchase of transponder 2-D on Westar IV. NPR is buying the transponder from Western Union with Corporation for Public Broadcasting funds. The deal also includes backup service and "tracking, telemetry and control services" NPR said.

At the same time, NPR will assign its rights to the slot to a Transponder Trust to be established by CPB. The trust will hold the actual title to the transponder and lease it to a "CPB-designated operating entity for the public radio satellite system," NPR. Public radio stations, through NPR, will pay \$500,000 a year in lease payments to the trust to fund the transponder's eventual replacement.



**Nineteen for Notre Dame.** Mutual Broadcasting, during an advertising luncheon at Chicago's Drake hotel, celebrated its 19th consecutive year of Notre Dame football coverage with an announcement that WGN(AM), the city's top-rated radio station, will once again air the games. (WGN had carried Notre Dame football in 1982 and 1983, before the school switched to WIND(AM) Chicago. WIND recently changed from talk to a Spanish-language format.) The luncheon also served as the backdrop for unveiling Mutual's 1986 pro and college football package.

Pictured at the event were (l-r): Gordon Peil, Mutual Midwest manager; Gene Corrigan, Notre Dame's athletic director; Lou Holtz, Notre Dame's new head coach; Dan Fabian, WGN program director; James Dowdle, president and chief executive officer, Tribune Broadcasting, parent of WGN, and Larry Michael, Mutual's manager of sports.

## Technology

### **Consumer Electronics Show: the Chicago wares**

**EIA's summer display expected to draw 100,000 to five venues**

Television sets with screens the size of postage stamps, home satellite dishes, radios and cassette players in countless manifestations, high-fidelity audio gear that continues to narrow the gap between reproduction and reality, telephones for home and the car, personal computers, videocassettes of films ranging from Hollywood's finest to pornography's most explicit. All this and more will make up the Electronic Industries Association's 1986 Summer Consumer Electronics Show, which was to begin its four-day run in Chicago yesterday (June 1).

The CES is enormous. With 100,000 consumer electronics manufacturers, distributors and retailers expected, the show will be—in terms of people alone—nearly three times as big as the annual convention of the National Association of Broadcasters. More than 1,400 companies will be exhibiting products spread out over 725,000 square feet of the McCormick Place, McCormick West and three hotels.

For broadcasters, the show is significant in that new radios and television sets tend either to enhance their product or make it more accessible. Leonard Feldman, a consultant to the EIA, said many of the new television sets introduced at the show will be



MTS-stereo capable. What's more, he said, stereo adaptors and stand-alone stereo tuners to upgrade existing sets to receive stereo will be pervasive.

A number of companies are expected to introduce or expand their lines of television sets with digital processing, which, in some cases, allows for extra features like picture-within-a-picture and zoom-in or freeze-frame and, in all cases, improves the picture quality to some degree.

According to Feldman, many of the major manufacturers will probably show in hotel suites prototypes of rotary-head digital audio tape recorder/players, the latest development in the evolution of home audio recording. The RDAT machines, which are based on an industrywide standard, offer the advantage of digital recording on a cassette slightly larger than the standard microcassette. Like compact disks, the RDAT technology is apt to find its way into the radio studio.

As in shows past, many receiver manufacturers will show AM stereo radios, most of which are capable of receiving only Motorola C-Quam AM stereo signals. A few manufacturers, notably Sony, make multisystem radios, capable of receiving C-Quam signals as well as those of the incompatible Kahn single-sideband system.

Proponents of FMX, the broadcasting-receiver system designed to eliminate the noise and coverage penalties that FM broadcasters now pay for broadcasting in stereo, will be on the lookout for receiver manufacturers promising to build FMX receivers. So far, only NAD Electronics, a maker of high-end audio equipment, has jumped aboard the FMX bandwagon. Tom Keller and Emil Torick, co-inventors of the system, are slated to appear at the CES session Sunday morning.

Other sessions touch upon most of the other products that will be shown at CES—everything from personal computers to electronic toys and games. Joe Roizen, a Palo Alto, Calif.-based television consultant, will speak at a Monday afternoon session on high-definition television.

The show will provide another opportunity to gauge what effects the scrambling of cable services is having on the satellite dish market. Sales of the dishes dropped dramatically last January after HBO scrambled the feeds of its two services full-time, depriving dish owners of free access to them and heralding the scrambling of most major cable services. The CES follows by just one week the full-time scrambling of two more of cable's more attractive services, Showtime and The Movie Channel.

On Tuesday morning, the National Radio Systems Committee, which comprises receiver manufacturers and broadcasters, will meet to discuss various initiatives to improve AM and FM radio. At the top of the agenda is a status report on a subcommittee's efforts to come up with a standardized pre-emphasis/de-emphasis curve for AM broadcasting. According to Michael Rau, a member of the subcommittee and staff engineer at the National Association of Broadcasters, the subcommittee is "extremely close" to agreeing on a standard curve. The use of the curve in the design and manufacture of audio processors for broadcast stations and receivers,

he said, will significantly improve the fidelity of AM radio.

Also on the NRSC agenda: the activities of NAB's AM Improvement Subcommittee, the results of the Regional Administrative Radio Conference's first session of planning for the expanded AM band and an FCC proposal to reduce the mileage separations between FM stations.

The Consumer Electronic Society of the IEEE will piggyback on CES by sponsoring its International Conference on Consumer Electronics beginning Wednesday (June 4) at the Westin O'Hare hotel near Chicago's O'Hare airport. One of the highlights of the

conference will be an EIA demonstration of an audio/video baseband interface for cable system decoders. According to the EIA's Eb Tingley, the hope is that the interface will become standard equipment on television sets of the future, allowing cable systems to attach outboard baseband decoders to the sets.

The use of such decoders in place of conventional set-top decoder/converters, Tingley said, would permit cable subscribers to use all the features of their television sets and videocassette recorders hooked up to them, including remote control and, in the case of VCR's, programability.

## High hopes for high definition

### CBC commits \$10 million (Canadian) to 13-hour mini-series employing Sony HDTV technology

The world's first major high-definition television production, a 13-hour Canadian Broadcasting Corp. drama, is now being shot in Toronto, and makers of the multipart mini-series are lauding the technology's image quality and cost-efficiency.

*Chasing Rainbows*, set in Montreal during the 1920's, is also the costliest production to date by the public network, sporting a \$10 million (Canadian) production pricetag. The first of 12 episodes is scheduled to air on CBC in January 1988, and the series will be offered for sale worldwide by late 1987.

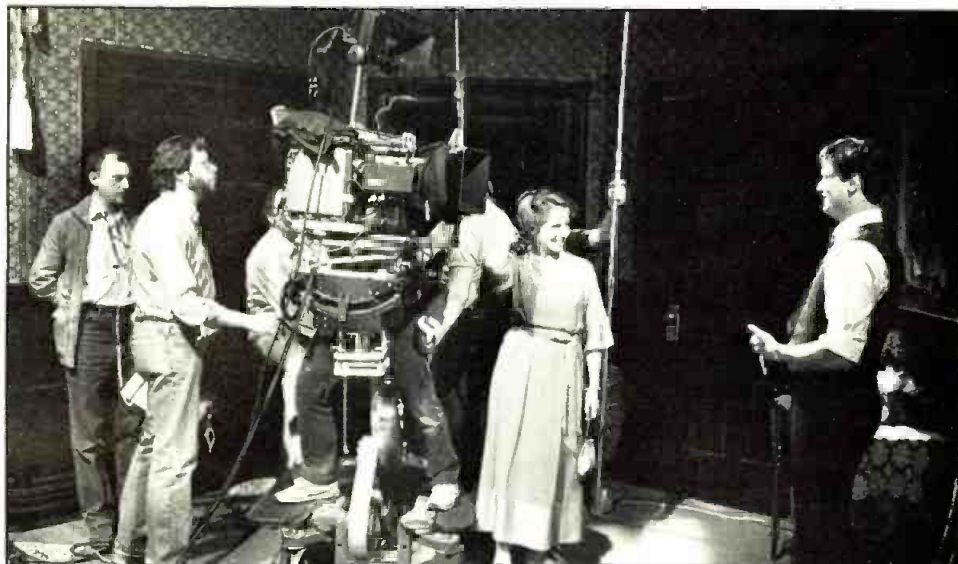
The single camera, film-style shoot began in mid-April using a Sony camera-recorder HDTV video system ("Closed Circuit", May 19). According to CBC's Mark Blandford, executive producer of the series, "The quality of the pictures is incredible. The down-conversion to one-inch [on which the series will be aired] looks great, even on the transfer to 35 mm the quality is astonishing. We're looking at the way of the future."

"CBC has traditionally used 16 millimeter film for drama series," said Blandford, whose last CBC-TV drama, *Empire, Inc.* has sold in 48 countries, "but that stuff looks awful by the time it's put onto tape. HDTV

gives me the kind of quality that is comparable, if not superior, to 35 mm, at a cost roughly equivalent to 16 mm. From where I sit, it is certainly cost-effective."

Co-producer and director of photography, John Gant, whose Toronto firm, Northernlight & Picture, is providing technical expertise on the HDTV production, agreed with Blandford, calling the system's image quality "spectacular" and praising other technical and operational characteristics such as depth of field, resolution, highlight handling and superior matting capabilities provided by an HDTV Ultimatte, which allows an HDTV image to be inserted electronically into a separate background without the delineation found in NTSC video matting.

The use of 1,125-line HDTV technology, which will cost the production \$2 million Canadian, will not only help differentiate the series from standard 16 mm fare, the producers hope, but may also distinguish it from 35 mm-quality U.S. network programming with which CBC must compete. And while the approximately \$500,000 cost per episode for the series is expensive in Canadian terms—CBC's whole budget for production of English-language TV programs is \$225 million—the amount is still small when compared to budgets of U.S. shows. ("American mini-series have publicity budgets greater than our entire production bud-



**Rainbow's end.** Cast and crew members on the set of *Chasing Rainbows*, the CBC's 13-hour high-definition television production. The camera shown is a \$200,000 Sony HDTV unit with a Nikon lens.

gets," Blandford joked.)

Blandford acknowledged, however, if he were producing on 35 mm with a U.S.-sized budget instead of 16 mm, "It would have been a more difficult decision. American producers would be a lot less tempted. But from 16 mm it was no contest. I'm in a position where the cost-effectiveness is real."

The HDTV system to be used for the production is an \$800,000 single-camera mobile unit-control room bought on a lease-purchase basis by Gant's company, which he said was formed two years ago with the prime objective of exploiting the new technology. The setup includes a backup HDTV camera, two HDTV recorders with four-foot racks of electronics, a component digital video recorder with PCM sound, an HDTV image enhancer, an HDTV Ultimatte and other equipment.

According to both Blandford and Gant, a major factor in the decision to produce in the relatively untried medium was its blue screen matting capabilities. Matting allows for the use of complex composites to create the illusion of the program's now-nonexistent post-World War One Montreal setting. For instance, a recent scene on a mountain overlooking the city was shot with a 50-foot blue screen for use with a graphic recreation of the city.

"The series would have been possible with 16 mm, but would have looked awful thin," Blandford said. "We don't have the bucks to dress a street, or have time for elaborate sets, with thousands of extras, cars, and so on. With HDTV, the matting possibilities are a godsend. They give it a rich look beyond reach for me in 16 mm, and not even found on 35 mm. It is absolutely seamless."

Gant, whose background includes work with Ultimatte founder and inventor Petro Vlahos, and the building of a sophisticated blue screen studio for an Ottawa TV station, said the ability to use Ultimatte was one of the "predicating reasons" for doing the CBC production in high definition.

"With the complex opticals and mattes, we couldn't have done this in 16 mm or even in 35 mm," Gant said. "There's not any viable alternative; one wouldn't even attempt in film what we're doing here."

Matting will be done either live, directly from the second, backup HDTV camera-recorder, or during post-production, Gant explained. Post-production editing of the programs will use a conventional three-quarter-inch video off-line, on-line editing system, Gant explained, with final conforming done on high-definition video using a third leased HDTV tape recorder.

HDTV technology still has some flaws, both Blandford and Gant noted. One drawback, in particular, is the medium's relatively slow speed compared to film, requiring more light on scenes and additional time to set the lights up. Gant also noted the lag characteristics of the camera's Saticon tubes which limit their usefulness in cases where a single bright light source appears against a dark background.

"There's a long way to go with the technology," Gant concluded, but regardless of these flaws in early versions of the system, he added, "the writing is on the wall." □



**Satellite central.** On May 25, Visnews International and Global Media pulled off what may be the most complex live international television production in the history of television. On behalf of Sport Aid, an event to raise money for the poor of Africa through the running of mini-marathons in more than 200 countries, Visnews and Global produced a two-hour show (10 a.m. to noon NYT) featuring live coverage of mini-marathons in 13 cities around the world and distributed it live to broadcasters and cable programmers in 50 countries. Visnews and Global put the show together in a studio leased from NBC in New York (above). For the backhaul and distribution, Visnews used 23 transponders on 15 satellites. The 13 cities included in the telecast: New York; Auckland, New Zealand; Trinidad; Toronto; Brisbane, Australia; Ouagadougou, Upper Volta; Dublin; Athens; London; Rome; Budapest, Hungary; Barcelona, Spain, and New Delhi.

## In Sync

### Odetics debut

WGRZ-TV Buffalo, N.Y., has become the first station to take delivery of the Odetics TCS2000, a robotic arm-based video cart machine with 280-cassette capacity developed last year by Odetics and RCA Broadcast before the latter company went out of business.

The station's system, which was on display at the National Association of Broadcasters annual equipment exhibition in Dallas in April, uses M-format half-inch video players and recorders. WGRZ-TV has purchased more than \$1 million in M-format gear from Panasonic over the past two years.

Two other stations have ordered the approximately \$240,000 system from Odetics, an Anaheim, Calif.-based manufacturer of robotics and digital recorders for NASA and the U.S. Department of Defense. KWHY-TV Los Angeles will receive its Betacam-version cart machine from Odetics in July and ABC affiliate KIMO(TV) Anchorage is scheduled for delivery this month.

According to David E. Lewis, vice president, Odetics commercial product division, the company has written 100 purchase proposals since the NAB show for potential

customers and expects to gain a "substantial" share of a projected five-year market for cart machine replacement and new purchases in excess of 1,200 units.

The company, which already offers the cart system with either Beta or M-format decks, has also approached Matsushita in Japan on making available its new M-II recorders for sale with the unit, but has not yet completed an agreement, Lewis added.

### ABC machine control order

Capcities/ABC-owned WLS-TV Chicago has awarded a \$360,000 contract for vertical interval machine control equipment to a British firm, Dynamic Technology Ltd. The Vimacs equipment, as it is known, allows remote control of studio equipment by placing control data on the video signal's vertical interval. The equipment has also been installed at Capcities' New York, Washington and San Francisco TV stations.

### Bottom line

A cutback of 2,000 jobs at Tektronix will not affect the television product division of the \$1.4 billion-dollar manufacturer of test and monitoring equipment. The TV division,

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**About the author:**

**Pam Lontos**, author and featured speaker for three consecutive years at NAB conventions, participated in an 18-city tour for the RAB; school teacher, station sales manager, featured theatrical cast-member, she has also appeared on national TV with performers who are household names.

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which makes broadcast test and monitoring equipment, was spared from the cuts because of continued "healthy levels" of business for the group, according to a Tektronix representative.

The Beaverton, Ore.-based firm cited below-target earnings and unimproved order rates for the reduction in its 20,000 worldwide work force May 21, as well as for 10% salary cuts for company officers.

### On order

Scientific-Atlanta has received more than \$800,000 in orders from United Artists CableSystems Corp. for equipment to be used in the company's cable operation in Walnut Creek and Tracy, both California. The order is for series 6500 feed-forward amplifiers, 6800 line extenders, tapes and passives, models 8525 and 8550 set-top terminals and other addressable control hardware and software, headend receivers, modulators, signal processors and an earth station antenna.

### Talk stalk

Technical papers are being sought for the Society of Motion Picture and Television Engineers' annual technical conference in New York next Oct. 24-29. Session topics for television include enhanced TV systems, digital TV applications, TV sound systems, TV cameras and film for television. Among the film topics are film and electronic production, film and video post-production and archival film and video.

SMPTE, headquartered in White Plains,

N.Y., also announced that George Brown, former RCA engineering executive, will be the conference's keynote speaker at the annual honors and awards luncheon on Oct. 25. Brown received the National Association of Broadcasters' engineering achievement award at NAB's convention in Dallas in April.

### Scholarly rewards

The Society of Broadcast Engineers has awarded two \$1,000 Harold Ennis Scholarships to engineering students. The first award was granted to Carl Hayes Puckett of Great Falls, Mont., a working broadcast engineer pursuing a bachelor of science degree at Northern Montana College. The second will go to Jay Manon of Kirkland, Wash., a high school senior planning to attend Washington State University next year.

The Ennis scholarship was named after the author of an early educational book series on radio and television broadcast technology.

The SBE has established another educational scholarship of up to \$1,000 with the national honorary broadcasting society, Alpha Epsilon Rho. The scholarship award, meant to encourage engineering students to focus on broadcast technology, will be presented for the first time in 1987.

### Gearing up

Basys, the Mountain View, Calif.-based computer systems manufacturer owned by British Independent Television Network, has developed four new newsroom comput-

er products. Available later this summer will be the MicroVax II, for the company's basic newsroom systems to be used with Digital Equipment Corp.'s VAX computer line for large newsrooms. For smaller news operations, the new Basys AT is a company-engineered IBM PC/AT-compatible computer available starting at \$25,000.

The company is also developing, in a joint venture with Westinghouse Broadcasting, an archiving system for direct on-line access and retrieval of scripts and tape libraries. Basys has also upgraded its communications control units, including eight IBM-compatible expansion slots for added peripherals.

□

A new high-speed data communications network has been developed for broadcasters by Dynatech subsidiary **Utah Scientific** of Salt Lake City. The Dynabus one megabaud data net is similar to local area networks (LAN's) manufactured by computer manufacturers, but, according to the company, is simpler and more reliable than existing LAN's because it does not use a central control device, eliminating the potential for single-point failure.

A new Dynaport data modem, which allows the data network to connect with equipment based on the SMPTE-EBU RS422 protocol, is also being introduced by the manufacturer. The network was demonstrated at last April's National Association of Broadcasters annual equipment exhibition with the company's SMC-1 machine control system, and the first shipments will go out this month to CBS O&O WCAU-TV Philadelphia. Four other broadcasters have put in orders for the technology.

Utah Scientific is attempting to license the system to other broadcast equipment manufacturers, as well, for interconnection with their own products.

□

**Data Communications Corp.** has developed the Buyline electronic invoice for electronic transfer of station invoices to advertising agencies, connecting stations using the Memphis-based company's Bias computer traffic system with agencies using its Spotline system. The invoice is the second Buyline product, the first being an electronic contract, already installed at 26 stations.

□

A new interface has been developed by **Mitsubishi** for communications between intelligent digital faders in the San Fernando, Calif.-based company's audio consoles and CMX or similar editing systems. The company also announced its adoption of the standard RS422 protocol, which will be applied to its line of digital audio recorders.

□

**CRL Audio** has reactivated the Dynafex line of noise reduction processors, with manufacturing and distribution to begin immediately for the products, which were purchased by CRL along with other assets of audio firm MicMix after it closed in 1985. The reissued Dynafex DX1 and DX2 units, while functionally equivalent to the earlier versions, have had circuitry changes to improve sonic performance, the Weston, Mass.-based company said.

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6/2/86

# Changing Hands

## PROPOSED

**KISW(FM) Seattle** □ Sold by Alexander Broadcasting to Nationwide Communications Inc. for \$12,950,000. **Seller** is owned by Lester Smith, who also owns co-located KJRB(AM) and KEZE(FM) Spokane, Wash. **Buyer** is subsidiary of Columbus, Ohio-based insurance company, Nationwide Mutual Insurance Co. It owns five AM's, 10 FM's and four TV's and is headed by Clark Pollock, president. KISW is on 99.9 mhz with 100 kw and antenna 1,150 feet above average terrain. *Broker: The Mahlman Co.*

**KLMO-FM Longmont, Colo.** □ Sold by Radio Longmont to Western Cities Broadcasting for \$5.5 million. **Seller** is owned by William G. Stewart. It has no other broadcast interests. **Buyer** is owned by Richard C. Phalen. Western sold all of its stations to Nationwide Communications Inc. last year and now has no other broadcast interests. KLMO-FM is on 104.3 mhz with 28 kw and antenna 88 feet above average terrain. *Broker: Blackburn & Co.*

**WTID(FM) Suffolk, Va.** □ Sold by Southern Starr Broadcasting Group to Downs Broadcasting for \$4,140,000. **Seller** is Orlando, Fla.-based group of two AM's and five FM's, principally owned by Peter H. Starr. **Buyer** is owned by Paul Downs, who also owns WQIM(FM) Prattville, Ala. WTID is on 106.9 mhz with 100 kw and antenna 964 feet above average terrain. *Broker: R.A. Marshall & Co.*

**WDLP(AM)-WGNE-FM Panama City, Fla.** □ Sold by Janus Broadcasting Co. to B. Ken Woodfin for \$3,070,000 cash. **Seller** is owned by Donald G. McCoy, who also has interest in WJYR(AM) Myrtle Beach, S.C. **Buyer** owns WOKSI(AM)-WFXE(FM) Columbus and WTHB(AM)-WFXA(FM) Augusta, both Georgia. WDLP is on 590 khz full time with 1 kw. WGNE-FM is on 98.5 mhz with 100 kw and antenna 1,354 feet above average terrain.

**WLEC(AM)-WCPZ(FM) Sandusky, Ohio** □ Sold by Miller Broadcasting Co. to Erie Broadcasting Corp. for \$2.9 million, comprising \$2.2 million cash and remainder noncompete agreement note. **Seller** is principally owned by Richard H. Miller. It has no other broadcast interests. **Buyer** is owned by James T. Embrescia, Kenneth and Martin Elrad, Alan Krause and Dr. Martin Markowitz. It also owns WADC(AM)-WMGP(FM) Parkersburg, W.Va. WLEC is on 1450 khz with 1 kw day and 250 w night. WCPZ is on 102.7 mhz with 10 kw and antenna 120 feet above average terrain.

**KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California** □ Sold by Timothy L. Donovan to General Broadcasting Corp. for \$2.3 million cash. **Seller** is trustee in bankruptcy for Kotcom Broadcasting. Neither has other broadcast interests. **Buyer** is Los Angeles-based group of three AM's and three FM's owned by Jerome P. Maltz. KDIG is on 1240 khz with 1 kw day

and 250 w night. KBON is on 103.9 mhz with 38 w and antenna 2,662 feet above average terrain.

**KKHJ(FM) Los Alamos, N.M.** □ Sold by Community Broadcasting Co. to KKBR Inc. for \$1.2 million. **Seller** is owned by Darrel K. Burns and his wife, Hazel. It owns co-located KRSN(AM), KGIW(AM)-KALQ(FM) Alamosa, Colo., and KENM(AM)-KNIT-FM Portales, N.M. **Buyer** is owned by C. Robert Allen and Jennifer Warthen. Allen has interest in Allen & Co., New York-based investment banking firm. He has interests in WUWU(FM) Wethersfield, N.Y., and KBER(FM) Spanish Fork, Utah. Warthen's son, Wake, also has interest in Allen's stations. KKHJ is on 98.5 mhz with 100 kw and antenna 1,781 feet above average terrain. *Broker: Gammon & Ninowski Media Investments Inc.*

**WITS(AM)-WCAC(FM) Sebring, Fla.** □ Sold by Highlands Broadcasting Ltd. to Miller Broadcasting Ltd. for \$950,000, comprising \$400,000 cash, assumption of \$360,000 note, and remainder note at 10% over 11 years. **Seller** is principally owned by Robert Connelly, who has no other broadcast interests. **Buyer** is owned by Howard Miller. It also owns WMMB(AM)-WYRL(FM) Melbourne, Fla. WITS is on 1340 khz full time with 1 kw. WCAC is on 105.5 mhz with 3 kw

and antenna 150 feet above average terrain. *Broker: Chapman Associates.*

**KROS(AM)-KSAY(FM) Clinton, Iowa** □ Sold by Gateway Broadcasting Corp. to Marcom of Quad Cities Ltd. for \$838,000. **Seller** is principally owned by David Dulany, who has no other broadcast interests. **Buyer** is owned by Donald Alt (33.3% general partner), and limited partners Kerby Confer and Paul Rothfuss (33.3% each). Rothfuss and Confer own Keymarket Communications, North Augusta, S.C.-based group of three AM's and nine FM's. Alt owns Marcom Media, North Augusta, S.C.-based group of four AM's and five FM's. KROS is on 1340 khz with 1 kw day and 250 w night. KSAY is on 96.1 mhz with 100 kw and antenna 984 feet above average terrain.

**WCIT(AM)-WLSR(FM) Lima, Ohio** □ Sold by Riggs Broadcasting Corp. to Allen Broadcasting Co. for \$800,000 cash. **Seller** is owned by Richard H. Riggs and his wife, Norma. It has no other broadcast interests. **Buyer** is owned by David P. Miller, Martin D. Gould and Stephanie M. Skylar. They are Cleveland-based investors with no other broadcast interests. WCIT is daytimer on 940 khz with 250 w. WLSR is on 104.9 mhz with 3 kw and antenna 286.67 feet above average terrain.

**WMGA(AM) Moultrie, Ga.** □ Sold by Radio Station WMGA to Radio Moultrie Inc. for \$400,000. **Seller** is owned by John F. Pidcock and Roy F. Zess. It has no other broadcast interests. **Buyer** is owned by James D. Hardy and Douglas Sutton. Hardy is Sylves-

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ter, Ga.-based investor with no other broadcast interests. Sutton is news director at WTIF(AM) Tifton, Ga. WMGA is daytime on 1130 khz with 10 kw. *Broker: The Paul E. Reid Co.*

**KGHO-AM-FM Hoquiam, Wash.** □ Sold by Grays Harbor Broadcasting Co. to Planck Broadcasting of Washington Inc. for \$325,000, comprising \$100,000 cash and remainder note. **Seller** is owned by Ernest

Linnenkohl, who has no other broadcast interests. **Buyer** is owned by James K. Planck and his wife, Sylvia. It owns low-power television stations K26AS(LPTV) Boise, Idaho, and K27BB(LPTV) Lakeview, Ore. KGHO is on 1490 khz full time with 1 kw. KGHO-FM is on 95.3 mhz with 1.15 kw and antenna 750 feet above average terrain.

**WADA(AM) Shelby, N.C.** □ Sold by Bello Broadcasting Co. to WADA Inc. for

\$287,846. **Seller** is principally owned by Joseph Bello. It has no other broadcast interests. **Buyer** is equally owned by Debbie C. Sarratt, Robert S. Toney and James B. Campbell. It has interest in WAGY(AM) Forest City, N.C. WADA is on 1390 khz with 1 kw day and 500 night.

*For other proposed and approved sales see "For the Record," page 85.*

## The Media

### SPACE makes its case

#### Home satellite industry group holds event in New York to talk about scrambling and its other interests

They called it "Access Day" and it was held in New York and sponsored by SPACE (Society for Private and Commercial Earth Stations) which wanted to make a couple of things clear. First, SPACE wanted to let the press know that the group had never publicly opposed the scrambling of satellite television signals per se, as long as dish owners could obtain, for a fair price, access to the programming via decoders. Second, said

SPACE Executive Vice President Charles Hewitt, the group hoped to dispel what he described as certain "misinformation" that had been spread by some cable concerns. For example, he cited reports that dish owners might need a separate decoder box for each scrambled signal they want to receive. A third point Hewitt addressed was SPACE's demand that cable program services allow noncable interests on the local level to compete with cable operators or the programmers themselves in selling signals to dish owners.

It was the third point that hasn't gone over well with some of the major cable programmers and may be the focus of continued



Space's Hewitt, HBO's Carlson, Showtime/TMC's Stephen Schulte, TBS's Lafferty

and aggressive lobbying on Capitol Hill for a legislative solution to the dispute.

According to Hewitt, by 1990, there may still be more than 20 million homes outside cable franchises—and millions more within franchises but without access to cable service—that ought to have access to the satellite-delivered programs at competitive prices. The only way to insure that, he insisted last week, is to make sure signal packagers other than cable operators are allowed to compete in the business of selling programs to dish owners. "Cable has a deregulated monopoly," said Hewitt. "We are the alternative." Hewitt said outsiders could offer competitive rates by bundling and selling the satellite services together, as opposed to a la carte distribution by programmers. Why operators couldn't or wouldn't offer similarly bundled services was unclear.

In any event, said Hewitt, the marketplace "is not working" now. He cited evidence of rapidly declining dish sales among SPACE members in the wake of some signals being scrambled and announcements of other scrambled signals to follow. Last September, he said sales were running at 90,000 a month. Last January, they were down to 25,000 and in April, sales were down to between 22,000 and 24,000.

But Larry Carlson, a Home Box Office vice president, said last week he was against the idea of letting SPACE members or others market HBO or Cinemax. "It would not be cost efficient or expedient," he said, to let "third party middlemen" sell cable program services to consumers. Carlson said HBO would be open to the idea of an "incentive

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program" for hardware marketers, who might receive rebates for each pay unit purchased by their dish customers. But the programs themselves would be sold by cable affiliates or HBO directly, he said.

Nevertheless, Hewitt said his group would continue to press for legislation mandating the right of outside groups to sell cable programs to dish owners. Carlson argued that legislation "wasn't necessary" and that the reason dish sales were off was that

SPACE was too preoccupied with its lobbying efforts and is not "proactive" enough in marketing products to consumers.

What Capitol Hill will make of this issue remains to be seen. But Tom Rogers, senior counsel to the House Telecommunications Subcommittee, walked up to Hewitt after his presentation in New York last week and congratulated him on a "good job" of presenting SPACE's side of the issue. Hearings are scheduled on the scrambling issue this sum-

mer.

Also speaking at the Access Day event was Marty Lafferty, a marketing vice president with Turner Broadcasting. He announced that dish owners who have a Videocipher decoder by July 1 may receive a free, 15-day preview of CNN and Headline News, with the option to buy the first year for \$25. WTBS would be included in the package if it is scrambled within that year of service, said Lafferty. □

## Prime time on the minds of ABC affiliates

### Compensation, cost-cutting, 15-second spots to be topics in Los Angeles at first meeting with new owner

Now that former affiliate, Capital Cities Communications, is running the ABC television network, the ABC affiliate meeting this week might otherwise be a time of unambivalent optimism. But with the ABC prime time schedule running in third place and with the new owner's wave of cost consciousness, affiliates are expressing mixed feelings as they head for the three-day event at the Century Plaza hotel in Los Angeles.

Among the topics of discussion will be whether network executives are aggressively countering NBC's *Cosby Show* on Thursday night by countering with a news show, *Our World*, and whether the network's plan to withdraw cash compensation on several sports shows bodes well for the future.

It wasn't until last Tuesday (May 27) that ABC notified affiliates of the specific changes in compensation, although the general idea has been discussed for a while, most recently at the affiliate board meeting held during the NAB convention ("In Brief," April 21).

The plan, as presented last week, calls for ABC to stop paying compensation for regular-season *Monday Night Football* and for weeknight and weekend games of Major League Baseball playoffs. In place of the cash payment for the football games, the network would expand the current local news window from one minute, with no advertising time, to three minutes, one of which would be advertising. The additional minute would be taken out of half time and represents an expansion of the commercial inventory.

For the baseball playoffs, cash compensation will continue for the weekday games and the networks will additionally turn over two minutes of their own commercial inventory to the stations. For the weeknight and weekend games, cash compensation would be withdrawn but the network would turn over one minute of advertising time to the stations. The moves will save ABC several million dollars in payments to the stations.

Initial reaction to the compensation change was mixed, with small-market station owners seeming more opposed than those in large markets, although even the latter seemed less than enthusiastic. Said one vice president and general manager of a top-20-market station, who asked not to be identified: "There is an awful lot of fear that this could this be the beginning of the end of

compensation. What if they come back next year and say, 'Moonlighting is so successful that we don't need to pay you compensation and we dare you not to carry it'?" A group owner executive who attended the recent CBS affiliate meeting said that network gave indications it would be watching the ABC actions.

George Newi, senior vice president, affiliate relations, said ABC had previously altered compensation on such events as the 1984 Olympic games (when it paid half compensation): "This change addresses two immediate problems that we have, football and baseball, where we are losing money... Long range, we are going to have to look at the future, in consultation with the affiliates, to find a better way to handle compensation." But Newi said the change should not be seen as the "first salvo in a barrage" of changes from the network.

This will be the first affiliate meeting held by ABC since its merger with Capital Cities. This will also be the affiliates' first time listening to John Sias, president of the ABC Division; Brandon Stoddard president of ABC Entertainment, and other executives.

Most of the meeting will be a review of what ABC has planned for various dayparts, with major concentration on Thursday, Friday and Saturday of the prime time schedule. One executive of a group owner with more than one ABC affiliate said about Thursday night: "It looks like they are rolling over and playing dead... It may mean that the network will have a clearance problem on Thursday from 8 to 9 p.m."

Most of those affiliates commenting expressed general support for the new programming, but withheld judgment on specific

dayparts. Said one executive of an affiliate group: "The reality of it is that everything else pales to the prime time problem. Beyond that, stations will be interested in the sports effort and where is it going. The first thing that was successful on ABC was sports. Boone [Arledge, group president of ABC News and Sports] has been kind of low key recently... but we are all proud of the news effort."

A topic that has recently taken on new emphasis concerns the decision by all three networks to begin accepting stand-alone 15-second commercials: CBS previously accepted the spots, and both ABC and NBC adopted the policy within the past few weeks.

Several other items of discussion between the network and the affiliates were mentioned by the current affiliates chairman, Joe Jerkins, vice president and general manager of KVUE-TV Austin, Tex.: "We will talk about music licensing at the source. We have been urging them [the network] to buy music rights at the same time they buy the programming."

Jerkins will step down as chairman after this meeting. His place will be taken by Mickey Hooten, general manager of television for Hearst Broadcasting. At the board of governors meeting Tuesday morning, a new secretary, treasurer and vice chairman will be elected.

While this week's meeting will represent a number of firsts, it will also represent a last. Part of the entertainment provided to affiliates will be a premiere of the ABC Motion Picture Division's last movie, *Space Camp*. It was previously announced that the division will be closed. □

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## Leland criticizes deregulation

In speech to New York black group, congressman says unleashed market has left minorities out in cold

Representative Mickey Leland (D-Tex.) attacked the FCC's deregulatory policies at the annual awards ceremony of Black Citizens for a Fair Media, a New York media watchdog group. Leland, a member of the House Telecommunications Subcommittee, said that a direct result of the FCC's liberalization of its multiple ownership rules has been a drastic escalation in station prices. Although minorities have in some ways benefited from the rule changes, he said, "many more have been hurt by the increased prices commanded for broadcast properties. Minorities just cannot compete with the large group owners, and we still don't have the same access to the capital markets commanded by nonminority entrepreneurs."

The FCC's repeal of the three-year holding period for broadcast properties also came under Leland's attack. Repeal, he said, has provided an incentive for "the quick-buck artists and speculators."

Leland said that deregulation has had at least one positive result—the elimination of "onerous, burdensome and unnecessary paperwork."

Leland praised Capital Cities Communications for its work with minorities, espe-



Minority affair. L to r: Leland, Percy Sutton, Innercity Broadcasting; Carole Simpson, ABC News; Albert Jerome, National Association of Broadcasters; Dr. Everett Parker; Emma Bowen, BCFM; Billy Rowe, syndicated columnist.

cially in the sale of a number of properties following its acquisition of ABC. "I am not aware of any other company that has made or would have made as much of an effort to work with minorities," he said. The congressman singled out Joseph P. Dougherty, Capital Cities/ABC executive vice president, for his work, even though the two hold

opposing views on the multiple ownership issue. Dougherty, recovering from a stroke, could not attend the meeting. Daniel B. Burke, president, represented Capacities/ABC.

On the subject of program content, Leland said that he was planning the formation of a "congressional woodshed" where he could take advertisers to question their support of the likes of *The A-Team*, featuring Mr. T, whom Leland said he finds offensive. Advertisers, said Leland, are a leading cause of the problem of discrimination in programming.

At the awards ceremony, Dr. Everett Parker of the United Church of Christ announced the creation of The Foundation for Minority Interests in the Media, which will be "particularly concerned" with the job status of minorities. Already committed to fund the foundation are Capacities/ABC and NBC, Dr. Parker said. Emma Bowen, president of the black citizen group, will serve as the foundation president. The foundation's board will include Capacities/ABC's Burke; Albert D. Jerome, president of the NBC television stations; Michael Botein, New York University Law School; Percy Sutton, chairman of Innercity Broadcasting; Gwen Barrett, producer of *Midday with Bill Boggs* on WNYW-TV New York, and Dorothy Brunson, president of Brunson Broadcasting. □

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## New job climate focus of AWRT panel

Network, station representatives tell Dallas audience what they look for in employees; contract negotiation advice also offered

"Money should never be the issue" in evaluating career opportunities, said George Hiltzik, vice president, TV and network admin-

istration, NBC News, New York. That advice came during the annual convention of American Women in Radio and Television in Dallas, May 21-24, at a panel session on contract negotiation. One member of the audience took exception to that advice, telling Hiltzik that women should not be encouraged to settle for less. His point, Hiltzik said, was that opportunities that put a person in a position to "shine and gain valuable experience" should be a consideration, even when up against a higher monetary offer.

Hiltzik's advice on contract negotiation: In smaller markets, a shorter-term contract is preferable. It gives a person more flexibility, in case of an offer from a larger market or from a network. Another way, he said, is to include a clause in the contract that allows the employe to leave for a network offer.

And as to whether an agent should be retained, Hiltzik said news talent in a smaller market looking for "growth, development and exposure" might consider one. "A professional agent aware of the environment and who understands news operations can be a great advantage because they will know of opportunities."

In large markets, however, "we have found that major talent really don't need an agent to find them employment because they

are established stars... Usually the talent themselves are approached by other stations." Those who do use representation in large markets, Hiltzik said, have begun to move away from the traditional agent and "have gone to lawyers" who charge a set rate rather than the "exorbitant" percentage rates asked by agents.

CBS News's director of recruitment, Jack Hubbard, shared his beliefs with the audience on what it takes to get ahead. Broadcasting, he said is a "meritocracy. If you are good, really good, you... will prevail." Other keys to success, he said, include consistency, even under pressure; the intellectual ability to understand a new situation quickly, and an understanding of the technology. "If you don't understand the delivery system, you're really in the soup." But the most important skill, Hubbard said, is writing. "If we see somebody who is a really good writer, we'll just board the door behind them."

Panelist David Neuell, station manager, WRC-TV Washington, also spoke about technology. "There has been an enormous restructuring of the business... For local TV stations, satellite technology has made it easier for us to cut into what used to be the network franchise." And local TV, Neuell

said, may hold more career opportunities. Despite takeovers, mergers and buyouts, and many layoffs at the network level, "local TV has stayed leaner and thinner and more productive... I don't think you're going to see that [layoffs] at the group level or station level."

Amy Entelis, director of news coverage, ABC News, New York, spoke about the effect of those network cutbacks. "Out of the chaos, a clear pattern is emerging about the way ABC is going to be doing news in the future. It will be operated very much like a business, which means lean, with fewer people doing the same or more work." For those hoping to join a network, Entelis said there are obvious ramifications to the cutbacks. It will be "tougher than ever before to get in, and it's never easy. Your qualifications will have to be very strong." For those already on board, she warned that there will not be automatic promotions. "Real talent will have to be shown" because the fast track that was possible in the 70's has disappeared. Management, too, she said, will feel the effect. It will have to evaluate employes carefully and place them in positions where they will be able to serve the company well and in positions that will also be good for them as individuals.

Said Entelis: "I think this is all very good news for women in the sense that the old system didn't serve women very well... If this scenario works, I think more women will be identified as talented and be given the opportunities they need to qualify for some of the bigger and better positions." □



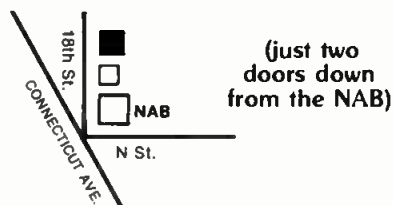
**Minority ownership.** "Efforts to encourage capital formation have been the hallmark of my administration," said FCC Chairman Mark Fowler to participants at a day-long Atlanta conference on minority ownership of broadcast properties. The conference, called "Broadcast Opportunity Partnership," was co-sponsored by the White House Office of Private Sector Initiatives, the National Association of Broadcasters' Broadcast Capital Fund (BROADCASTAP), the FCC and the Commerce Department. It was the second of three regional meetings designed to foster the growth of minority ownership in broadcasting. Pictured above (l to r): Don Thurston, BROADCASTAP chairman and president of Berkshire Broadcasting, North Adams, Mass.; Fowler; Eileen Doherty, associate director of the White House Office of Private Sector Initiatives, and BROADCASTAP President John Oxendine. BROADCASTAP is a nonprofit venture capital company created by NAB in 1978 to assist minorities in the acquisition of stations. The next conference is slated for June 27 in New York.

Fowler discussed some of the commission's policies that encourage minority ownership. "In place are a number of regulatory mechanisms to help minorities get a toehold in telecommunications and broadcasting. As chairman, I have tried to strengthen those mechanisms whenever I thought I could without raising new inequalities into the system," he said.

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Continued from page 34.

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**Aug. 18-21**—*North American Television Institute* seminar. Dallas Marriott Park Central, Dallas. Information: (800) 248-5474.

**Aug. 20**—*Ohio Association of Broadcasters* news directors workshop. Embassy Suites, Columbus, Ohio.

**Aug. 20-23**—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire,

Michigan.

**Aug. 26-29**—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City.

**Aug. 28-Sept. 6**—International Audio and Video Fair Berlin, world fair for consumer and communication electronics organized by West German national television channels, ARD and ZDF, German Federal Post Office and AMK Berlin. Berlin Exhibition Grounds, Berlin. Information: (0511) 52-99-99.

## September

**Sept. 3-9**—*Photokina Cologne 1986*, "World's Fair of Imaging Systems." Cologne, West Germany. Information: (02-21) 821-1.

**Sept. 4**—*Women in Cable, San Francisco chapter*, meeting. Topic: cable foundations: Walter Kaitz Foundation and Foundation for Community Service Cable TV. Blue Dolphin restaurant, San Leandro, Calif.

**Sept. 5-7**—*Foundation for American Communications* conference for journalists, "Environment/Chemo-phobia." Co-sponsored by *Joyce Foundation*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

**Sept. 6**—38th annual prime time Emmy Awards for creative arts. Pasadena Civic Auditorium, Pasadena, Calif.

**Sept. 10**—*Association of National Advertisers* new product marketing workshop. Plaza hotel, New York.

**Sept. 10**—*Ohio Association of Broadcasters* small market radio exchange. Westbrook country club, Mansfield, Ohio.

**Sept. 10-12**—*National Religious Broadcasters* Southeastern regional convention. Heritage Village USA, Charlotte, N.C.

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

**Sept. 11-14**—*International Institute of Communications* conference on world communications. Edinburgh Sheraton hotel, Edinburgh, Scotland. Information: (01) 388-0671.

**Sept. 17**—*Ohio Association of Broadcasters* small market radio exchange. Chillicothe Holiday Inn, Chillicothe, Ohio.

**Sept. 18**—*Ohio Association of Broadcasters* small market radio exchange. Holiday Inn, Wapakoneta, Ohio.

**Sept. 18**—*Women in Cable, Washington chapter*, "roast" of Ted Turner, chairman, Turner Broadcasting System. Proceeds from roast will go to Better World Society, Washington.

**Sept. 19**—*Ohio Association of Broadcasters* small market radio exchange. The Centrum, Cambridge, Ohio.

**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.

**Sept. 21**—38th annual prime time Emmy Awards, telecast live on NBC-TV. Pasadena Civic Auditorium, Pasadena, Calif.

**Sept. 21-24**—Sixth annual conference of *National Association of Telecommunications Officers and Advisors*, affiliate of National League of Cities. Hershey hotel, Philadelphia. Information: (202) 626-3250.

**Sept. 23-25**—International Videotex Industry Exposition and Conference, sponsored by *Videotex Industry Association*. Jacob Javits Convention Center, New York. Information: (203) 964-0000.

**Sept. 23-28**—*Women in Communications* national professional conference. Sheraton Center, New York.

**Sept. 25-27**—*National Religious Broadcasters* South Central regional convention. Memphis.

**Sept. 28-30**—*New Jersey Broadcasters Association* 40th annual convention. Golden Nugget Casino hotel, Atlantic City, N.J.

**Sept. 30-Oct. 2**—*Mid-America Cable TV Association* 29th annual meeting. Hyatt Regency at Crown Center, Kansas City, Mo. Information: (913) 841-9241.

**Sept. 30-Oct. 2**—Montech '86, sponsored by *Institute of Electrical and Electronics Engineers*. Montreal Convention Center, Montreal. Information: (514) 374-7000.

## October

**Oct. 1-2**—*Association of National Advertisers* cooperative advertising conference. Hyatt Regency Crystal City, Arlington, Va.

**Oct. 2**—*Women in Cable, San Francisco chapter*, meeting. Topic: regulatory issues, state and federal. Blue Dolphin restaurant, San Leandro, Calif.

**Oct. 2-3**—Television and ethics conference sponsored by *Emerson College* and *National Academy of Television Arts and Sciences*, Boston/New England chapter.

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We just sold WSNE/FM in Providence, RI for a whopping \$3.9 million profit. Those numbers would probably impress most people, unless they knew that in 1980 we bought WKRZ AM/FM — Wilkes-Barre Scranton for \$850,000 and sold it in 1984 for \$5.3 million or that in 1983 we bought WZFM — White Plains, NY for \$600,000 and resold it in 1985 for \$2.5 million dollars.

That's because at Wilks/Schwartz Broadcasting, we've made a reputation for building great stations. Through no-nonsense fiscal management, strategic forming and most importantly, by hiring aggressive, sales-oriented general or sales managers with a proven record who want a piece of the action!

See, at Wilks/Schwartz Broadcasting, we don't just hire employees, we seek out good partners. And when we find those talented partners, we give them a generous equity position with no cash investment on their part.

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Marriott hotel, Copley Place, Boston. (617) 578-8615.

**Oct. 3-5**—*Missouri Broadcasters Association* fall meeting. Hyatt Regency hotel, Kansas City, Mo.

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

**Oct. 8-10** *National Religious Broadcasters* Midwestern regional convention. Billy Graham Center, Wheaton College, Wheaton, Ill.

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

**Oct. 12-14**—*Illinois Broadcasters Association* convention. Galena, Ill.

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

**Oct. 20-22**—*National Religious Broadcasters* Southwestern regional convention. Holiday Inn Holidome, Dallas-Fort Worth.

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

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

**Oct. 23-25** *National Religious Broadcasters, Eastern chapter*, convention. Philadelphia Airport Marriott, Philadelphia.

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

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

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

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

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

## November

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

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

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

**Nov. 13**—*Association of National Advertisers* promotion management workshop. New York Hilton, New York.

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

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

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

## December

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

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

## January, 1987

**Jan. 7-11**—*Association of Independent Television Sta-*

*tions* annual convention. Century Plaza, Los Angeles.

**Jan. 21-25**—*NATPE International* 24th annual convention. New Orleans Convention Center, New Orleans.

## February, 1987

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

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

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

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

## March, 1987

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

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

## April, 1987

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

**April 21-27**—23rd annual *MIP-TV, Marches des International Programmes des Television*, international pro-

gram market. Palais des Festivals, Cannes, France.

**April 26-29**—*Broadcast Financial Management Association* annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

## May 1987

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

**May 25-28**—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

## June 1987

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

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

**June 18-20**—*Maryland/District of Columbia/Delaware Broadcasters Association* annual convention. Sheraton Fontainebleau, Ocean City, Md.

## November, 1987

**Nov. 11-13**—*Television Bureau of Advertising* annual meeting. Atlanta Marriott, Atlanta.

# For the Record

As compiled by BROADCASTING, May 22 through May 28, and based on filings, authorizations and other FCC actions.

## Ownership Changes

### Applications

■ KOCN(FM) Pacific Grove, Calif. (104.9 mhz; 950 w; HAAT: 550 ft.)—Seeks assignment of license from Monarch Broadcasters Inc. to C.R. Pasquier Properties Inc. for \$1 million. Seller is owned by Roger Powers, who has no other broadcast interests. Buyer is owned by Roger Pasquier and his wife, Cheryl. It is app. for new TV in Bellevue, Wash. Filed May 21.

■ KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 103.9 mhz; 38 w; HAAT: 2,662 ft.)—Seeks assignment of license from Timothy L. Donovan to General Broadcasting Corp. for \$2.3 million cash. Seller is trustee in bankruptcy for Kotcom Broadcasting. Neither has other broadcast interests. Buyer is owned by Jerome P. Maltz. It

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### Negotiators

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owns three AM's and three FM's. Filed May 22.

■ **KLMO-FM Longmont, Colo.** (104.3 mhz; 28 kw; HAAT: 88 ft.)—Seeks assignment of license from Radio Longmont to Western Cities Broadcasting for \$5.5 million. Seller is owned by William G. Stewart. It has no other broadcast interests. Buyer is owned by Richard C. Phalen. Western sold all of its stations to Nationwide Communications Inc. last year and has no other broadcast interests. Filed May 20.

■ **WSBR(AM) Boca Raton, Fla.** (740 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Gold Coast Communications to Beach Communications for \$1,050,000. Seller is principally owned by Steven Haas. It has no other broadcast interests. Buyer is owned by Malcolm Kahn and George V. Delsou. It is also buying WTHM(FM) Goulds, Fla. ("Changing Hands," May 26). Kahn has interest in WVBH(FM) Key Largo, Fla. Filed May 14.

■ **WDLP(AM)-WGNE-FM Panama City, Fla.** (AM: 590 khz; 1 kw-U; FM: 98.5 mhz; 100 kw; HAAT: 1,354 ft.)—Seeks assignment of license from Janus Broadcasting Co. to B. Ken Woodfin for \$3,070,000 cash. Seller is owned by Donald G. McCoy, who also has interest in WJYR(AM) Myrtle Beach, S.C. Buyer owns WOKS(AM)-WFXE(FM) Columbus, and WTHB(AM)-WFXA(FM) Augusta, both Georgia. Filed May 19.

■ **WITS(AM)-WCAC(FM) Sebring, Fla.** (1340 khz; 1 kw-U; FM: 105.5 mhz; 3 kw; HAAT: 150 ft.)—Seeks assignment of license from Highlands Broadcasting Ltd. to Miller Broadcasting Ltd. for \$950,000, comprising \$400,000 cash, assumption of \$250,000 note, noncompete agreement of \$100,000 and remainder note at 10% over 10 years. Seller is principally owned by Robert Connelly, who has no other broadcast interests. Buyer is owned by Howard Miller. It also owns WMMB(AM)-WYRL(FM) Melbourne, Fla. Filed May 20.

■ **WMGA(AM) Moultrie, Ga.** (1130 khz; 10 kw-D)—Seeks assignment of license from Radio Station WMGA to Radio Moultrie Inc. for \$400,000. Seller is owned by John F. Pidcock and Roy F. Zess. It has no other broadcast interests. Buyer is owned by James D. Hardy and Douglas Sutton. Hardy is Sylvester, Ga.-based investor with no other broadcast interests. Sutton is news director at WTIF(AM) Tifton, Ga. Filed May 16.

■ **KROS(AM)-KSAY(FM) Clinton, Iowa** (AM: 1340 khz; 1 kw-D; 250 w-N; FM: 96.1 mhz; 100 kw; HAAT: 984 ft.)—Seeks assignment of license from Gateway Broadcasting Corp. to Marcom of Quad Cities Ltd. for \$838,000. Seller is principally owned by David Dulany, who has no other broadcast interests. Buyer is owned by Donald Alt (33.3% general partner), and limited partners Kerby Confer and Paul Rothfuss (33.3% each). Rothfuss and Confer own Keymarket Communications, North Augusta, S.C.-based group of three AM's and nine FM's. Alt owns Marcom Media, North Augusta, S.C.-based group of four AM's and five FM's. Filed May 20.

■ **WQFX-AM-FM Gulfport, Miss.** (AM: 1130 khz; 500 w-D; FM: 96.7 mhz; 3 kw; HAAT: 245 ft.)—Seeks assignment of license from Caravelle Broadcast Group to Steere Broadcasting for \$1,250,000. Seller is Charlotte, N.C.-based group of three AM's and three FM's principally owned by Howard Schrott, Robert Beacham and Rick Bernhardt. Buyer is owned by David Steere, former owner of WKMI(AM) Kalamazoo, Mich. Filed May 16.

■ **KKHJ(FM) Los Alamos, N.M.** (98.5 mhz; 100 kw; HAAT: 1,781 ft.)—Seeks assignment of license from Community Broadcasting Co. to KBBR Inc. for \$1.2 million. Seller is owned by Darrel K. Burns and his wife, Hazel. It owns KRSN(AM) Los Alamos, KGIW(AM)-KALQ(FM)

Alamosa, Colo. and KENM(AM)-KNIT-FM Portales, N.M. Buyer is owned by C. Robert Allen and Jennifer Warthen. Allen has interest in Allen & Co., New York-based investment banking firm. He has interests in WUWU(FM) Wethersfield, N.Y., and KBER(FM) Spanish Fork, Utah. Warthen's son, Wake, also has interest in Allen's station. Filed May 16.

■ **WADA(AM) Shelby, N.C.** (1390 khz; 1 kw-D; 500 w-N)—Seeks assignment of license from Bello Broadcasting Co. to WADA Inc. for \$287,846. Seller is principally owned by Joseph Bello. It has no other broadcast interests. Buyer is owned equally by Debbie C. Sarratt, Robert S. Toney and James B. Campbell. It has interest in WAGY(AM) Forest City, N.C. Filed May 16.

■ **WCIT(AM)-WLSR(FM) Lima, Ohio** (AM: 940 khz; 250 w-D; FM: 104.9 mhz; 3 kw; 286.67 ft.)—Seeks assignment of license from Riggs Broadcasting Corp. to Allen Broadcasting Co. for \$800,000 cash. Seller is owned by Richard H. Riggs and his wife, Norma. It has no other broadcast interests. Buyer is owned by David P. Miller, Martin D. Gould and Stephanie M. Skylar. They are Cleveland-based investors with no other broadcast interests. Filed May 20.

■ **WLEC(AM)-WCPZ(FM) Sandusky, Ohio** (1450 khz; 1 kw-D; 250 w-N; FM: 102.7 mhz; 10 kw; HAAT: 120 ft.)—Seeks assignment of license from Miller Broadcasting Co. to Erie Broadcasting Corp. for \$2.9 million, comprising \$2.2 million cash and remainder noncompete agreement note. Seller is principally owned by Richard H. Miller. Buyer is owned by James T. Embrescia; Kenneth Elrad; Elrad's brother, Martin, Alan Krause, and Dr. Martin Markowitz. It also owns WADC(AM)-WMGP(FM) Parkersburg, W.Va. Filed May 20.

■ **WBLR-AM-FM Batesburg, S.C.** (AM: 1430 khz; 5 kw-D; FM: 95.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Ridge Broadcasting Co. to S.P. Enterprises Inc. for \$375,000, comprising \$50,000 cash and remainder note at 9% over 10 years. Seller is owned by Edward Crapps Sr. It has no other broadcast interests. Buyer is owned by Hugh Wheeler and his wife, Sara. Buyer is Douglasville, Ga.-based investor with no other broadcast interests. Filed May 21.

■ **KCFL(FM) Hebronville, Tex.** (101.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of construction permit from Megahay Broadcasting Inc. to Charles R.B. Stone for \$4,500. Seller is owned by Marcus D. Jones, who owns KEZP(FM) Canadien, Tex., and has interest in WCHZ(AM) Pensacola, Fla.; WZBR(AM) Amory, Miss. and KSSB(AM) Calapatria, Calif. Buyer has interest in KDCY(FM) Cotulla, Tex. Filed May 20.

■ **KHIT(FM) Bremerton, Wash.**—Seeks assignment of license from Bingham Broadcasting of Washington Inc. to Pacific and Southern Co. for \$6.5 million. Seller is owned by Bob Bingham. It sold four Alaska stations ("Changing Hands," Dec. 30, 1985) and co-located KBRO(AM) ("Changing Hands," March 17) and now has no other broadcast interests. Buyer is subsidiary of Gannett Co., Arlington, Va.-based newspaper publisher and station group of nine AM's, six FM's and eight TV's headed by Allen H. Neuharth, chairman. Filed May 20.

■ **KGHO-AM-FM Hoquiam, Wash.** (AM: 1490 khz; 1 kw-U; FM: 95.3 mhz; 1.15 kw; HAAT: 750 ft.)—Seeks assignment of license from Grays Harbor Broadcasting Co. to Planck Broadcasting of Washington Inc. for \$325,000, comprising \$100,000 cash and remainder note. Seller is owned by Ernest Linnenkohl, who has no other broadcast interests. Buyer is owned by James K. Plank and his wife, Sylvia. It owns K26AS(LPTV) Boise, Idaho and K27BB(LPTV) Lakeview, Ore. Filed May 22.

## New Stations

### AM

■ **Black Eagle, Mont.**—Big Sky Communications Inc. seeks 1000 khz; 500 w-D. Address: 3175 Solar Blvd., No. 1., Billings, Mont. 59102. Principal is owned by Dale A. Ownes and brothers, Steven, Joseph and Werner Nistler. It owns KQPL(AM) Windsor, Calif. and KOYN(AM) Billings, Mont. Filed May 16.

### FM's

■ **\*Rockford, Ill.**—Northern Illinois University seeks 88.3 mhz; 50 kw; HAAT: 113.1 m. Address: 544 College Ave., DeKalb, Ill. 60115. Principal is headed by Clyde Wingfield, president. Filed May 12.

■ **\*Lexington, Ky.**—Radio Free Lexington Inc. seeks 88.1 mhz; 250 w; HAAT: 88 m. Address: 203 Student Center, University of Kentucky, 40506. Principal is headed by Theo Monroe, president. Filed May 20.

■ **Salisbury, Md.**—Connor Broadcasting Corp. seeks 98.9 mhz; 3 kw; HAAT: 328 ft. Address: 1633 N. Division St., 21801. Principal is owned by J. Parker Connor, who has no other broadcast interests. Filed May 23.

■ **\*Poplar Bluff, Mo.**—Christian Educational Advancement Inc. seeks 90.5 mhz; 95 w; HAAT: 13,10 m. Address: 1311 South 11th St., Poplar Bluff, Mo. 63901. Principal is nonprofit corporation headed by Cheryl Walker. Filed May 21.

■ **\*Youngstown, Ohio**—Christian Communicators Inc. seeks 91.7 mhz; 3 kw; HAAT: 85.26 m. Address: 3043A Ivy Hill Circle, Cortland, Ohio 44410. Principal is nonprofit corporation headed by Anthony S. Ricci. Filed May 12.

■ **Jean/Goodspings, Nev.**—Kyrin Holmes seeks 105.1 mhz; 390 kw; HAAT: 3,588 ft. Address: 4120 East Wyoming, Las Vegas, Nev. 89104. Principal has no other broadcast interests. Filed May 19.

■ **Las Vegas—FM Las Vegas Ltd.** Partnership seeks 105.1 mhz; 50 kw; HAAT: 270 ft. Address: 6579 Costa Brava, Las Vegas 89102. Principal is owned by Manuel Cortez and George Lindemann. It has no other broadcast interests. Filed May 19.

■ **Las Vegas—Allum & Patton Broadcasting** seeks 105.1 mhz; 50 kw; HAAT: 51 ft. Address: 5795 W. Flamingo Rd. #259; 89103. Principal is owned by Diana Allum and Carol Patton. It has no other broadcast interests. Filed May 19.

■ **Las Vegas—PATMOR Broadcasting Group** seeks 105.1 mhz; 50 kw; HAAT: 492 ft. Address: 330 S. 3rd. St., Suite 625, 89101. Principal is owned by Patricia Jarman and three others. Filed May 19.

■ **Las Vegas—Walter Wilson Broadcasters** seeks 105.1 mhz; 5,725 kw; HAAT: 1,383 ft. Address: 6109 Glacier Ave., 89115. Principal is owned by Glenn E. Walter, his wife, Vicky, and Ron Wilson. It has no other broadcast interests. Filed May 19.

■ **Las Vegas—Nevada Number One Radio Co.** seeks 105.1 mhz; 50 kw; HAAT: minus 69 ft. Address: P.O. Box 940, Mesa, Ariz. 85201. Principal is owned by John K. Alston, who has no other broadcast interests. Filed May 15.

■ **Las Vegas—L.V. Cm Ltd.** seeks 105.1 mhz; 50 kw; HAAT: 150 m. Address: 1463 Santa Anita, Apt. 5, 89119. Principal is owned by Charles Roller, Ed Sheets, Bruce McClanahan and David Goff. It has no other broadcast interests. Filed May 19.

■ **Las Vegas—Irene Escalante** seeks 105.1 mhz; 50 kw; HAAT: 51 ft. Address: 915 W. Morrison, Apt. 50, Santa Maria, Calif. 93454. Principal is general manager of KZON(AM) Santa Maria, Calif. Filed May 19.

■ **Las Vegas—Wayne Newton Communications Inc.** seeks 105.1 mhz; 50 kw; HAAT: 488.2 ft. Address: c/o 1120 Connecticut Ave. NW, Washington, D.C. 20036. Principal is owned by entertainer Wayne Newton. It has no other broadcast interests. Filed May 19.

■ **Las Vegas—Las Vegas First Broadcasting Co.** seeks 105.1 mhz; 50 kw; HAAT: 492 ft. Address: 978 East Sahara Ave., 89104. Principal is owned by Todd J. Roberts and his brother, Thomas. Thomas Roberts owns WTMR(AM) Camden, N.J. Filed May 19.

■ **Bluefield, W.Va.**—Virginia-West Virginia Community Radio Inc. seeks 90.9 mhz; 740 w; HAAT: 336.2 ft. Address: P.O. Box 889, Blacksburg, Va. 24060. Principal is headed by Virginia L. Baker. It has no other broadcast interests. Filed May 9.

### TV

■ **Worcester, Mass.**—Evangel Schools Inc. seeks ch. 48; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1162 ft.; ant. height

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above ground; 672. Address: 5400 Minors Lane, Okolona, Ky. 40219. Principal is nonprofit corporation headed by W.L. Rogers, president. It has no other broadcast interests. Filed May 15.

## Facilities Changes

### Applications

#### AM's

##### Tendered

- KSTR (620 khz) Grand Junction, Colo.—Seeks CP to add night service with 800 w; install DA-N, and make changes in ant. sys. App. May 22.
- WFTP (1330 khz) Fort Pierce, Fla.—Seeks CP to increase power to 5 kw and night power to 1 kw. App. May 21.
- WGM (860 khz) Marion, Ind.—Seeks CP to add night service with 500 w; install DA-2, and make changes in ant. sys. App. May 22.
- WAMJ (1580 khz) South Bend, Ind.—Seeks CP to add night service with 500 w; install DA-N; change TL, and make changes in ant. sys. App. May 23.
- KPRM (870 khz) Park Rapids, Minn.—Seeks CP to increase day power to 10 kw. App. May 20.
- WELM (1410 khz) Elmira, N.Y.—Seeks CP to increase day power to 5 kw. App. May 20.
- WSKT (1580 khz) Knoxville, Tenn.—Seeks CP to change freq. to 1180 khz and change power to 500 w. App. May 21.
- KDRY (1100 khz) Alamo Heights, Tex.—Seeks CP to increase day power to 1 kw. App. May 21.

##### Accepted

- WKUJ (1130 khz) Parrish, Ala.—Seeks mod. of lic. to move SL to Jasper, Ala. App. May 20.
- WJBD (1350 khz) Salem, Ill.—Seeks CP to reduce power to .43 kw and make changes in ant. sys. App. May 21.
- KDXX (920 khz) El Paso—Seeks CP to change TL and make changes in ant. sys. App. May 23.

#### FM's

##### Tendered

- \*WBYU-FM (88.9 mhz) Provo, Utah—Seeks CP to change freq. to 89.1 mhz. App. May 22.

##### Accepted

- WULA-FM (92.7 mhz) Eufaula, Ala.—Seeks CP to change TL. App. May 21.
- KTCS-FM (99.9 mhz) Fort Smith, Ark.—Seeks CP to change TL. App. May 21.
- KZTR (95.9 mhz) Camarillo, Calif.—Seeks CP to install aux. sys. App. May 23.
- KLFA-FM (93.9 mhz) King City, Calif.—Seeks CP to change TL; change HAAT to 5.4 kw, and change HAAT to 720 ft. App. May 21.
- KHAY (100.7 mhz) Ventura, Calif.—Seeks mod. of CP to change aux. ERP to 13.1 kw. App. May 20.
- WWOJ (106.3 mhz) Avon Park, Fla.—Seeks mod. of CP to move SL outside community of lic. App. May 23.
- WEDR (99.1 mhz) Miami—Seeks CP to change TL and change HAAT to 1,006.96 ft. App. May 21.
- WRIT (92.7 mhz) Stuart, Fla.—Seeks CP to change TL and SL to Jennings Road, Port St. Lucie, Fla. App. May 21.
- \*WRAS (88.5 mhz) Atlanta—Seeks mod. of CP to change HAAT to 436.24 ft. App. May 23.
- \*WJCH (91.9 mhz) Joliet, Ill.—Seeks mod. of CP to make changes in ant. sys. App. May 22.
- WKQA (104.9 mhz) Pekin, Ill.—Seeks CP to install aux. sys. App. May 23.
- KLKT (100.1 mhz) Incline Village, Nev.—Seeks CP to change ERP to .8 kw. App. May 23.
- KLUC (98.5 mhz) Las Vegas—Seeks mod. of CP to change TL; change ERP to 96.6 kw, and change HAAT to 1,180.8 ft. App. May 21.
- WRDX (106.5 mhz) Salisbury, N.C.—Seeks mod. of CP to change TL. App. May 21.
- KKBS (92.7 mhz) Guymon, Okla.—Seeks mod. of CP to change TL. App. May 23.
- WLKW-FM (101.5 mhz) Providence, R.I.—Seeks mod.

of lic. to move SL outside community of lic. to East Providence, R.I. App. May 20.

- KSEJ (99.5 mhz) Bountiful, Utah—Seeks mod. of CP to change TL; change ERP to 19.96 ft., and change HAAT to 3,924 ft. App. May 21.
- WSVS-FM (104.7 mhz) Crewe, Va.—Seeks CP to change TL and change HAAT to 982 ft. App. May 21.
- WAZR (95.9 mhz) Woodstock, Va.—Seeks mod. of CP to change TL and change HAAT to minus 32.8 ft. App. May 21.
- \*KUGS (89.3 mhz) Bellingham, Wash.—Seeks CP to change TL and change HAAT to 383.76 ft. App. May 23.
- WHLX (105.5 mhz) Bethlehem, W.Va.—Seeks CP to change ERP to 3 kw. App. May 23.

#### TV's

##### Accepted

- WFTY (ch. 50) Washington—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw and change HAAT to 819 ft. App. May 20.
- WTUV (ch. 33) Utica, N.Y.—Seeks MP to change ERP to vis. 42.5 kw, aur. 4.25 kw and change HAAT to 647.14 ft. App. May 20.
- WLFL-TV (ch. 22) Raleigh, N.C.—Seeks CP to change ERP to vis. 5,000 kw, aur. 50 kw; change HAAT to 2,000 ft., and change TL. App. May 21.
- \*KETA-TV (ch. 13) Oklahoma City—Seeks CP to change HAAT to install new ant. and change HAAT to 1,524.54 ft. App. May 23.
- WIEC (ch. 48) Ponce, P.R.—Seeks MP to change ERP to vis. 64.3 kw, aur. 6.43 kw; change HAAT to 811 ft., and replace ant. App. May 20.
- KXLN-TV (ch. 45) Rosenberg, Tex.—Seeks MP to change ERP to vis. 2,500 kw, aur. 250 kw; change HAAT to 1,440 ft.; replace ant., and change TL. App. May 21.

#### Actions

#### AM's

- KCAL (1410 khz) Redlands, Calif.—Granted app. to increase night power to 4 kw. Action May 15.
- KDRW (1450 khz) Silverton, Colo.—Dismissed app. to move SL to Purgatory, Colo. Action May 15.
- WAFC (590 khz) Clewiston, Fla.—Granted app. to add

night service with 470 w and make changes in ant. sys. Action May 13.

- WMMX (1110 khz) Xenia, Ohio—Granted app. to change city of lic. to Fairborn, Ohio; increase day power to 1.1 kw, and make changes in ant. sys. Action May 13.
- KBAL (1410 khz) San Saba, Tex.—Returned app. to increase power to 800 kw. Action May 14.
- KLSY (1540 khz) Bellevue, Wash.—Granted app. to make changes in ant. sys. Action May 15.

#### FM's

- KWOZ (103.3 mhz) Mountain View, Ark.—Granted app. to change HAAT to 986.85 ft. Action May 12.
- KHFO (98.1 mhz) Osceola, Ark.—Granted app. to change ERP to 52 kw. Action May 19.
- KSUR-FM (99.5 mhz) Greenfield, Calif.—Granted app. to change TL and change HAAT to 492 ft. Action May 19.
- \*KUSC-FM (91.5 mhz) Los Angeles—Granted app. to change TL; change HAAT to 25 kw, and change HAAT to 665.84 ft. Action May 15.
- KWVE (107.9 mhz) San Clemente, Calif.—Granted app. to install new ant. sys. Action May 14.
- KURA (104.9 mhz) Ouray, Colo.—Granted app. to change TL. Action May 15.
- WKCX (97.7 mhz) Rome, Ga.—Granted app. to change ERP to .472 kw and change HAAT to 779.66 ft. Action Dec. 31, 1985.
- \*WEPS (90.9 mhz) Elgin, Ill.—Granted app. to change freq. to 88.9 mhz; change ERP to .74 kw; change HAAT to 34 ft., and make changes in ant. sys. Action May 19.
- WQRK (105.5 mhz) Bedford, Ind.—Granted app. to change TL. Action May 15.
- KGRS (107.3 mhz) Burlington, Iowa—Granted app. to 429.46 ft. Action May 12.
- WHMP-FM (99.3 mhz) Northampton, Mass.—Granted app. to change ERP to 3 kw and change HAAT to 321.44 ft. Action May 16.
- \*WRPS (88.3 mhz) Rockland, Mass.—Granted app. to change ERP to 105 w and change HAAT to 140 ft. Action May 16.
- KZLF-FM (104.3 mhz) East Grand Forks, Minn.—Granted app. to change TL and change HAAT to 443.78 ft. Action May 12.
- WAKH (105.7 mhz) McComb, Miss.—Granted app. to change TL. Action May 12.
- KXTR (96.5 mhz) Kansas City, Mo.—Granted app. to change TL and change HAAT to 984 ft. Action May 15.
- WNBK (100.7 mhz) Wildwood, N.J.—Granted app. to change ERP to 26 kw. Action May 14.
- WPAC (92.7 mhz) Ogdensburg, N.Y.—Granted app. to change ERP to 3 kw. Action May 19.
- WPTM (102.3 mhz) Roanoke Rapids, N.C.—Granted app. to change TL; change ERP to 2.53 kw, and change HAAT to 352.27 ft. Action May 15.
- WHBC-FM (94.1 mhz) Canton, Ohio—Granted app. to change TL. Action May 12.
- \*WCBE (90.5 mhz) Columbus, Ohio—Granted app. to install new ant. Action May 19.
- WTPA (93.5 mhz) Mechanicsburg, Pa.—Granted app. to change TL; change ERP to 1.18 kw, and change HAAT to 524.8 ft. Action May 14.
- WFXN-FM (99.3 mhz) South Williamsport, Pa.—Granted app. to change ERP to .21 kw. Action May 19.
- WMGS (92.9 mhz) Wilkes-Barre, Pa.—Granted app. to change ERP to 5.25 kw and change HAAT to 1,383 ft. Action May 14.
- \*KRSD (88.1 mhz) Sioux Falls, S.D.—Granted app. to change ERP to 2 kw. Action May 19.
- \*KVNE (89.5 mhz) Tyler, Tex.—Granted app. to change DA pattern. Action May 19.
- WXLK (92.3 mhz) Roanoke, Va.—Granted app. to make changes in ant. sys. Action May 15.
- WSGM (93.5 mhz) Staunton, Va.—Granted app. to change TL; change ERP to 2.8 kw, and change HAAT to 338 ft. Action May 19.

#### TV's

- WDGH (ch. 28) Panama City, Fla.—Granted app. to change ERP to vis. 500 kw, aur. 50 kw; change HAAT to 438.38 ft.; replace ant., and change TL. Action May 15.
- WOOD (ch. 55) Amsterdam, N.Y.—Granted app. to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to

### Summary of broadcasting as of Feb. 25, 1985

Service	On Air	CP's	Total *
Commercial AM	4,718	170	4,888
Commercial FM	3,875	418	4,293
Educational FM	1,231	173	1,404
Total Radio	9,824	761	10,585
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	401	222	623
Educational VHF TV	114	3	117
Educational UHF TV	186	25	211
Total TV	1,241	273	1,514
VHF LPTV	242	74	316
UHF LPTV	141	136	277
Total LPTV	383	210	593
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

731 ft., and change TL. Action May 13.

■ \*WNED-TV (ch. 17) Buffalo, N.Y.—Granted app. to change ERP to vis. 2,500 kw, aur. 250 kw; change HAAT to 1,076 ft., and change TL. Action May 12.

## In Contest

*Review board made following decision:*

■ Frisco, Calif. (Timberline Broadcasting, et al.) FM proceeding. Granted joint petitions for settlement agreement by Timberline, Ann Penny Ogden, Aural Communications Inc., Z-Comm Corp. and Old Pioneer Broadcasting Corp. and dismissed apps. of Timberline, Aural, Z-Comm and Old Pioneer; granted amended app. of Ogden for new FM station at Frisco, and terminated proceeding. By order, May 13.

*ALJ Joseph P. Gonzalez made following decisions:*

■ Minneapolis (Vision Broadcasting Corp., et al.) TV proceeding. Granted Vision Broadcasting's motion and enlarged issues against Jean Turner Goins to determine misrepresentation of facts with respect to statements concerning involvement of her son in another TV proceeding. By MO&O, May 7.

■ Bethlehem, Pa. (Ashford Communications, et al.) TV proceeding. By separate orders: granted requests by Ashford Communications and Houghton Television and dismissed their apps. with prejudice. By orders, May 9.

■ McMinnville, Tenn. (Warren County Broadcaster and Underwood Enterprises Inc.) TV proceeding. Granted War-

ren County's request and dismissed its app. with prejudice. Underwood's app. remains in hearing status. By order, May 13.

*ALJ Edward J. Kuhlmann made following decisions:*

■ Anchorage (David A. Rawley Jr., et al.) FM proceeding. Granted motion by Arctic Broadcasting Association and dismissed its app. with prejudice and granted Alaska Northwest Ltd.'s petition and added transmitter site availability issue against MAT-SU Broadcasting Co. By MO&O, May 12.

■ Strasburg, Va. (Frank R. Kulisky, et al.) FM proceeding. Granted joint petitions for settlement agreement by Frank R. Kulisky, Leigh Sandoz Leverrier and Kathy G. Root and dismissed apps. of Kulisky and Root with prejudice; granted app. of Leverrier for new FM station at Strasburg, and terminated proceeding. By MO&O, May 8.

*ALJ Walter C. Miller made following decision:*

■ Grundy, Va. (Tookland Pentecostal Church and Crescendo Communications) TV proceeding. Granted Tookland's petition and added failure-to-file issue against Crescendo. By MO&O, May 7.

*ALJ Richard L. Sippel made following decision:*

■ Billings, Mont. (Mark L. Wodlinger, et al.) TV proceeding. Granted Southeast Montana Broadcasting Inc.'s motion and dismissed its app. with prejudice. By order, May 13.

*ALJ Joseph Stirmer made following decision:*

■ Little Rock, Ark. (Leininger-Geddes Partnership, et al.) TV proceeding. Granted Leininger-Geddes' petition and added false signature and false certification issues against Magnolia Communications. By MO&O, May 8.

## Call Letters

### Applications

Call	Sought by
	<b>Existing AM's</b>
KFLT	KGLR Family Life Broadcasting System Inc., Tucson, Ariz.
KFXX	KFLT Tucson Wireless Ltd., Tucson, Ariz.

### Existing FM

KLTP	KSAY Marcom of Quad Cities Ltd., Clinton, Iowa
------	--

### Grants

Call	Assigned to
	<b>New AM</b>
KUIP	International Broadcast Consultants Inc., Gardnerville, Nev.

### New FM's

*WJDT	Jefferson Davis State Jr. College, Brewton, Ala.
KBAO	Barnco, Onawa, Iowa
*KMBB	Montana Educational Broadcasting Foundation, Helena, Mont.
WMIH	Metrocomco Inc., Gorham, N.H.
*KPAO	Patricia Ann Silva Educational Broadcasting Foundation, Eugene, Ore.
WXOO	Perry S. Smith, Selmer, Tenn.
*KPDR	Wheeler Educational Broadcasting Foundation, Wheeler, Tex.
*KSVD	Joy Educational Broadcasting Foundation, Kennewick, Wash.

### Existing AM's

KTLD	KRDZ Grand Lake Broadcasting Inc., Granby, Colo.
WTPO	WCGA WCGA-AM Inc., Conyers, Ga.
WCMD	WXTR Charles County Broadcasting Inc., La Plata, Md.
KSNE	WWTC Metropolitan Radio Inc., Minneapolis
KWIC	KIEZ Pyle Communications of Beaumont Inc., Beaumont, Tex.
KTMP	KLVR Creek Broadcasting Corp., Herber City, Utah

### Existing FM's

KZUL-FM	KNDD Hill Broadcasting Inc., Lake Havasu City, Ariz.
KNX-FM	KKHR CBS Inc., Los Angeles
WRHT	WMBJ Radio Thomasville Inc., Morehead City, N.C.
WXXP	WWCL Empire Media Corp., New Kensington, Pa.
KWIC-FM	KWIC Pyle Communications of Beaumont Inc., Beaumont, Tex.
KERB-FM	KGRA KERB Broadcasting Inc., Kermit, Tex.
WGLY-FM	WTIJ Harvest Broadcasting Inc., Waterbury, Vt.

### Existing TV's

WTLJ	WMKT Miami Valley Christian Television Inc., Muskegon, Mich.
WNWO-TV	WDHO-TV WDHO Associates, Toledo, Ohio

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## RADIO

### HELP WANTED MANAGEMENT

**General sales manager.** Aggressive AM/ FM is looking for a GSM that is capable of becoming GM quickly. Must be a leader, streetfighter and ARB wise. Be able to plan and deliver results. Send detailed resume, salary history to Box D-82.

**Minn. med market FM** needs an aggressive sales manager for a market leading station. You must be able to hire, motivate, and help set up sales promotions along with carrying a list. Pay starts at \$30,000 plus. Box D-109.

**Winning track sales manager** for suburban Chicago AM/ FM. Healthy package and challenge for experienced on-street leader. You direct sales staff your way and enjoy pay-off. Stimulating environment. Call Dean Phelps, 815-459-7000. EOE/M/F.

**General manager:** Carolina country station needs sales-minded GM to produce results and build winning team. Growing group operator. Compensation includes equity participation. Replies confidential. Letter, resume, and references to Box E-8.

**Vice President:** Station ad sales/operations. Six station low/full power television group, Washington, D.C. headquarters. Prefer radio management/sales background, television experience helpful but not mandatory. 703-893-3151.

**Management staff:** Two 10Kw AM inspirational stations Southeast on air soon. Husband & wife team strongly considered. Write Vernon H. Baker, Box 889, Blacksburg, VA 24060. EEO.

### HELP WANTED SALES

**Sales position:** If you are presently employed and you are an aggressive street fighter but desire to make a change to the beautiful Central Valley of California, we have an excellent list with great potential waiting for you. Call 209-268-8801. M/F EOE.

**Southern California:** Top 100. Easy Listening station in California's fastest growing city is seeking a professional salesperson with background in direct and agency sales. Salary plus commission, established accounts, expenses plus other benefits. Contact Steve Katomski, KGFM, Box 260, Bakersfield, CA 93302. 805-842-5436. EOE.

**Are you ready to move up?** Small market AE's who know the basics and can sell ideas and concepts wanted by Midwest and New England station(s). Learn more while you earn more. Rush confidential resume, provable income for 1st qtr. 86' - Sell us. Box D-121.

**Radio leader** in growth market seeks goal oriented over-achiever for lucrative career opportunity in sales. Submit resumes in confidence to KCOL AM/ FM Box 1339, Fort Collins, CO 80522. No phone calls please. EOE.

**Account executives:** Group operator looking for sales professionals to join winning team in medium South-eastern market. Replies confidential. Letter, resume, and references to Box E-10.

**General sales manager:** Team leader needed to build #3 to #1 revenue producer in medium Southeastern market. Strong sales and management skills. Chance for advancement within group operation. Replies confidential. Letter, resume, and references to Box E-9.

**Sales manager** needed for one of Vermont's finest stations. Good pay and benefits for the right person and room to grow as we do. Also adding to sales staff. Send resume to Tom Beardsley, WDEV, Box 550, Waterbury, VT 05676.

**WKHT Hartford, Connecticut,** seeks professional salesperson, ready to move into major market sales. Salary plus commission. Resume to Micheal Schaus, sales manager, WKHT Radio, 257 E. Center Street, Manchester, CT 06040. EOE.

**#1 rated major market AM/FM combo** needs a professional promotion/marketing director. Must know Country format. Send resumes to Box E-4. EOE.

**WKJN, Baton Rouge** has immediate opening for experienced salesperson. Established list for aggressive individual. Great working conditions, excellent perk package. Send resume to GSM, WKJN-FM, 3029 S. Sherwood Forest Blvd., Suite 200, Baton Rouge, LA 70816, or call today, 504-292-9556.

**Broadcast group seeks salespersons.** Must have agency and retail sales experience. Positions in NY metro, PA and New England markets. Send resume to Larry Miller, Box 357, Glen Oaks, NY 11004.

### HELP WANTED ANNOUNCERS

**Top N.E. market:** morning person for "lite" AC. No comics, rockers or golden voices. Voice must be compatible to lite format with ability to communicate in word economy. No calls. Tape and resume to Roslin Radio productions, 509 Madison Ave., New York, NY 10022, Attn: Marvin Roslin. EOE/ MF

**May-June grads,** first job opportunity. Automated AM/FM news/production announcer. Tape/resume: Box 188, Waverly, NY 14892.

**Super Northeast small city MOR** seeks bright copywriter/producer/announcer. Must have two years professional experience. Send T&R to Rick, WBRK, 100 North Street, Pittsfield, MA 01201. EOE.

**We'll pay big bucks** for great CHR morning man to blow market apart! We're number one and wanna stay there. Show prep and good production are musts. Send cassette and resume now to: Walt Speck, PD, 95 Triple X, Box 9530, South Burlington, VT 05401.

### HELP WANTED TECHNICAL

**Chief engineer:** Top 100 West AM-FM. Must be experienced in all areas of maintenance and repairs. Salary commensurate with experience. Contact Lindy Williams, engineering director, Lotus Communications Corp. 213-461-8225.

**Radio engineers,** all levels of experience needed for Keymarket Communications. Send resumes and references to Keymarket Communications, Director of Engineering, 804 Carolina Ave., North Augusta, SC 29841. EEO.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Operations/ program director** for 24 hour Christian AM eastern North Carolina. Come grow with us! 301-747-0592.

**Talented copywriter wanted.** Hit Radio 100, KOKU-FM, number one in the market on the tropical island of Guam, is looking for a premiere professional. We want an ideal individual to write copy, ramrod production, and work on station marketing in all media. We need a team player who likes to write--and write well. DO YOU SELL NUMBERS? Hit Radio 100, is looking for an account executive who knows more than selling. We want someone who knows the value of service and can deal with demographics and CPM. Fifteen percent commission with guaranteed base means unlimited potential. We want someone who can close the sale when the client says "NO". Send resume to Ernie Galito, General Manager, Hit Radio 100, 530 W. O'Brien Dr., Agana, Guam 96910.

**Program director:** For KUNM, an NPR and APR affiliate. Develops and implements station format, evaluates program offerings, supervises programing staff, coordinates regular audience research activities. Requires B.A. with three years radio experience including work as producer and supervisor, knowledge of audience research techniques. Letter of application, resume and three references to: Personnel, University of New Mexico, 1717 Roma, N.E., Albuquerque, NM 87131 by June 15, 1986. EOE/AA.

**Executive secretary.** VP/GM of AM/FM combo needs executive secretary with excellent skills and administrative abilities. 75+ typing. Send resume and salary requirements to: General Manager, 4646 40th Street, N.W., Third Floor, Washington, D.C. 20016. No phone calls. EOE, M/F.

### SITUATIONS WANTED MANAGEMENT

**Vice President of sales** seeks similar position with growing Northeastern group. I am a top trainer, motivator and want to lead by example, that means carrying a list of my own. Box D-58.

**Experienced, profit minded, sales-oriented manager** wants to relocate in Florida. All offers considered. I will do it your way and be successful. Box D-81.

**Experienced working general mgr.** seeks position in FM/ AM station with potential for buy-in and ownership. Future purchase or participation a must! Contact Ted Smith, 97 Rt. 202, Suffern, NY 10901. 914-357-9425 or 914-356-7060.

**Problem stations.** Could you use an additional \$30,000 per month? 18 year management, sales, programming pro seeks challenging small market GM opportunity. Give your station a professional edge. Box D-120.

**Successful top 100 general manager** seeks advancement. 15 years radio, 10 years management. Mid 30s, family man with great track record: Profits, programing and people. Box D-105.

**Successful manager.** Strong leader with excellent track record and references. Well versed in all phases of radio. Three jobs in last 20 years and presently employed. Experience includes sales manager of daily newspaper. Box D-123.

**Problems?** Let semi-retired manager help. 40-years small/ medium market experience. Modest costs. Interim management, consultancy, sales direction. Write Box 33, Hastings, NE 68901.

**Currently employed very successful under top 100** market general manager seeking a new challenge in a top 100 market as general manager. Experienced in turnaround situations. Very hard worker, tremendous people skills, and an aggressive ability to exceed. Very well-versed in all phases/areas of the radio business. Box E-12.

**AM problem solver.** Solid performer with top references. Innovative thinker with new solutions to difficult market/competitive situations. Experience includes AM stand alones, combinations. Excellent people skills; especially effective in sales recruiting, training, management. Special interest in "earn in" or other entrepreneurial opportunities. Box E-3.

**17 year pro** looking for administrative sales slot within growth orientated system. Yield and inventory control a strong suit. West Coast agency background. Latest assignment involved developing retail/direct, utilizing national vendor and co-op dollars. 714-630-7156.

### SITUATIONS WANTED SALES

**Top producer.** Sales pro. Solid record in sales and management. Looking for new opportunities. Prefer management but will consider any high potential situation. Box E-2.

**Mid-Atlantic sales management/account executive** position sought. Ten years in radio, including top 40 market experience. Excellent promotions and sales packages, plus strategic ideas. Family man seeking stability and security. 704-568-3531.

### SITUATIONS WANTED ANNOUNCERS

**Call me!** Need a change, no future here. Can do production, and more than time and temp. Will relocate anywhere. After 3 CDT. Mark, 915-697-0948.

**Over one year "on-air" experience MOR, MYL, AC.** Looking for fulltime within 500 miles of NYC. Call me today, see you tomorrow. Ed, 518-842-7044.

**Available immediately!** Ohio, nearby state. Previous part time experience-training. Any format. Doug, 419-387-7761, evenings.

**Ambitious young radio broadcaster** wants you! News, sports, PBP, superior production skills. Confident on-air and on the beat. For hard work and hustle call Pete, 804-746-0108 after 5:00 PM.

**Attention Tennessee!** This 13 year veteran of successful country radio wants to settle with my family in the volunteer state. Excellent track record and experience as a drive time air personality, programmer, music director and sales. All offers considered. Box E-1.

#### SITUATIONS WANTED NEWS

**25 year pro** seeks position in serious broadcast news operation. Phone 217-546-4158.

**The best fresh sports voice** in America is too good to keep on the farm...and my boss knows it! Call Barry, 802-885-9428. Or call my boss, Frank, 802-885-4555.

**News/public affairs.** Former news announcer, news & public affairs director, seeks a return to radio after eight years in advertising account management. In news I've done it all including a hitch with the traveling White House Press Corps for Mutual News. In public affairs, I hosted a weekly talk show and would consider such exclusive responsibilities should the offer be substantive. Serious, long term offers only. Dan, 585 W. Duarte Rd #17, Arcadia, CA 91006.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Assistant program director:** Afternoon drive from highly successful WEZC. Charlotte seeks position as program director 16 yr pro Steve Sutton, 404-479-4145.

**Seeking active partnership.** Small market, Northeast/Southeast. Mention money first letter. Box D-114.

**PD/music director:** 6 years announcing. Ready to advance. Trained in management. Light rock, AC preferred. Small/medium market. Jim, 615-896-4271.

#### MISCELLANEOUS

**Radio station owners/managers.** Do you need or want additional billing in '86-'87? Marketing Success Formulas can sell new clients and significantly increase your station revenue! To determine how much, run through this simple exercise: Ave. local unit rate \$ x \$300 = \$ x15 = \$ x4 = \$ (If either of your last two answers represents a figure that will help, we should talk today.) For market availability and information call extension #3 (1-800-44MSF44 (in Indiana call collect 1-219-484-9383

## TELEVISION

#### HELP WANTED MANAGEMENT

**General sales manager** for group-owned Midwest small market affiliate. Requires background in local and national TV sales, plus strong leadership and organizational skills. Quality location, excellent benefits. Send complete resume to Ed Hutchings, Vice President - General Manager, KTTCC Television, Inc., 601 1st Ave SW, Rochester, MN 55902. EOE.

**Director of development.** WEDU-TV, Tampa, Florida seeks creative person to direct Development Department including auction, program underwriting, planned giving, special events, travel club. Proven record in marketing, fund raising, sales; skill in oral & written communications; departmental leadership and supervision essential. Knowledge of public television helpful. Resume, including desired salary range to General Manager, WEDU-TV, P.O. Box 4033, Tampa, FL 33677-4033. Deadline June 20. Equal opportunity employer.

**General sales manager** for group owned medium market affiliate. Requires strong hands-on leadership and organizational skills. Great opportunity for aggressive motivated professional. Send complete resume to Box E-14. EOE.

**National sales manager:** KNTV, the ABC affiliate in San Jose, CA has an excellent opportunity for a highly-motivated, challenge oriented individual who possesses strong leadership and organizational skills. Should have a good background in national sales. Send resume to: Marty Edelman, GSM, KNTV, 645 Park Avenue, San Jose, CA 95110. No phone calls. EOE/MF.

#### HELP WANTED SALES

**Syndication sales persons** wanted to sell syndicated television retail automobile package featuring unique personality. New package but proven tremendously successful in two medium and major markets. Reputable firm with track record. High commissions paid to right individuals. Seeking motivated sales persons with experience, VHS or Beta portable tape machines. Big commission checks, most markets open at this time. Send letter to Good Advertising, Inc. Communications Arts Building, Box 400, Olney, MD 20832.

**Account executive:** WJKS-TV NBC, Jacksonville, Florida needs a heavyweight sales person to handle major account list, minimum of three years of electronic media sales. Must have a proven record of excellence and possess a thorough knowledge of all aspects pertaining to television spot sales. Send resume to Ernest E. Rhyné, Local Sales Manager, PO Box 17000, Jacksonville, FL 32216. A Media General station, equal opportunity employer.

**Orlando independent** seeks account executive with successful track record. Must be highly motivated and hard worker. Minimum of two years experience. \$50K plus potential. Contact Wayne Crossdell, LSM, WMOD-TV43, 5125 Adanson St., Ste. 650, Orlando, FL, 32804. Tel. 305-628-4043.

**Local-regional sales manager:** Midwest CBS affiliate seeks a creative, self-motivator with the skills & desire to lead a young, aggressive sales team. If you possess a proven track record and can demonstrate a leadership role in TV sales, send resume & salary requirements to GM, KOAM-TV, P.O. Box 659, Pittsburg, KS 66762. EOE.

**Top job, top money, top 25** We're looking for an aggressive, energetic, personable salesperson to take over one of our best lists and make it better. We're going to pay top dollar to someone exceptional who'd find it challenging to move to a strong station in a strong market to demonstrate their selling skills and management potential. We've got good people for you to work with and good people to work for. Send resume and references to a first-rate VHF affiliate with first-rate group ownership in an attractive top 25 Eastern market. EOE/ MF. Send replies to Box D-122.

**Local account executive,** 59th market NBC affiliate. Minimum of three years television sales. Resume and track record to John Mansker, Local/regional sales manager, KSNW-TV, P.O. Box 333, Wichita, KS 67201.

**Major Midwest NBC affiliate** seeks account executive with minimum of 3 years station experience. Major list available for qualified person. Growth market; growth station; growth opportunity. Send resumes to Local Sales Manager, WCMH-TV P.O. Box 4, Columbus, OH 43216. EOE.

**TV account executive:** KSTP-TV, Minneapolis/St. Paul, is seeking an aggressive, self-motivated individual for a local sales position. Applicant should have television sales experience, a clear understanding of what is involved in generating new/vendor business. A strong grasp for the rating services is essential. Please submit resumes, including references, to: Pat Niekamp, Local Sales Manager, KSTP-TV, 3415 University Avenue, St. Paul, MN 55114. Equal opportunity employer. MF.

#### HELP WANTED ANNOUNCERS

**#1 market broadcaster** looking for host/hostess with on-camera experience. Must have personality plus and a strong ability to interview (background in journalism preferred) Submit picture and resume by June 6, 1986. Box E-11. An equal opportunity employer.

#### HELP WANTED TECHNICAL

**Maintenance engineer:** Telemation Productions/ Chicago has two immediate openings due to retirement and advancement. Applicants should possess a minimum of 5 years maintenance experience with all types of studio equipment. Equipment includes: CMX 3400 editors, Ampex ADO, Ikegami cameras, Utah-Scientific routing, Aurora computer graphics, 4 camera/3 VTR remote truck. Interested persons should contact: John W. Gebhard, Chief Engineer, Telemation Productions, Glenview, IL 60025, 1-800-323-1256.

**Chief engineer:** For small market ABC affiliate in resort area. UHF transmitter and microwave experience along with supervisory and maintenance experience. Studio upgrading in progress. Send resume and salary requirements to Michael Khouri, WGTU/ WGTG, 201 East Front Street, Traverse City, MI 49684.

**Maintenance engineer** for Los Angeles production facility and UHF independent. Ability to troubleshoot state of the art equipment to the component level. Excellent opportunity in friendly, professional environment. Compensation based on experience. Send resume to: Steve Glickman, Director of Engineering, KSCI-TV, 1954 Cotner Ave., Los Angeles, CA 90025. No phone calls please.

**Electronic technician wanted:** Studio chief engineer wanted at WOWK-TV, Huntington, WV, to be responsible for maintenance of studio equipment and supervision of studio technicians. Heavy electronic equipment maintenance and repair background required. Salary plus profit sharing, retirement plan, excellent benefits package. Please write to General Manager, WOWK-TV, 555 Television Center, P.O. Box 13, Huntington, WV 25706-0013. An equal opportunity employer.

**Maintenance engineer** for expanding educational television station. Two year degree in electronics and at least two years experience in troubleshooting and repair of 2", 1" and 3/4" tape machines, TBCs, switchers, microwave and transmitting equipment. Must work independently. Send resume to Dave Burgess, DOE, WVPT, Harrisonburg, VA 22801, equal opportunity employer.

**9th market independent** seeks transmitter/ maintenance engineers. 3-5 years experience desired. Send resume to Robert Thurber, Director of Engineering, Hill Broadcasting, 12276 Wilkins Avenue, Rockville, MD 20852. An equal opportunity employer.

**Operating engineer.** WFSB, a Post-Newsweek station, seeking engineer experienced in the operation of teleproduction equipment such as 3/4" editing equipment, camera, videotape, audio and video switching. Technical degree and/ or FCC license preferred. Resume to: Personnel Department, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Immediate opening for assistant chief engineer.** Must have component level knowledge of AF-RF-Engineering, digital studio and transmitter. Contact Jim Lockerd at 405-355-7000.

**Chief television engineer.** University offers outstanding opportunity for chief engineer to oversee technical operations of new, state-of-the-art video facility. You will supervise engineering for multi-camera production, cable and satellite television operations; and equipment specification, installation and maintenance. You'll manage our full time engineering staff. Salary \$28,000 - \$32,000. Requires 3 - 5 years television engineering experience, including maintenance and staff supervision, design of television systems and knowledge of digital and satellite technologies. For more information, call Fred Hurst, Director, TV Services, 316-689-3575. To apply, send resume and letter of application by June 23, 1986 to: Fred Hurst, Media Resources Center, Wichita State University, Wichita, KS 67208. WSU is an equal opportunity/affirmative action employer.

**Maintenance engineer:** Immediate opening, must have FCC General License, 2 or 4 year degree in electronics and/or minimum 2 years experience in repair and maintenance of broadcast equipment; 1", 2", and 3/4"; video and audio systems; ENG and microwave. TV transmitter experience preferred. Resume to Chief Engineer, WNYT-TV, Viacom Broadcasting, P.O. Box 4035, Albany, NY 12204. EOE.

**Needed immediately:** studio and transmitter engineering technicians to work in Eastcoast television station/production house. Send resumes to Box E-6.

**Director of technical services.** New engineering management position for growing broadcast and non-broadcast operation. 28 sites statewide. Outstanding staff. Great family and recreation location. Requires appropriate degree and experience and strong planning, communications and interpersonal skills. Reply by June 16, 1986 to D. Haarsager, GM, KWSU Radio-TV Services, Pullman, WA 99164-2530. Washington State University is an AA/EEO employer.

#### HELP WANTED NEWS

**Assignment editor/producer.** Medium market station looking for person who knows the value of a hard news story to supervise a motivated staff that includes a Washington bureau. The right person will also produce the 5:00 news show. No air work. Two years experience preferred. Tape and resume to Alres Hendershott, WIFR-TV, P.O. Box 123, Rockford, IL, 61105. No phone calls. EOE.

**Producer to take charge** of two major daily newscasts. Strong writer with firm organizational skills a must. One year experience needed to produce visually exciting newscasts and to deal with a high powered professional staff. Resume, news philosophy, salary requirements and three references to: Jim Bennett, News Director WINK-TV, PO Box 1060, Fort Myers, FL 33902. Absolutely no phone calls and only non-returnable tapes accepted.

**Weekend anchor/reporter:** Complement male anchor for station on the move in very competitive market. ENG reporting and editing experience necessary. Send resumes. Box D-107.

**News producer.** Immediate opening for bright, aggressive, innovative, well-organized producer capable of developing meaningful, competitive, tightly-timed newscasts. Send resume and salary history to Box D-131. EOE.

**News director/anchor** small market, sunbelt-CBS affiliate. We're looking for organizational abilities, enthusiasm, the ability to lead young, aggressive news staff. Experience in previous situations as assistant news director, weekend/late block anchor - participatory knowledge of all aspects of news/ sports/ weather function sought. This is a chance to build a team, grow and gain experience for future moves. Send resume and demo tape to: Robert Horton, General Manager, P.O. Box 5185, Meridian, MS 39301.

**Assistant news director for #1 NBC affiliate.** TV journalist, creative, organized, who can anchor and produce quality look. Leadership opportunity. Three years minimum experience. Write GM, KIFI-TV, P.O. Box 2148, Idaho Falls, ID 83401. EOE.

**Reporters needed.** Dedicated broadcast journalists, capable of shooting, editing own pieces. Degree in Communications/Journalism required. Statewide network, net affil., rebuilding news operation in medium Midwest market. We are a teaching shop with a major market approach. Letter, resume, writing samples and references to Box E-13.

**News director.** WTOG-TV is accepting applications for the position of TV News Director. Applicants are required to have a minimum of 5 years experience in television news. A Journalism degree or degree in Broadcast Communications is desirable. Applicants must have experience as either a news director, assistant news director, or executive news producer. This person must be capable of staffing, organizing, managing a small, yet efficient news dept. The person's knowledge of equipment, production techniques and budgets are especially important. However, most important will be the person's desire, hands-on leadership ability, and strong team spirit. Resumes only. No phone calls accepted. Reply to: Edward Aiken, General Manager, WTOG-TV, P.O. Box 20144, St. Petersburg, FL 33742. EEO/M/F.

**South Florida affiliate** needs creative photographer/reporter combination. Must edit and have "live" experience. Resume tapes to TV-20 3719, Central Ave. Fort Myers, FL 33901. No phone calls.

**NC capital news bureau.** Experienced reporter-photographer to operate Triangle news bureau in Raleigh, North Carolina, with live microwave network. Send tape, resume to Mr. Roy Hardee, News Director, WNCN-TV, Box 898, Greenville, NC 27834. Phone 919-756-3180. EOE.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production manager:** Top 100 CBS affiliate seeks take charge type to manage a progressive commercial production unit. Organizational skills a top priority. Send resume and salary requirements to Box D-78. EOE/M/F.

**Northwest CBS affiliate** seeks creative, innovative commercial director. Ability to direct field/ post production and news a must. Minimum two years experience as a commercial director. Send resume and tape to Scott Blair, Operations Manager, KREM-TV, 4103 South Regal, Spokane, WA 99203. No calls, please. EOE/ MF.

**Program director.** Burlington, Vermont ABC affiliate seeks experienced program director. Requires people management, analysis of ratings, and excellent negotiating skills. Send resume to Bill Bradley, WVNY-TV, Box 22, Burlington, VT 05402.

**Producers:** Broadcast group seeks successful program producers familiar with magazine, specials, documentary and talk formats. 5-10 years minimum broadcasting experience. Strong background in field, remote and studio production. The producers we're looking for are proven leaders with strong people skills. If you are creative, energetic and committed and you want to make good television come alive in major markets, send us your business history and career goals to Box E-7. EOE.

**Producer.** Great opportunity under the sun. The Weather Channel national cable network seeks qualified person to produce weather related news features, educational features, commercials. Must be creative, highly organized, excellent writer. Need ability to direct talent and crew. Requires Bachelor's degree, minimum two years professional producing, field producing, or news reporting experience. Send resume to Production Manager, The Weather Channel, 2840 Mt. Wilkinson Parkway, Atlanta, GA 30339.

**Creative services director:** Manage creative staff for a 26 person video firm. Prefer 5 years experience in video or broadcast. Strong in budgets & time management. People skills. Sales/product training a plus. Send resume and salary requirements to Custom Video Communications, P.O. Box 11723, Fort Wayne, IN 46860.

**We're adding two videotape operators** to our staff. Minimum one year commercial TV experience. News tape experience, FCC General license preferred. Send resume-salary requirements to: Latham Hamner, C.E., WPTF-TV, Box 1511, Raleigh, NC 27602. No calls. EOE.

#### SITUATIONS WANTED MANAGEMENT

**Cable TV GM/ regional manager** seeking move to MSO where practical experience in franchising, governmental relations, customer service and marketing can be put to use for benefit of all concerned. Call Walt, 213-466-0290.

**Television production/ programing.** Diversified experience in directing, executive producer, operation/ production management (extensive management and finance) and sales in commercial and public broadcasting. Box D-112.

**Chief engineer,** effective leader can straighten union problems without confrontation and improve productivity. 20 years television experience, studios & transmitters. Your confidence will be honored. Box D-124.

#### SITUATIONS WANTED ANNOUNCERS

**If your TV station needs** a talk show host with personality, glamour and style. Call Debbie. I'm eager to relocate and experienced in TV and radio. 412-378-3520.

#### SITUATIONS WANTED TECHNICAL

**Maintenance engineer.** B/M engineer 34, FCC 1st, A.S. electronics, Sony school. Desires engineer position in TV station or postproduction company. Al Chaney, PO Box 3413, El Centro, CA 92243. 619-355-2789.

**Experienced technician** desires television entry maintenance. Strong troubleshooter, digital, and microcomputer electronics. H. Roedell 8163 Avery, Indianapolis, IN 46268.

**TV operations engineer** needs a change and challenge. 2 1/2 years in cable, 3 1/2 years in commercial TV. Energy and ideas for you. Call me now at 701-293-5379.

#### SITUATIONS WANTED NEWS

**Weathercaster:** Currently employed, 7 years experience. AMS Member (seal eligible) NWA Certified. Award winning. Great references. Seeks either number 1 or 2 position, no reporting. Reply in confidence. Box D-94.

**TV meteorologist position sought.** Creative, outgoing University of Chicago student graduating June 14 with TV experience in meteorology. Call Rick Sandler, 312-955-9316.

**Sportscaster:** I eat, breathe and sleep sports and will probably die someday from sports. I've got heart and 5 years radio sports exp. Want swift transition into TV. All markets considered. Have video w/ anchor and field work. Call Fred, 803-583-4661.

**Twenty year media vet** seeks anchor/ news director combo in small to medium market. Background includes ten years anchoring and major graduate school journalism instructing. Seth Michaels. 312-266-6217.

**Black female.** 4 years on-air experience. Reporting and anchoring. Currently in 35th market. Good looks. Excellent delivery. Aggressive. Hard working. Super digger! Please leave message. 219-980-9241.

**Young sportscaster** with extensive radio and newspaper experience will trade talent, knowledge and hard work for TV opportunity anywhere. Available today. John, 704-545-3433.

**News or sports.** Excellent writing and organizational skills with attention to detail. One year radio experience, degree. After 4, 717-838-6076.

#### SITUATIONS WANTED PROGRAMMING PRODUCTION & OTHERS

**Experienced editor:** All formats, great with clients. Lost of creativity, ideas and technical ability. Dave, 518-393-9987.

#### MISCELLANEOUS

**National Directory** of Television News Directors. Indispensable for job hunting. Send \$19.95 to: JD Associates, Box 3654, Richmond VA, 23235.

**Primo People:** The News Director's best friend when it's time to fill a talent or management position. Top quality people available now. Contact Steve Porricelli or Jackie Roe, Box 116, Old Greenwich, CT 06870 203-637-3653.

## ALLIED FIELDS

#### HELP WANTED INSTRUCTION

**Faculty position:** Radio/ TV instructor to teach Audio and Video Productions, Broadcast Copywriting, see ad preferred. Bachelor's degree plus experience considered. Apply by June 20, 1986 to: Dean of the College, Herkimer County Community College, Reservoir Road, Herkimer, NY 13350, AA' EOE.

**Assistant or Associate Professor** of Journalism, tenure-track position. To teach courses in mass media and media writing; to develop courses in broadcast news production. Four course teaching-load per semester, academic advising, committee service. Qualifications: Master's degree in a mass communications field required; Ph.D. preferred. Good writing skills and experience in broadcast news production required. Salary commensurate with qualifications and experience. Send letter of application, resume, and three letters of reference by July 21, 1986 to Gaynelle Pratt, Personnel Officer, Keene State College, Keene, NH 03431.

**Tenure track Assistant Professor** position, Department of Speech, Communication, & Theatre. Tenure track position for an assistant professor to direct theatre productions and supervise theatre lab. Will also teach acting, directing, introduction to theatre, and theatre management. In a few semesters the job will also involve some work in television production. The person must have a proven record of quality teaching and directing, professional experience, and a M.A. or M.F.A. is required in a an appropriate area. Send letter of intent, resume, and three current letters of recommendation and placement credentials by June 30, 1986, to Dr. Vernon Lapps, Search Committee Chairperson, Speech, Communications, and Theatre, South Hall, Mansfield University, Mansfield, PA 16933. Mansfield is an affirmative action, equal opportunity employer. Black persons and other minority persons are encouraged to apply.

**Professor/Associate/Assistant Professor.** Appointment date: August 25, 1986. Salary commensurate with qualifications. Summer teaching possible. Excellent fringe benefits. Ph.D. completed or in progress. Professional experience in commercial and/or public broadcasting required. Demonstrated interest in research necessary. College teaching and consulting experience highly desirable. Responsibilities: Teach graduate and undergraduate courses in Broadcasting such as programing, corporate/instructional broadcasting, new technologies, criticism, film, and related courses such as business communication. Advise students, participate in co-curricular activities, serve on faculty committees as appropriate. Application deadline: June 13, 1986. Address application, resume, transcripts, and three current letters of recommendation to: Dorothy R. Johnson, Chairman, Department of Speech, Marshall University, Huntington, WV 25701. EOE.

## HELP WANTED MANAGEMENT

**General manager** wanted for small, top flight video production facility in metro NY area. Post production, electronic graphics, and remote location equipment in place. Shooting, teleconferencing, and live performance space in planning stage. Applicant should be a person with extensive experience in facilities management, personnel supervision, and marketing who believes that quality service, technical impeccability, imagination, and human values are consistent with a strong bottom line. Palace Production Center, 29 N. Main St., S. Norwalk, CT 06854.

## HELP WANTED SALES

**Broadcast equipment sales manager:** Two positions available. LPTV-Translator, and High power UHF TV. Excellent salary and commissions. Live in Boulder or Denver. Contact Bill Kitchen, President, Television Technology, 303-465-4141.

## HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Telecine colorist.** Progressive teleproduction facility is seeking highly motivated colorist with excellent communication skills and a strong television background. Minimum two years experience in negative film-to-tape color correction is required. Must be handling skills are a must! Send resume to: Video Tape Associates, Tony Fox, Facility Manager, 2040 Sherman Street, Hollywood, FL 33020

## INSTRUCTIONAL SERVICES

**Radio sales school:** positions available, most complete available. 3 days \$250. 6/21-23, Results Radio, PO Box 851743, Richardson, TX 75085-1743.

## RADIO AND TV PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright 1962 World Wide Bingo, P.O. Box 2311, Littleton, CO 80122. 303-795-3288

**Attention radio stations:** Looking at Satcom 1R live call in program from New York. Free(barter)-Nighttime 8PM-2AM ET. Available live or tape delay; take all or parts. Featuring two of America's hottest talk show hosts. Consumer and issue oriented. To clear your market exclusively Call Michael. 212-586-5700.

## EMPLOYMENT SERVICES

**Let Media Marketing give your career** the winning edge. Confidential and personalized services. No placement fees. Attractive positions in television and radio. All levels, all market sizes. We also welcome station inquiries. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

## MISCELLANEOUS

**Professional resume services.** Complete resume preparation. Mailing services available. Call toll free anytime 1-800-6-CAREER. In PA, 215-433-4112.

**Attention station managers** and news directors! Media Marketing saves time and money with your personnel needs. Confidential, professional, and easily affordable services with guaranteed results. Television, radio, and production companies. Experienced and entry-level people. Single vacancies, as well as major reorganization. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603

## WANTED TO BUY EQUIPMENT

**Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters.** Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Instant cash-highest prices.** We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

**Wanted: used VHS 3/4", 1" and 2" videotapes.** Cash paid for all lengths. No defectives. Call Andy Carpel, 301-845-8888.

**Cash for used towers.** 800' minimum, recognized manufacturer, good condition. Call Larry Magnuson, 712-239-2100.

## FOR SALE EQUIPMENT

**AM and FM transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

**Complete FM station,** all equipment 1 year old. Harris 2.5K w/MS-15. Optimod. monitors. 3-bay ERI. Cable. 2 studios. EBS. Call M. Cooper/ Transcom 215-884-0888.

**AM & FM transmitters** 5kw FM Bauer 605B (1984), 5kw FM RCA 5E1 (1979), McMartin 3.5k (1981), Sinterionics 1.5 FM (1980), Collins & Gates 1 kw FMs "AM" Gates 5P2 (1966), ITA 5kw (1964), Harris SX1 (1983) Sparta SS1000 (1979), Collins, 820D1 (1972), RCA 1kw AM (1960), Gates & Collins 250W. Call Transcom 215-884-0888

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 404-324-1271

**RCA 30kw UHF transmitter.** Immediate delivery, good condition. Quality Media 404-324-1271.

**Silverline UHF transmitters** new, best price, latest technology, totally redundant. Bill Kitchen, Quality Media, 404-324-1271.

**New RCA 110kw UHF transmitter.** RCA closeout. Fast delivery. Price: \$550,000 - includes tubes. Bill Kitchen, Quality Media, 404-324-1271.

**New RCA TTG-30H Hi-band VHF transmitter.** RCA closeout. Fast delivery. Price: \$225,000. Bill Kitchen, Quality Media, 404-324-1271.

**New 10Kw AM transmitter:** Manufacturer over stocked. 90 day warranty \$29,000. Bill Kitchen, Quality Media, 404-324-1271.

**CCA 10Kw FM transmitter:** Completely rebuilt, new tubes, new exciter, tuned to your channel. \$14,000. Bill Kitchen, Quality Media, 404-324-1271.

**Quality broadcast equipment.** AM-FM-TV, new and used, buy and sell. Antennas, transmitters, VTRs, switchers, film chains, audio, etc. Trade with honest, reliable people. Call Ray LaRue, Custom Electronics Corp. 813-685-2938.

**118 AM-FM transmitters:** AM-50Kw, 10Kw, 5Kw, 2.5Kw, 1Kw, 500 watt, FM-25Kw, 20Kw, 10Kw, 5Kw, 3Kw & 1Kw. All our own inventory. BESCO Internacional 5946, Club Oaks Dr., Dallas, TX 75248. 214-630-3600.

**LA-cart automatic cassette playback system** Like new condition. Less than one year old. 3/4 inch decks with Fortel component processing \$85,000. John McNally, KWTW, 405-843-6641.

**Magnafax 1/4" tape duplicator** model TM-79-ft. Full track 5 place 60ips. New condition. \$5,500 or B.O. Call 915-268-3000.

**VR 1200 parts for sale,** includes head wheels, switches, and more. Negotiable. Please call 617-725-0814

**Tektronix:** New, save 25% on 1740, 528A-also-demo units; 528, 1420, 1470 sync/ test set. Save on TekSER border generator. Full blown. Video Brokers 305-851-4595.

**3 year old Moseley 505-C,** never failed, frequency 949 mhz, includes Coax & 2 Scala PR450u antenna. TFT FM EBS RCV tone decoder & generator. TFT Telco 7610-C remote control system, 10 channel. X-mitter end & 2 studio ends. Best offer over \$6,000. 904-824-0833.

**FM transmitters:** 25, 20, 15, 10, 5, 1, and .25Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497

**AM transmitters:** 50, 10, 5, 2.5, 1, .5, and .25Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**40Kw FM.** RCA 40-E complete with 2-20-Es, into combiner. 2 SS exciters. Total redundancy. Available in 30 days. On-air full time now. Mint condition. BESCO, 5946 Club Oaks Dr., Dallas, TX 75248. 214-630-3600. Telex 510-1011-588.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen, counter poise mesh. Ask for copper sales, 317-962-8596.

**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.

**Sony BVU-800:** Low time, very clean. Call Video Brokers, 305-851-4595.

**RCA TCR-100s available.** If you have one and need a back-up, these are perfect. Cost is low, call now! Also, 5000 serial number TR-600s with AE-600 editing. Beta equipment for sale. Slo-mo controllers for 1100/1100As. Quanta Q-7 C.G. Low cost on 3 NEC 8000 1" VTRs. Buy one - price is low, buy all three - price is very low. Call Media Concepts. 919-977-3600.

**3/4" evaluate 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. 801-845-8888 or toll free 800-238-4600.

**Sony BVH-2000:** w/TBC, looks new, 1-left save. Video Brokers, 305-851-4595.

**3-Sony BVH 1100A:** w/TBC-2000, DT head, full console, w/Tektronix 528, 1420, Conrac color monitor, low hours. Looks new. Video Brokers, 305-851-4595.

**Grass Valley:** 1600 - 3k w/edit interface, 3ME, DSK, Digital border generator. Full blown. Video Brokers, 305-851-4595.

## RADIO

### Help Wanted Announcers

**WHYT**  
power 96 fm

A Capital Cities/ABC, Inc Radio Station  
**6-10 PM Night Personality**

Join one of America's greatest CHR Radio Staffs! If you're ready to Rock the Motor City nites from 6-10, we'd love to hear from you! 3-5 years' medium/major market experience is necessary for this key on-air position.

Tapes & resumes to:

Gary Berkowitz, Operations Manager  
WHYT  
2100 Fisher Building  
Detroit, Michigan 48202

Capital Cities/ABC, Inc. is an equal opportunity employer

### Help Wanted Technical

## RADIO ENGINEERS

Greater Media, Inc is recruiting qualified radio engineers for current and future openings nationwide. Positions range from major market chiefs to suburban market entry level. Here's your opportunity to join an outstanding company which still does it right technically. Send resume and salary requirements to General Manager/Corporate Operations, Greater Media, Inc., P.O. Box 859, East Brunswick, N.J. 08816. An equal opportunity employer. M/F



**GREATER MEDIA, INC.**

EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER

## CHIEF ENGINEER

AM/FM, NY, NJ area seeks fulltime take-charge engineer experienced and well-versed FCC regulations. Send resume to Box D-133.

**Help Wanted Technical  
Continued**

**MAINTENANCE  
SUPERVISOR**

If you are a take-charge person with 5 or more years of experience in the maintenance of audio and radio frequency broadcast equipment, can organize a maintenance program, manage people and are ready to advance to the Maintenance Supervisor of a major market radio station please send us your resume.

Minimum qualifications include good interpersonal skills, a knowledge of digital and analog circuitry diagnosis, troubleshooting, alignment and repair of equipment including studio audio, STL, RPU and control circuitry, a valid FCC general telephone and auto drivers license are required

Qualified individuals are invited to send their resume to Personnel Department.



1440 Broadway  
New York, NY 10018  
An Equal Opportunity Employer

**FM CHIEF ENGINEER**

Major broadcast group seeks proven radio broadcast engineer with recent experience as chief for our south Florida facility. Resume and salary history in confidence to: Box D-80. EOE, M/F.

**Help Wanted Programing,  
Production, Others**



A Capital Cities/ABC, Inc Radio Station  
**Assistant Program Director/  
On Air Talent**

Detroit's number one radio station, 50,000 Watt WJR, is looking for an assistant program director with knowledge of full service radio, including news, personalities, talk, music & sports. Programing & AC/MOR on air experience, with the ability to work with top flight staff is essential.

Tapes and resumes to:  
Gary Berkowitz, Operations Manager  
WJR Radio  
2100 Fisher Building  
Detroit Michigan 48202  
Capital Cities/ABC, Inc is an equal opportunity employer

**Situations Wanted Management**

**VERSATILE BROADCAST PRO**

with experience in all phases of the business. 13 years in programing. 4 years in sales, past year as G.M Strong on turnaround and rebuilding situations. 36, married, stable, ready to grow with you. Let's talk about the future. Box E-5.

**VP & General Manager**

Black/urban professional. 19 years major markets. Excellent track record in sales, programing and administration. Write Box E-19.

**Situations Wanted Announcers**

- K-101 San Francisco - 9th to 1st, 25-54
- KLLS San Antonio - 14th to 1st 25-54
- BJ-105 Orlando - 5th to 1st. #1 5 of 6 Adult Demos.

Program Executive. Comercial Pilot- Aircraft Owner. On-Air Talent. Seeks New Challenge.

**801-943-4171  
BILL GARDNER**



**TELEVISION**

**Help Wanted Sales**

**GENERAL SALES MANAGER  
KYTV (NBC)**

The #2 NBC affiliate sign-on-/sign-off (Feb '86 Arbitron) needs GSM with prior GSM experience or National Sales background.

You inherit an excellent staff that needs leadership, experience, someone who works well with people and truly is a team player.

Send resumes to:

**Stan Pederson  
KYTV**

**P.O. Box 3500  
Springfield, MO 65808**

**Affirmative Action Employer**

**For Fast Action Use  
BROADCASTING'S  
Classified  
Advertising**

**Help Wanted Sales  
Continued**

**Television Account Executive**

Should have 2-3 years television sales experience with proven track record. Must have strong writing and verbal skills. College degree preferred. Please send resume to: Carrol Wolter, 7 Broadcast Plaza, Buffalo, NY 14202. No telephone contact please. EOE.

**Help Wanted Management**



**GENERAL  
MANAGER**

**DON'T APPLY IF  
YOU'RE NOT THE BEST**

ON-THE-MOVE NBC affiliate in top Megatrend, Sunbelt market needs a people motivator with a track record of successes in mid-size markets. We seek an aggressive, innovative, concerned and involved individual.

In return for your talent and proven ability, we offer an excellent salary and fringe benefits package along with a location that affords outstanding recreational advantages. For immediate consideration, send your resume to:

**Richard W. Roberts  
Director of Personnel  
MEDIA GENERAL BROADCAST GROUP  
817 E. Washington St.  
Tampa, FL 33602**

an equal opportunity employer m/f

**Help Wanted Technical**

**VIDEO SALES**

Representatives to market quality TVEquipment including Tektronix, Moseley, Lenco, Videotek, Ikegami, TFT, RFS, Conrac, etc. No relocation. Good opportunity for productive video sales person to increase earnings. Call National Television Systems, Co., US-800-531-5143, TX-800-252-8286.

**ASSISTANT  
ENGINEERING MANAGER  
FOR OPERATIONS  
WJLA-TV**

Our present Assistant has been promoted to Director of Engineering at another Allbritton station, making an excellent opportunity at WJLA for the right candidate. We are looking for a person with a solid technical background and a minimum of 5 years television operations experience. Equally important are good communications and motivational skills. Allbritton Communications company provides excellent benefits and challenging opportunities. Please send resume to John D. Tollefson, WJLA-TV, 4461 Connecticut Avenue, NW, Washington, DC 20008. EOE.

**REGIONAL SALES MANAGERS**

Comark Communications, Inc., a leading manufacturer and distributor of television broadcast transmitters and RF systems, is expanding its marketing efforts and now has openings for experienced, professional RF sales managers in several U.S. regions. Sound technical background and proven experience in RF system sales a must. These are full-time, salary-plus-bonus positions. Resumes only to:

Director of Marketing  
Comark Communications, Inc.  
P.O. Box 506  
Colmar, PA 18915

**Help Wanted News**



Group W Television, Inc. seeks **experienced news reporter/producer** to be based in Washington, DC for national news service. Five years experience in local or network level news is a must.

**Resume, demo tape and salary requirements to:**

Group W Television, Inc.  
1111 18th Street NW, 2nd floor  
Washington, DC 20036

**NO PHONE CALLS**

A DIVISION OF  
WESTINGHOUSE BROADCASTING  
AND CABLE, INC.

An Equal Opportunity Employer M/F

**TELEVISION STAFF ANNOUNCER**

Major market, network-owned television station seeks experienced staff announcer. Prior free lance or staff announcer experience preferred. Position requires highly versatile voice for following projects: news; programing, public service and promotion. Both female and male candidates will be considered. Please send resume to Box D-101. Equal opportunity employer, M/F.

**Help Wanted News  
Continued**

**TV ANNOUNCER TALENT**

Need experienced, on-camera male announcer talent for national direct response TV commercials. Perfect candidates will be from L.A. area, non-union, between ages 35-55 and excellent teleprompter readers! Previous anchor experience very helpful. Excellent fee and exposure for right people. Send resume and demo tape (with S.A.S.E.) to: Producer, P.O. Box 7000-F, Redondo Beach, CA 90277.

**ALLIED FIELDS**

**Radio Programing**



**Lum and Abner  
Are Back**

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737  
Jonesboro, Arkansas 72403 ■ 501.972-5884

**Help Wanted Programing,  
Production, Others**

**Miscellaneous**

**BRING YOUR BARTER  
PROJECTS TO THE PROS  
BUCHANAN & ASSOCIATES**

(714) 641-8100

**VENTURE CAPITAL  
DEBT FINANCING**

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

**VIDEO/AUDIO EDITOR**

Apply Your Creativity And Technical Expertise To Our  
Television Communications

Massachusetts Mutual, the nation's 11th largest life insurance company, provides financial security and protection for over 2.6 million Americans. This is an exciting career challenge for you IF--

- You've worked with Sony BVU 2000 1-inch tape format. You've had hands-on experience with a CMX-type editing system.
- You've a love of audio/video mixing and have experience operating a separate audio suite with SMPTE time code, music/narration mixing.
- You're perfectly at home with DVE, Grass Valley 1680 Chryon character generator.
- You're ready to direct all post-production in a brand-new, state-of-the-art audio-video facility for in-house motivational and training tapes, interactive video, and independent audio production...then



SPRINGFIELD—the "City In The Country", is within easy access to Boston, Hartford, Cape Cod, Tanglewood and the mountains of New Hampshire and Vermont. Situated near the Berkshire Mountains, the area offers a clean and relaxed atmosphere with attractive housing, fine schools, numerous colleges, and many recreational facilities.

We offer a competitive compensation package, exceptional comprehensive benefits which include a fitness center, flexible hours, medical and dental coverage and many on-site amenities. Send confidential resume and salary history to:

**Shirley S. Carpenter, Senior Employment Specialist,  
Dept. BrM6286.**

**MassMutual**

**Massachusetts Mutual Life Insurance Company**

1295 State Street Springfield, MA 01111-0001

An Equal Opportunity Employer M/F/H



If you're a Video Designer or Writer/Producer with a reel that can give us goose bumps, we have a real opportunity for you to give America goose bumps. Because you'll be working for Tribune Broadcasting, producing nationally syndicated promotional materials.

Send resume and reel, but don't call:

**Jim Ellis**  
**Tribune Broadcasting Company**  
**435 North Michigan Ave. Suite 1900,**  
**Chicago, IL 60611**



## DIRECTOR, PROGRAMMING OR PRODUCTION

A leading motion picture studio is actively seeking an experienced individual to supervise the development and production of television projects slated for the first-run marketplace. The individual would be a part of a small unit supervised by a Vice President in charge of this function.

Responsibilities for this key position include such tasks as reading and evaluating scripts, treatments and show concepts and dealing with outside vendors and edit houses; supervising titles, art, music and schedules, labor relations, program practice and legal clearances.

Ideally, the candidate will have had broad experience with a number of program types functioning as an executive producer, development director, a V.P. at a studio, program director or even as television station general manager.

Salary is commensurate with experience. Please send your resume, including salary history to:

**BOX E-17**

Equal Opportunity Employer

## ELECTRONICS ENGINEERS

Quantel, the leader in digital imaging is seeking electronics engineers for in-house identification of hardware problems and field service for both our East Coast and West Coast facilities.

The ideal candidate will possess in-depth knowledge of digital electronics in the broadcast, medical imaging, electron microscopy or print industries preferably with a BS.

The challenges of this position will encompass a continually evolving product line and a prime desire to provide the highest level of support to our customers.

If you enjoy a Company that can offer growth, stability and excitement of products that are unsurpassed in the industry, then we encourage you to consider Quantel — the ultimate in Digital Imaging.

*For more information contact - Kevin Prince at (203) 348-4104*

**QUANTEL**

## CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be working for you for a very low cost . . . and it reaches a most responsive audience.



# NATIONAL MARKETING MANAGER

## Industrial Color Camera Products

SONY Video Communications Products Division, a world leader in video technology, has an exciting opportunity for a technically competent, marketing professional with a thorough background in the industrial video industry.

Reporting to the Director, Marketing, you will be responsible for the development, formulation and implementation of National Marketing plans for industrial color cameras, black and white cameras and switcher marketing. You will also coordinate all trade shows, exhibits, promotional literature and advertising for this product line.

We require a thorough professional with a proven track record of accomplishment. Your background should include significant sales/marketing experience in a dealer or manufacturer of high-end color cameras as well as a strong technical background. A BSEE and advanced course-work in an MBA program is highly desirable.

For prompt consideration, please send your resume, along with current salary, in confidence to: HUMAN RESOURCES DEPT. M.V., SONY CORPORATION OF AMERICA, SONY DRIVE, MD 3-25, PARK RIDGE, NEW JERSEY 07656. We are pleased to be an equal opportunity employer M/F/H/V.



**SONY**  
THE ONE AND ONLY™

Help Wanted Sales

### BROADCAST EQUIPMENT SALES

Quantel, the leader in digital video imaging equipment, is seeking a dynamic, experienced sales professional for the position of Northwest District Sales Manager.

The ideal candidate should have a successful track record in capital equipment sales. Broadcast equipment sales background preferred.

We offer competitive compensation and benefits, as well as the opportunity to work for an exciting, innovative and progressive company.

If you are seeking a career with a company that is unsurpassed in the industry, then we encourage you to send your resume and salary history to:

Mr. David Dever, National Sales Manager, Quantel  
655 Washington Blvd., Suite 602 Stamford CT. 06901

Please mark the envelope "Private and Confidential"

**QUANTEL**

WE PLACE  
**TV and Video Engineers**  
COAST TO COAST

[All Levels, But Not Operators]  
ALL FEES PAID BY EMPLOYERS

Phone/Resume

### KEY SYSTEMS

479 Northampton Street  
Kingston, PA 18704

Phone Alan Kornish at  
**(717) 283-1041**

### RADIO PERSONNEL NEEDED

NATIONAL, the Nation's oldest exclusive Radio Personnel Placement Service, & acknowledged leader in radio placement is now in its sixth year of successful radioplacement. Over 3,000 radio stations have placed job orders with NATIONAL. NATIONAL receives a constant flow of job orders from stations coast to coast, in all size markets, for all on-air positions. If you are seriously seeking a move up, contact NATIONAL now. For complete confidential details including brochure & registration form, enclose \$1.00 P&H to:

**NATIONAL BROADCAST  
TALENT COORDINATORS  
DEPT. B., PO BOX 20551  
BIRMINGHAM, AL 35216  
205-822-9144-ACT NOW!**

### Wanted to Buy Stations

#### SMALL-MEDIUM MARKET

AM/FM combo or FM only property sought by experienced owner/operator team. Coastal locations between Carolinas and the Keys preferred, but our minds are open. All replies will be treated with confidence. Box D-108.

#### WANTED TO BUY COMBO OR FM

Southeast small market. Down payment and terms. Replies confidential. Bill Coleman, Coleman Broadcasting Co. 114 Circle Drive, Rocky Mount, NC 27804. 919-443-7870 after 5 pm.

### For Sale Stations

#### UPPER GREAT PLAINS

AM with Class C FM in medium market. Asking \$975,000 with terms. Contact Bill Lytle. 816-941-3733

 **CHAPMAN ASSOCIATES**  
nationwide media brokers

## For Sale Stations Continued

### ARIZONA:

Small market owner/operator opportunity. Class IVAM with Class C FM. Excellent equipment - \$150,000 down with unusually good terms. Price includes transmitter site real estate.

### CALIFORNIA:

Central Coast Regional 5Kw AM with Class B FM. Good ratings, billings and cash flow. \$2.3 million with 1/2 down includes studio and transmitter real estate.

### CALIFORNIA:

Dominant technical facilities in good growth market. Regional AM and Class B FM. \$1.75 million with \$500,000 down includes real property for both transmitters.

### COLORADO:

Regarded as one of the most attractive small markets in the West. AM Daytimer with good current business. \$500,000 with \$125,000 down. Includes transmitter real estate.

### OREGON:

Coastal Daytime AM with Class C FM. Excellent opportunity for right owner/operator. \$350,000 with \$100,000 down. Price includes AM real estate. Currently operating at break-even.

### WASHINGTON:

AM/FM combo serving dynamic central area. \$700,000 with \$100,000 down and unusually good terms.

Buyers must qualify financially before any information on listings is released.

**BILL EXLINE ANDY McCLURE**

*William A. Exline, Inc.*  
Media Brokers

4340 Redwood Highway  
Suite F-121  
San Rafael, CA 94903  
415-479-3484

Location	Size	Type	Price	Terms	Contact	Phone
AZ	Sm	AM/FM	\$1850K	\$450K	David LaFrance	(303) 234-0405
SE	Top 100	AM/FM	\$1200K	\$500K	Mitt Younts	(202) 822-8913
Plains	Metro	AM/FM	\$975K	Terms	Bill Lytle	(816) 941-3733
AZ	Sm	AM/FM	\$700K	Terms	Peter Stromquist	(818) 366-2554
VI	Med	FM	\$675K	\$75K	Randy Jeffrey	(305) 295-2572
OK	Med	FM	\$650K	\$180K	Bill Whitley	(214) 680-2807
Rky.Mtn.	Sm	AM/FM	\$550K	\$90K	Greg Merrill	(801) 753-8090
SW	Med	FM	\$450K	\$135K	Jim Mergen	(818) 366-2554
CO	Sm	AM	\$365K	\$100K	David LaFrance	(303) 234-0405
IA	Sm	FM	\$350K	\$75K	Bill Lytle	(816) 941-3733

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.



**CHAPMAN ASSOCIATES**  
nationwide media brokers

New Mexico  
Solid Combo. \$2.9 million

512/327-9570

**JAMAR RICE CO.**

110 Wild Basin Rd. # 245 • Austin, TX 78748

## NOTHING BEATS EXPERIENCE

\$300,000 to \$30,000,000



**JIM MOORE**  
DALLAS

George **MOORE**  
& Associates, Inc.

712 EXPRESSWAY TOWER ROUTE ONE - BOX 173  
DALLAS, TEXAS 75206 KENNETT, MISSOURI 63857  
(214) 361-8970 (314) 888-3224

### 1 KW SUBURBAN EVANSVILLE DAYTIMER

Located in Newburgh, Indiana (420,000 within 0.5 mv/m). Possibility for FM through Docket 80-90. Real estate included. Call Mr. Davis 812-853-7203.

### OHIO

Stand alone AM on the North Coast. Successful format has increased billings three times in last two years. Great opportunity to start your own broadcast company. Super location, super town, super price. Box D-132.

### SUNBELT

Class C FM which will be delivered with a CP to improve it to a full Class C facility. CP will go to 1,000 feet. One of only two FM stations in a market of 84,000 people. Number one in the market and available for \$1,250,000 with terms available. Contact Jay Bowles, Blackburn & Company at 404-892-4655.

### CLASS A FM

Class A FM located in small PA market. Asking price of \$450,000 CASH equals less than 2.5 times gross. Box D-102.

### CLASS C FM PRICED AT "STICK" VALUE

Outstanding opportunity to buy an ongoing station with excellent upside potential and no real risk. Owner needs qualified buyer who can see this midwestern opportunity and move quickly. Equipment in excellent condition. At \$1,500,000 the station is priced at the value of the license. Box E-20.

### NETWORK AFFILIATE TV

Two station medium market beautiful facilities in growth market.

Also, new radio listings starting at \$160K in small, medium and major markets, some offering owner financing. Call or write us for details.

**MITCHELL & ASSOCIATES**  
Media Brokers, Appraisers, Consultants  
John Mitchell or Joe Miot  
Box 1065 Shreveport, LA 71163  
318-868-5409



# R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

Separately owned AM and FM facilities may be purchased together as a combo to serve this top 125 market or individually. \$350,000 for the fulltime AM and \$550,000 for the Class Am Fm.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

## BOB KIMEL'S NEW ENGLAND MEDIA, INC.

### IMMEDIATELY PROFITABLE

This fulltime AM in a very attractive North east market is priced to sell. Run it yourself or keep the existing fine manager Station's present operation will support your debt service. Lots of growth potential. \$700,000 cash

8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

### MIDWEST AM/FM

Full power FM with AM companion offered at just over twice growth revenue 1986 projected revenue \$1,500,000, reconstructed cash flow should be \$400,000. Asking price of \$3,500,000 offers significant upside, and owner wants quiet qualified buyer who can move quickly. Excellent physical plant in a market with minimum competition. Box E-18

### GOOD DEAL!

Class A FM in resort area of upstate NY. \$200K, 25% down, favorable terms: includes real estate. Reply ASAP to Box E-15.

- AM/FM in west TN. Good multiples and real estate \$800,000. Terms
- FM plus 2 LPTVs SE TX. Same sales force for all three \$560,000, terms
- AM/FM south NY state. Bargain at \$1.75 million.

**Business Broker Associates**  
615-756-7635, 24 hours

### SUNBELT

Best AM/FM facility package in growing market of 200,000. Profitable, but underdeveloped. Good real estate in fantastic area. Available for under \$3 million, heavy cash required. Call Blackburn & Company, 202-331-9270

### MIDWESTERN COMBO

Small market Midwestern Class B FM with AM companion. Single station market. Will sell for \$1,250,000. Box D-103.

### 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.

### MISSISSIPPI FM 106.3

3Kw Stereo w/automation, leased tower space on 314' tower, on-air 1980, presently dark, absentee owner \$120k terms 110k cash. Write Harold Lardinois, 18501 Follett Drive, Waukesha, WI 53186. Phone 414-784-9188.

### Top-50 Market

Southeast fulltime AM, Class C1 FM with new equipment and tower in exclusive format. Turnaround opportunity with good upside potential. \$3,000,000 some terms. Box E-22.

### AMERICA'S HEARTLAND

Class C FM, full state-of-the-art equipment. Number one, profitable. Sound economy and growth area. Less than eight times cash flow.

Bill Brazzil Assoc. (305) 662-7501

### FOR SALE SE PENNSYLVANIA

500 watt AM daytimer with pre & post authority additional modest 24 hour authority. Excellent equipment and valuable real estate. Serving highest per capita fastest growth middle market. Unduplicated format and network affiliations. Price \$295,000—attractive terms. Serious buyers only. Box E-24

### PROFITABLE CLASS C FM TOP 100 SUNBELT MARKET

will be sold be individual during July 1986. For particulars, principals only send financial qualifications and references to Box E-23.

### FLORIDA AM MARKET

Profitable 1kw fulltime AM in 100,000 fantastic growth mkt. Gross \$240K. Price \$560K with \$140K down. Terms to qualified buyer only.

(919) 363-2891

(804) 758-4214

### CLASS 4 AM; TOP 50 MARKET

Sale by owners, full-time, 1,000 watts. Positive cash flow, strong sales. Valuable real estate included. Network affiliation and Cincinnati Reds. Priced for immediate sale. Principals only. A unique broadcast opportunity. Write Box D-72.

# 901/767-7980

**MILTON Q. FORD & ASSOCIATES**

**MEDIA BROKERS—APPRAISERS**

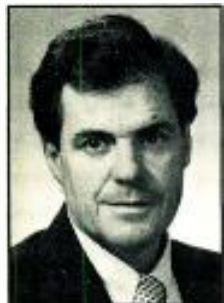
*"Specializing in Sunbelt Broadcast Properties"*

5050 Poplar • Suite 1135 • Memphis, TN 38157

# Fates & Fortunes

## Media

**John Curren Jr.**, director of sales, WSPA-TV Spartanburg, S.C., joins WNOL-TV New Orleans as VP and general manager.



Curren



Wideman

**Clark Wideman**, general manager, WEAU-TV Eau Claire, Wis., joins KTTC-TV Rochester, Minn., as VP and general manager.

**Geoffrey Hammond**, general manager, KOLT-AM Scottsbluff, Neb., joins KOIL-AM Omaha as VP and general manager.

**Robb Gray Jr.**, general sales manager, WGBA-TV Green Bay, Wis., joins WQRF-TV Rockford, Ill., as general manager.

**Ted Ferguson**, president, North American Communications Research, international broadcasting consultancy, joins KTAL-FM Shreveport, La., as general manager.

**Doug Whitman**, general manager, KKIX(FM) Fayetteville, Ark., named VP.

**Robert Peretic**, general sales manager, WNCT-TV Greenville, N.C., joins WFCT-TV Fayetteville, N.C., as assistant general manager and director of sales.

**Craig Bachman**, local sales manager, WSJT(TV) Vineland, N.J., named station manager.

**Ronald Sunderland**, VP, business affairs and contracts, ABC-TV, Los Angeles, named senior VP, business affairs and contracts, ABC network division, Capital Cities/ABC.

**Ginny Greer**, owner, Virginia Greer Bookkeeping, Nashville, joins WTMG(FM) Murfreesboro, Tenn., as business manager.

**Chris Kampmeier**, business manager, Orleans Inn, Salt Lake City, joins KMGR(FM) Orem, Utah, as business manager.

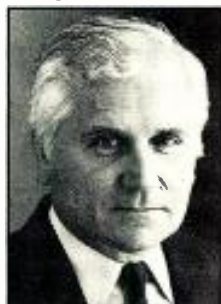
**Susan Hayes**, director of development, non-commercial WCNY-FM Syracuse, N.Y., joins non-commercial WNED-TV Buffalo, N.Y., as assistant director of development.

**Robert Howerton**, from development office, James Madison University, Harrisonburg, Va., named development director for university's noncommercial WMRA(AM) Harrisonburg.

**Brenda Craddock**, traffic manager, WXIX-TV Cincinnati, named business manager.

## Marketing

**John Hoyne**, president, Ted Bates International Group, and executive VP, Ted Bates Worldwide, New York, named to newly created position of vice chairman,



Hoyne



Light

chief administrative officer, Ted Bates Worldwide. **Larry Light**, executive VP, Ted Bates Advertising, New York, named president, Ted Bates International Group, and member of executive committee, and executive VP, Ted Bates Worldwide. Both Hoyne and Light remain members of board of Ted Bates Worldwide.

Named senior VP's, BBDO, New York: **Jane Brigati**, VP, director of research administration; **Les Margulis**, VP, associate media director; **Dave Robins**, VP, associate director of research, and **Lonny Strum**, VP, management supervisor.

**Larry Kopald**, creative director, Needham Harper Worldwide, Chicago, named VP.

**William Barrett**, VP, director of media services, Dentsu/Young & Rubicam, New York, joins Earle Palmer Brown Companies, Bethesda, Md., as executive VP, director of communications services. **Frank W. Becker**, media director, Earle Palmer Brown, named to newly created position of senior VP, corporate media director.

**Charles Austin**, account supervisor, Needham Harper Worldwide, Chicago, named VP.

**Candice Goodwin**, account service supervisor, Taylor Brown & Barnhill, Houston, named VP, account supervisor.

**Ronnie Greenfield**, advertising manager, Teleflora, Los Angeles, joins Tracy-Locke, Los Angeles, as VP, media director.

**Merritt Rose**, VP, advertising sales, Cox Cable, Atlanta, joins TeleRep, New York, as VP, general sales manager, lions stations.

Appointments, Select Radio Representatives: **Thomas Turner**, VP, Eastern regional manager, New York, to senior VP; **Andrea Rainey**, VP, marketing, New York, to senior VP; **James Forrer**, VP, Midwest regional manager, to senior VP; **Rick Fromme**, Southern regional manager, Dallas, to VP, and **Brian Robinson**, Western regional manager, San Francisco, to VP.

**Martin Buchanan**, creative group supervisor, Luckie & Forney Advertising, Birmingham, Ala., joins D'Arcy Masius Benton & Bowles, St. Louis, as art director.

**Jim Desrosier**, from Saatchi & Saatchi Compton, New York, joins HCM/NY there as account supervisor.

**Kellie Evans**, account executive, W.B. Doner & Co., Detroit, named senior account executive.

**Tom Tiernan**, VP, Detroit sales, Mutual Broadcasting System, Detroit, resigns to form Tiernan & Associates, sales and marketing company there.

**Henry Shine**, VP, Luckie & Forney, retires after 23 years.

**Karen Long**, graphic designer, Austin, Bernier & Calamia Advertising, Washington, named assistant art director.

**Louis Congelio**, writer-producer, Taylor, Brown & Barnhill, Houston, named VP.

**William Keller Jr.**, general manager, telemarketing division, Cable Adnet, Malvern, Pa., named manager, Cable Adnet-Philadelphia, Blue Bell, Pa.

**Shauri Wood**, account executive, KSCS(FM) Fort Worth, joins Major Market Radio as member of Dallas sales team.

**Charles Fleming Jr.**, from Katz Radio, New York, joins Blair Radio there as account executive.

**Leslie Marshall**, assistant account executive, Henry J. Kaufman & Associates, Washington, named account executive.

**Larry Schatz**, from WCBS-TV New York, joins All American Television there as sales executive.

**Polly Hahn**, network administrator, Blair Radio Networks, New York, named account executive.

**Dennis Kelly**, account executive, TeleRep, New York, joins KNMZ-TV Albuquerque, N.M., as director of sales.

**Austin Rigsbee**, part owner and general manager, WRBX(AM) Chapel Hill, N.C., until station's sale to Leathers Enterprises, named VP and general sales manager of station.



Hill

named VP, sales.

**Penny Taylor**, sales manager, KSTW-TV Seattle, joins KRPM-AM-FM there as general sales manager.

**Mike Brown**, from WAZS(AM) Summerville, S.C., joins WPAL(AM) Charleston, S.C., as general sales manager.

Appointments, WVRN-TV Richmond, Va.: **Dan Peltier**, regional sales manager, WXEX-TV Richmond, to sales manager; **Fred Vermeern**, from WXYZ-TV Green Bay, Wis.; **Rose Moots**, from WRVQ-FM Richmond; **Gaye Griffin** and **Nancy Larsen**, account executives, WTVR-FM Richmond, and **Sheila Spurlock**, from WRLH-TV Richmond, to account executives.

Appointments, WJR(AM)-WHYT(FM) Detroit: **Maureen Hathaway**, station manager, WHYT, named general sales manager, WJR; **Ron Douglas**, senior account executive, WHYT, to local sales manager of station, and **Michael Fezzey**, account executive, WJR, to retail sales manager, WJR-WHYT.

**Mae Watts Brown**, account executive, WLS-AM-FM Chicago, joins WJJD(AM)-WJMK(FM) there as manager, co-op activity.

**Mary Rankin**, senior executive, WAVA(FM) Washington, named sales manager.

**Patti Sidley-Middleton**, account executive, KXYX(FM) San Diego, named sales manager.

**Archie Goodbee**, assistant general manager and director of sales, WUSV-TV Albany, N.Y., joins WPRI-TV Providence, R.I., as national sales manager.

**Tim Gilbert**, from KUSA-TV Denver, joins KTSP-TV Phoenix as local sales manager.

**Tom McBee**, general manager-owner, KFFA(AM)-KCRI-FM Helena, Ark., joins Arkansas Radio Network, Little Rock, Ark., as local sales manager.

**Bill Lamb**, local sales manager, WKRN-TV Nashville, joins WSMV-TV there as sales-marketing representative.

**Greg Kingery**, account executive, WXIX-TV Cincinnati, named local sales manager. **Frankie Wagner**, part-time research director, WXIX-TV, named research director.

**Michael Barg**, from WEEI(AM) Boston, and **Edward Bayer**, from WAQX(AM) Syracuse, N.Y., join WINS(AM) New York as account executives.

**H.R. (Tad) Fogel**, president and general manager, WIHN(AM)-WGMB(FM) Georgetown, S.C., joins WBTW-TV Florence, S.C., as account executive.

**David Hainline**, from WMZQ-FM Washington, and **Wendy Schuler**, from Washington Federal, Washington, join WRQX(FM) Washington as members of sales staff.

**Nancy Shaw**, account executive, WLUP(FM) Chicago, joins WLS-TV Chicago as account executive.

**Joe Covelli**, recent graduate, University of Wisconsin, Madison, Wis., joins WMTV-TV Madison as account executive.

**Michael O'Brien**, territorial marketing manager, Hartford Insurance Group, Chicago, joins WTMJ-TV Milwaukee as account executive.

**Ben Wilson**, from KMJQ(FM) Houston, joins KHOU-TV there as account executive.

**Aileen Elliott**, from Republic Radio, Chicago, joins WLUP(FM) there as account executive.

**Marilyn Rangel**, from KTLA-TV Los Angeles, joins KTTV-TV there as local sales account executive.

**John Eskridge**, account executive, KQXT(FM) San Antonio, Tex., joins KTFM(FM) there in same capacity.

**John (J.J.) Smith**, account executive, KILT-AM-FM Houston, joins KLTR(FM) there as account executive.

**Gary Pala**, account executive, WSWR(FM) Shelby, Ohio, joins WDBO(AM) Orlando, Fla., as account executive.

**Nancy Marrero**, from WNFT-TV Jacksonville, Fla., joins WCIX-TV Miami as account executive.

**Laura Kulber**, account executive, Malrite Creative Services, Cleveland, joins WQAL-FM there as account executive.

## Programing

Appointments, MTV: Music Television, New York: **Steve Lawrence**, producer-director, long form, to senior producer-director, long form; **Joe Davola**, producer, long form, to senior producer, long form; **Vinnie Longobardo**, associate producer, long form, to producer, long form; **Debbie Leibling**, production coordinator, production management, and **Richard Zelachowski**, post production coordinator, long form, to associate producers, long form. **Roberta Koz**, account manager, Western region, MTV Networks, Los Angeles, named account executive, Western region. **Bruce Steinberg**, manager, affiliate sales and marketing, MTVN, New York, named director, affiliate market planning group.

Appointments, Lorimar-Telepictures: **Tom Byrnes**, VP, Eastern sales, Lorimar Television Distribution, New York, to VP, off-network Eastern sales; **Gust Theodore**, Midwest region sales manager, Chicago, to VP, off-network Midwestern sales, and **Ed Youngmark**, Western account executive, Lorimar Television Distribution, Los Angeles, to VP, off-network Western sales; **Jon Gilbert**, general attorney, labor relations department, West Coast, ABC, Los Angeles, to VP, labor relations there.



Fries

He will be based at Sunbelt's corporate offices in Colorado Springs. All Transtar programming will continue to originate from Los Angeles.

**Gary Fries**, president, broadcast division, Sunbelt Communications, based in Seattle at Sunbelt's KMG(FM), assumes additional responsibilities as president and chief operating officer of its Transtar Radio Networks, 24-hour satellite-delivered radio programming subsidiary.

**Peter DiPaola**, associate producer-director and manager, sports production, Home Box Office, New York, joins Capital Cities/ABC, New York, as program administrator, ABC Entertainment.

**Robert McCarthy**, senior counsel, MTV Networks Inc., New York, joins Viacom International there as counsel, communications, law department.

**Terrence Hustedt**, senior VP, finance and business affairs, international video division, RCA/Columbia Pictures, joins Walt Disney Pictures as VP, finance, Walt Disney Pictures and Touchstone Films.

**Barry Horowitz**, president, Linbar Apparel Group, Edison, N.J., joins Home Shopping Network, Clearwater, Fla., as director of merchandising and apparel and soft goods.

**Steve Abel**, VP, new technologies, video development group, BBDO, New York, joins Network Ventures Inc., television programming and marketing firm there, to develop programming for new television media, including home video and cable.

**Robert Lazarus**, affiliate marketing representative, The Disney Channel, New York, joins RKO Pictures there as national marketing manager, ancillary distribution.

**Michael Fleming**, manager, Western region, ESPN, Los Angeles, joins Playboy Distribution Co. there as VP, sales.

**Rich Cooper**, copy chief, The Disney Channel, Burbank, Calif., named manager, copy.

**Marjie Dale**, freelance reporter, joins Hospital Satellite Network there as producer and host of patient information programs.

**Jerry Birdwell**, director of programing, TVX Broadcast Group, Virginia Beach, Va., named VP, director of programing.

**Peter Kent**, production and creative services manager, WXEX-TV Richmond, Va., joins WXIX-TV Cincinnati as production manager. **David Ashbrock**, producer-director, WXIX-TV, named assistant production manager.

**Matt Clenott**, air personality and director of creative services, Satellite Music Network, joins WKTH(AM)-WGRD-FM Grand Rapids, Mich., as operations and program manager.

Appointments at WNSR(FM) (formerly WRFM(FM) New York) following format change from beautiful music to soft rock: **Dick Bartley**, host of *Solid Gold Saturday Night*, New York, assumes additional duties as morning drive personality for WNSR; **Bill Neil**, from WSN(FM) Philadelphia, to afternoon drive time personality, and **Art Tiller Jr.**, from WZGO(FM) Philadelphia, to music director.

**William Miller**, news director, noncommercial WMRA(FM) Harrisonburg, Va., named program director.

**Al Kirts**, instructional television producer, South Dakota Public Broadcasting, Vermillion, S.D., named director of programing.

**Phil Goodwin**, music director, WJMA(AM)-WVJZ(FM) Orange, Va., named program director. **Ken Pratt**, WVJZ, named music director.

**Frank Struzzi**, program acquisition manager, WSVN-TV Miami, retires after almost 30 years with station.

**Stu Collins**, from WMET(FM) Chicago, joins WJMK(FM) there as morning drive air personality.

## News and Public Affairs

Appointments, ABC News: **David Tabacoff**, producer, *World News Tonight*, New York, to director of national news coverage, ABC News; **Sally Holm**, producer, Richard Threlkeld's 'Status Reports' on *World News Tonight*, to senior producer *World News Tonight with Peter Jennings*.

**Richard Howard**, senior news producer, WSOC-TV Charlotte, N.C., joins WGGW-TV Springfield, Mass., as news director.

**Bob Cook**, reporter-producer, KTXL(TV) Sacramento, Calif., named news director.

**Phil Cook**, assistant news director, KCRL-TV Reno, joins KVEW-TV Kennewick, Wash., as news director.

**Suzanne Spurgeon**, producer, WOI-TV Ames, Iowa, joins CNN, Atlanta, as producer.

**Mark Thayer**, national cable executive and marketing manager, corporate sales, Western region, Associated Press, Los Angeles, named broadcast executive, south Texas.

**Charles Shutt**, director of operations, Hearst Corp.'s King Features Syndicate-TV, Los Angeles, named general manager, Hearst Metrotone News.

**Susan Farkas**, freelance producer, joins NBC News, New York, as field producer, 1986.

**Bob Moon**, morning drive anchor, AP Network News, Washington, named White House correspondent.

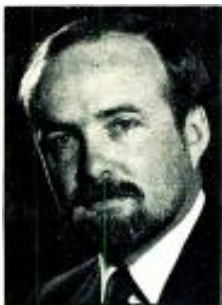
**Gary Jenkins**, from WGGW-TV Springfield, Mass., joins WTNH-TV New Haven, Conn., as morning anchor.

**Carolyn Wettstone**, reporter, WEHT(TV) Evansville, Ind., joins WOC-TV Davenport, Iowa, as reporter. **Jim O'Connell**, news photographer, KCRG-TV Cedar Rapids, Iowa, joins WOC-TV as news photographer.

**Becky Oliver**, from WEEK-TV Peoria, Ill., joins KTSP-TV Phoenix as general assignment reporter.

**Rich Knight**, meteorologist, WKJG-TV Fort Wayne, Ind., named director of meteorological services.

## Technology



Flanagan

**Stephen Flanagan**, director of engineering, Post-Newsweek Stations, based at WJXT(TV) Jacksonville, Fla., named VP, engineering, overseeing its four television stations: WJXT, WFSB(TV) Hartford, Conn.; WPLG(TV) Miami, and WDIV(TV) Detroit.

Artel Communications, Worcester, Mass., has been restructured into two divisions:

communications systems division, which develops and markets point-to-point products for broadcast and computer graphics applications, and network systems division, responsible for development of fiber optic, broadband LAN (local area network). In restructuring, **Tad Witkowitz**, president and chief executive officer, Artel, will head network systems group, and **Carl Heeder**, chief financial officer of Artel, will head communications systems group.

**Wilbur Meier**, dean of engineering, Pennsylvania State University, member of board of directors, C-Cor electronics, State College, Pa., named corporate secretary for C-Cor.

**Rick Morris**, chief engineer, KZKC-TV Kansas City, Mo., named VP.

## Promotion and PR

**Fritz Jellinghaus**, senior VP, Ruder Finn & Rotman, New York, joins M Booth & Associates, public relations firm there, as senior VP.

**Sharon Yokoi**, advertising coordinator, KCBS-TV Los Angeles, joins Buena Vista Television, Burbank, Calif., as promotion coordinator.

**Sherry Hodge**, writer-producer, promotion department, WSOC-TV Charlotte, N.C., joins WNEV-TV Boston as senior producer, advertising and promotion department.

**Heidi Dove**, from PTL Network, Charlotte, N.C., joins WSOC-TV Charlotte, N.C., as news promotion writer-producer.

**Sallie Knowlton**, promotion manager, KEZI-TV Eugene, Ore., named director of promotion and public relations.

**Martin Raab**, from WCXI-AM-FM Detroit, joins WXYT(AM)-WNTM-FM there as promotion director.

**Gracelyn Brown**, promotion manager, KPDX(TV) Portland, Ore., joins WXIX-TV Cincinnati in same capacity.

**Neil Barry**, from WMXJ(FM) Pompano Beach, Fla., joins WSHE(FM) there as promotion director.

**Barbara Schmid**, producer-writer, WBZ-TV Boston, joins KMGH-TV Denver as creative director, news.

## Allied Fields

**Michael Berg**, senior associate general counsel, National Association of Broadcasters, Washington, joins Miller & Young law firm, Washington, as member of firm, specializing in communications.

**Thomas H. Wyman**, chairman and chief executive officer, CBS Inc., named chairman of board of trustees of Amherst College, Amherst, Mass. Wyman is 1951 graduate of Amherst.

**Jeffrey H. Olson**, associate, law firm of Goldberg & Spector, Washington, named member of firm, specializing in communications.

**Carolyn Hood**, senior sales assistant, Harrington, Righter & Parsons, New York, joins Arbitron Ratings Co. there as client service representative.

**Marvin Koslow**, senior VP, marketing services, Bristol-Myers, New York, elected president of World Federation of Advertisers, Toronto.

Named members of newly created executive committee, Arizona Cable Television Association, Phoenix: **Del Henry**, ACTA president, Times Mirror Cable; **Brian Shirk**, ACTA VP, Jones Intercable, and **Clay Blanco**, ACTA secretary-treasurer, Rogers Cable.

**Ken Thayer**, member of engineering staff, WIS-TV Columbia, S.C., named assistant chief engineer.

**Dale Bring**, director, Ohio Association of Broadcasters, Columbus, Ohio, named executive VP.

Elected officers, Associated Press Television-Radio Association of California-Nevada, Los Angeles: **Julie Christie**, KBAK-TV Bakersfield, Calif., president; **Stephanie Roberts**, KDWN(AM) Las Vegas, vice president; **John Palminteri**, KTMS(AM)-KHTY(FM) Santa Barbara, Calif., past president; **Rachel Ambrose**, AP, Los Angeles, secretary-treasurer.

**James Webster**, from University of Maryland, College Park, Md., joins Northwestern University, Evanston, Ill., as associate professor, department of radio-television.

Elected officers, New Mexico Broadcasters Association, Albuquerque: **Joe Carriere**, KBIM-TV Roswell and KCBD-TV Lubbock, Tex., president; **Kenny Kendrick**, KENN(AM)-KRWN(FM) Farmington, president-elect; **Art Schreiber**, KOB-AM-FM Albuquerque, treasurer.

Elected officers, Alpha Epsilon Rho, the National Broadcasting Society: **John Mackeron**, Towson State University, VP, professional development, and **Jamie Doergue**, University of Wisconsin, VP, regional development.

## Deaths

**Johnny O'Shields**, 62, retired co-founder and part owner of WOKS(AM) Columbus, Ga., died April 18 of cancer at DeKalb General hospital, Decatur, Ga. He also managed WNRJ(AM) Gainesville, Ga., in early 1970's. He is survived by his wife, Mary, who is VP and Atlanta manager of Southern Spot Sales, Raleigh, N.C.-based radio rep firm.

**Anne Austin Benton**, 67, veteran Atlanta advertising executive and most recently assistant manager, Atlanta office, Southern Spot Sales, Raleigh, N.C.-based radio rep firm, died of cancer May 20 at Piedmont hospital, Atlanta.

**Frank H. Forrester**, 67, veteran broadcast meteorologist and former public information officer, U.S. Geological Survey, died of self-inflicted gunshot wound to head May 21 at his home in McLean, Va. Death was ruled suicide. Forrester was with survey from 1962 to 1980. From 1960 to 1970, he was meteorologist for WRC-AM-TV Washington. He was meteorologist with WOR-TV New York in 1949-51, and with WJXT-TV Jacksonville, Fla., in 1957-60. He had been regular contributor of weather information to WMAL(AM) Washington. He is survived by his wife, Mary, and son.

## Morning becomes Pauley

In a business where news anchors are swept in and out with the tides, Jane Pauley can be said to be a fixture. It is a status she acquired while still young enough to enjoy it. The NBC-TV *Today* show she joined as co-anchor 10 years ago at the age of 25 has recovered the rating supremacy it had lost to its ABC-TV rival, *Good Morning America*.

Pauley has been called the grande dame of morning news. She and *Today* co-host, Bryant Gumbel, have been chosen as co-recipients of the International Radio and Television Society's 1986 "Broadcaster of the Year" award for having "significantly enhanced" the broadcasting industry—joining such past winners from the news field as Walter Cronkite, Barbara Walters and Ted Koppel. The *Washington Journalism Review's* second annual "Best in the Business" readers' poll ranked her second (behind Gumbel) among the morning network TV news interviewers—the first time, she says, that she was ranked among peers, male and female, instead of within "the best of the women's division." "Now that couldn't have happened 10 years ago," she says.

Pauley arrived at *Today* after only four years' experience in local news, where she learned the "nuts and bolts," first as a general assignment reporter, then as noon and later weekend anchor at WISH-TV, in her hometown of Indianapolis. Later she went to NBC-owned WMAQ-TV Chicago, where she was the first woman to co-anchor a regularly scheduled weeknight news program.

"In Indianapolis there were no producers. We were producers and writers and reporters and production value was a voice-over, 'B' reel, with a sound bite in the middle and a stand-up close. And that was as sexy as production ever got," she says, adding that she "learned a little bit more" about weaving together a story in Chicago.

It was in 1975, while she was at WMAQ-TV, that *Today* was doing a Bicentennial salute to Illinois from the station and needed a guest host to sit in for then *Today* co-anchor, Barbara Walters, who was flying back from covering President Ford in China. "Which explains why I, after only three months at WMAQ, filled in for Barbara Walters," Pauley says. "It was a rather lucky set of circumstances." It also put her "in some pretty serious company" when the time came to replace Walters, who went on to co-anchor ABC's evening news with Harry Reasoner.

When the young Chicago anchorwoman about six months later was asked "rather casually" by her news director to go to New York to fill in for Walters for three days, she says she had no idea she was among a handful of women being considered to replace Walters full time. It was not until her sister called her the night before the first show to say that "the Pittsburgh press said that Jane Pauley was one of five candidates being au-



JANE PAULEY TRUDEAU—CO-ANCHOR of NBC News's *Today* show; b. Oct. 31, 1950, Indianapolis; BA, Indiana University, Bloomington, 1972; administrative assistant, Indiana Democratic State Central Committee, Indianapolis, 1972; reporter, 1972, co-anchor midday news reports and anchor weekend news broadcasts, 1973-75, WISH-TV Indianapolis; co-anchor, weeknight news, WMAQ-TV Chicago 1975; co-anchor, *Today*, 1976; also writer and reporter on Sunday editions of *NBC Nightly News*, January 1980-April 1982; also co-anchored *Early Today* (now *NBC News at Sunrise*), July 1982-June 1983; present position since October 11, 1976; m. Garry Trudeau, June 14, 1980; children—Ross, 2, and Rachel, 2.

ditioned for Barbara's job" that Pauley found out. She was later called back to do *Today* for a week with Tom Brokaw that September and began the job in October. Says Richard Wald, now senior vice president of ABC News, but then an NBC executive, who selected Pauley at the time: "She was straightforward, intelligent, learned fast, and at a very early age had a whole lot of television skills that looked like they would get better."

Pauley says luck was a factor in her rapid rise. She entered broadcasting in the early 1970's, when FCC pressure was mounting to hire women. "The doors hadn't been open to women in broadcasting all that long. The pool wasn't that crowded," she says.

Pauley says that while she was "obviously earning my pay" during those early years, "there were also a lot of close calls." In the process she survived what she characterizes as the "Jane-Pauley-grows-up-beside-Tom-Brokaw" portion of her career. It was "certainly a blessing to a degree—a bit of a curse too, because Tom does cast a pretty broad shadow," she says. "But it was also the only way someone of my age and experience could have gotten away with it—to be anchored to someone with his credibility." Critical acceptance was a while in coming, she says, "probably until I had the good

sense to turn 30."

Says Steve Friedman, *Today's* executive producer, Pauley has grown into her job, "maturing" and "mastering the techniques of television." She is one of the "most natural broadcasters in television," he says, adding that in the past two or three years she has "just come into her own. . . I think what happened to Jane is that she's willing to risk the three's to get the 10's, and not settle for five's all along.

"I think for a long time people had no reason to notice Jane Pauley, one way or another," Pauley says. Then Gumbel replaced Brokaw, who left to anchor the evening news; Pauley married cartoonist and playwright Garry Trudeau and then she "very cleverly got pregnant with twins"—which "is good headline grabbing stuff," she says. People "had occasion to notice," she says, to take another look at the continuing female co-anchor of the morning news.

"I've always thought that part of the secret of my longevity," Pauley says, "was that I was never personally perceived as 'hot.' Broadcasting always has its golden boys and girls who are at the moment considered 'hot.' And as sure as you're hot, you're cold at some point," Pauley says. "In my case, I never was blessed by being the 'girl of the year.' But by the same token, I lasted.

"My career coincides with some pretty rough times at the network. And I'm happy to say that we have both survived beautifully and it was well worth the wait." Pauley thinks *Today* "may have some time here in first place." In addition to its anchor team having the "right demographics" for an increasingly younger audience and being "a member of the first-place [NBC] family," she says, "As Tom Brokaw might have put it—we're cooking on all burners now."

When she is not working, Pauley's life centers on her family. As the mother of twins ("I don't have babies, I have people—short ones"), and expecting her third child in late August, her days are full. Weekends, she says, "are chaos." Still, she recognizes the humor in taking care of two toddlers while preparing for interviews. One Sunday afternoon, she recalls, Trudeau was out of town and Pauley had not begun preparing for Monday's show. While wondering how she would do the homework yet to be done, the phone rang. "It was the office and I'm interviewing Vice President Bush in the morning. And I just started laughing. Here I am, this frazzled housewife, and I've got all this work to do, and I'm interviewing the Vice President in the morning. The absurdity of it just got me laughing, which I think was my saving grace. . . . But, yes, I turned around and interviewed the Vice President the next day."

What's next for Jane Pauley? "I hope a good long run in first place. . . . What could I do that would be more interesting than this job?"

**CBS** said last week it **has committed to third original late night entertainment series** next season—*Adderly*, about defiant young agent with secret intelligence agency produced by Jaygee Production in association with Orion Television. Casting to be announced shortly. *Adderly* joins *Crimeworld* and *Night Heat* as original late night series to air next season.

**ABC** said last week it **will rerun** its blockbuster mini-series from 1983-84 season, *Winds of War*, on Sept. 7,9,10,12,13 and 14 at 8-11 p.m. each night. Network also reported that **30-hour sequel, *War and Remembrance***, which will also star Robert Mitchum as Pug Henry, **has begun shooting** and will probably air in 1987-88 season. In sequel, Hart Bochner replaces Jan-Michael Vincent as Pug's son, Byron, and Jane Seymour replaces Ali McGraw as Byron's wife, Natalie.

**Gloria Monty Productions and Twentieth Century Fox Television** have signed long-term agreement to develop and co-produce movies, mini-series and series for all dayparts. Monty's new contract does not call specifically for work to be done for Fox Network. Monty, who has produced *General Hospital* for ABC for last six years, recently concluded prime time production agreement with ABC Entertainment, which calls for 10 hours of prime time development with guarantee for at least one prime time dramatic series. Twentieth Century Fox will co-produce programming delivered in ABC deal. Monty will continue to executive produce *General Hospital*. Gloria Monty Productions will be based on Fox lot, effective immediately.

**Journalists cautioned by government.** Administration spokesmen went to unusual lengths last week to attempt to restrict the volume of information pouring out of the trial of Ronald Pelton, the former National Security Agency employe who is accused of selling vital U.S. intelligence-gathering secrets to the Soviet Union. William Casey, head of the Central Intelligence Agency, and Lieutenant General William E. Odom, head of the National Security Agency, issued a statement on Wednesday evening, following the second day of the trial, in U.S. district court in Baltimore, cautioning journalists against reporting information beyond that released by the government. A day later, they followed up with a news conference, in which they sought to ease the tensions between government and press that have developed as a result of the trial. They were not, Casey said, "trying to rip up the First Amendment," as he said some critics in the media have complained. Still, the joint Case/Odom statement reflected the government's position.

It said that those reporting on the trial should be cautioned against "speculation and reporting details beyond the information actually released at trial," and added: "Such speculation, and additional facts, are not authorized disclosures and may cause substantial harm to the national security." A day later, a spokesman put the White House's imprimatur on the statement. Edward Djerejian, asked by reporters to state the White House position on the joint CIA-NSA statement, said it had been cleared by President Reagan's national security adviser, John Poindexter, and added: "We are in full agreement with the thrust of that statement. The bottom line," he said, "is reporting details beyond the information actually disclosed at trial. I focus you on that."

The statement did not go unremarked by some in the media. Larry Grossman, NBC News president, appeared to take exception to the implication that American journalists are not sufficiently concerned about national security. "The American press is aware of, and sensitive to, the need for national security," Grossman said in a statement. "Witness our coverage of the Iranian and Beirut hostage crises, the shuttle launch, and the U.S. air strike on Libya. There are some countries where speculation or analysis must be authorized by the government before it can be published or broadcast. That does not happen in a democracy, and our Constitution will not allow it to happen in the United States."

**CBS News** said last week that commentator Bill Moyers has been **granted interview with Warren Burger**, chief justice of U.S., that will air as hour-long special this summer (network is shooting for early July, but date is not firm). Prepared release said Burger interview "coincides with the year-long observance marking the 200th anniversary of the Constitution." CBS said it was third "extensive" interview it had snagged with Supreme Court justice, first with Hugo Black in 1968, other with William O. Douglas in 1972.

**Christian Science Monitor Syndicate** has purchased **wqtv(tv) Boston** from Wotv Inc. for **\$7.5 million**. Syndicate is owned by Boston-based Christian Science Church and headed by John H. Hoagland, manager of Christian Science Publishing Society, which publishes *The Christian Science Monitor*. Seller is subsidiary of Arlington Broadcast Group, headed by Byron Lasky. It owns **WTTO-TV** Birmingham, Ala., and **WCGV-TV** Milwaukee. Acquisition marks first foray into broadcast ownership for syndicate, although Monitor has been producing radio news shows since 1977. Last year, it expanded into public broadcasting with **MONITORADIO**, airing on American Public Radio affiliates, and soon after, began monthly television news program, syndicated in over 60 markets through Independent Network News. That show will be weekly starting July 4, with hopes of becoming daily next year. Station will continue as for-profit commercial operation—newspaper has operated at loss since 1961—although station turned its first profit in March. Hoagland said Monitor will selectively add its own news and features to the station's regular programming. Current staff will remain under direction of general manager Cliff Curley, former vice president of programming at **wcvb(tv) Boston**. Although *Monitor* is published in Boston, FCC approval is expected because *Monitor* is considered a national, not local, newspaper. **WQTV(TV)** is on channel 68 with 1,337 kw visual, 200 kw aural and antenna 870 feet above average terrain. Broker for sale was Blackburn & Co.

**Gannett Co.**, Arlington, Va., signed definitive agreement last week **to purchase KCMO(AM)-KBKC(FM) Kansas City, Mo.**, from Summit Communications, Winston-Salem, N.C.-based radio group operator, for \$11.2 million (BROADCASTING, May 26). Acquisition, which includes broadcast rights to Kansas City Chiefs football over **KCMO**, will bring number of Gannett-owned radio properties to 18.

**Seven Viacom shareholders filed suit against Carl Icahn** last week, accusing New York-based investor of greenmailing Viacom into repurchasing his 3.5 million shares (BROADCASTING, May 26). Suit filed in New York District Court for Southern District of New York, reportedly requests that Icahn give up 2.5 million in stock purchase warrants and \$10 million in advertising time on Viacom's media outlets. Complaint also reportedly requested treble damages of at least \$165 million, and that \$217 million cash payment to Icahn instead be put in trust with current benefits going to Viacom. Case is similar to one filed two years ago against Saul Steinberg, whose 11.1% stake in The Walt Disney Co. was bought back by company for \$325.3 million. Complex litigation and cross-litigation are still pending before California state court judge, who continues to restrict Steinberg's use of proceeds.

**FCC has refused to get back into franchise fee regulation business.** **Miami Cablevision** had requested commission to reinstate franchise fee provisions it had repealed after enactment of Cable Communications Policy Act of 1984. Statute sets franchise fee limit at 5% of cable system's gross revenues, and commission accepted congressional action as delivering it from need to referee fights between systems and franchise authorities. Commission, in rejecting Miami Cable's petition for partial reconsideration, rejected argument it was abdicating its statutory authority. Commission said Cable Act's provisions supersede franchise fee rules and congressional intent was to have franchise fee issues resolved through courts. In related matter, commission redefined "basic cable service" so as to eliminate reference to "must-carry" rule which was declared unconstitutional by U.S. Court of Appeals in Washington. New definition simply includes by specific reference those signals that previously had been given must carry status.



**ABC's of Saturday morning.** ABC has announced its new Saturday morning lineup for next season, featuring seven new shows, including the lead-off at 8 a.m., *The Wuzzles* (from Disney), which was on CBS last season. Wuzzles will replace *The Pink Panther & Sons*, which has been canceled. Also new, in the 8:30-9 a.m. slot, will be *The Care Bears Family* (Nelvana Ltd.) It will replace *The Littles* (ABC Entertainment with DIC Enterprises), which is moving to the 12:30-1 p.m. slot. At 9-10 a.m., the new *Flintstone Kids* (Hanna-Barbera Productions) will debut, replacing *The Bugs Bunny-Looney Tunes Comedy Hour*, which is being condensed into a new half-hour show called *The Bugs Bunny and Tweedy Show* (Warner Bros.), airing at 11-11:30 a.m. *The Real Ghost Busters* (Columbia Pictures, with DIC Enterprises Inc.) will debut at 10-10:30 a.m., replacing *Laff-a-Lympics*, which has been dropped. The new *Pound Puppies* (Hanna-Barbera) will debut at 10:30-11 a.m., replacing *Ewok and Droids Adventure Hour*, which is being retooled into a half-hour *All New Ewoks* (Lucasfilm) at 11:30-noon. *The New Ewoks* replaces *Superpowers Team: Galactic Guardians*, which has been axed. At noon the ABC Weekend Specials (ABC Entertainment) will return, followed by the rescheduled *Littles* at 12:30-1 p.m. *American Bandstand* (Dick Clark Productions) is being scaled back to a half-hour, and will air at 1-1:30 p.m.

**FCC cleared way for takeover of Group W Cable** (2.1 million subscribers) by consortium of cable MSO's, approving transfer of Group W's CARS licenses. In approving transfer, FCC **rejected petition to deny of Satcom Inc.**, small Montana cable operator. Satcom argued deal would result in unreasonably high levels of concentration within cable industry—nationally and in certain regions. Consortium includes Tele-Communications Inc., American Television & Communications, Comcast Corp., Daniels & Associates and Century Southwest Television Inc. With FCC approval out of way, TCI official said, closing is "imminent."

**State Department** last week expressed **satisfaction with status of U.S.-backed high-definition television studio system**, despite international failure to agree on technical proposal as recommended world standard at meeting of communications body CCIR in Yugoslavia last month (BROADCASTING, May 19). State Department's Richard Shrum, head of U.S. CCIR delegation, told reporters at briefing last Thursday of CCIR recognition of progress made in HDTV technology and called "significant" organization's attachment of proposed 1,125 line, 60 hertz technology to final report on HDTV, giving system status similar to that of NTSC and other world television systems. Shrum was also hopeful 1,125/60 system would receive favorable review at special interim meeting in late 1988 of CCIR's TV broadcasting study group, which would consider technical studies conducted in interim by Western European nations which asked for delay in proceedings. Although study group could not formally adopt any standard recommendation at that time, its conclusion, possibly favoring U.S. position, could build momentum for later development of 1,125/60 HDTV studio standard.

Matter concerning charges of intimidation leveled by **KNAB(AM) Burlington, Colo.**, against **campaign committee of House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.)** who's running for Senate may soon be settled. Station said Committee for Wirth attempted to "intimidate broadcasters from accepting political advertising critical" of Wirth's record (BROADCASTING, April 29). Letter sent from campaign committee to FCC responds to station's charges and denies that it asked for free air time under "Zapple" doctrine from KNAB. "We wish to state here that the committee is not now asserting a claim for time under the 'Zapple' doctrine. There is, therefore, no controversy between KNAB and the committee regarding the provision of response time under 'Zapple,'" letter said. Robert Baker, acting chief of FCC's Fairness and Political Programming Branch, said station has been contacted about letter but that agency has not heard whether it will drop complaint.

**FCC Common Carrier Bureau Chief Albert (Bert) Halprin criticized NBC News in letter** last week for broadcast of story on May 27 on its *NBC Nightly News* concerning telephone rate increases. Halprin charged report with creating impression "that is directly contrary to the facts." He refuted main thrust of story which he said implied "local telephone rates have risen to levels that many residential telephone subscribers, especially the elderly, cannot afford." Halprin said he hoped this represents "an isolated incident of careless journalism." In response, NBC News spokesman said, "we have complete confidence in Lisa Meyers and her report." But, he said NBC News management will review criticism cited in Halprin's letter.

**WJLA-TV Washington** assistant news director, **Penny Mickelbury, filed \$10-million racial and sexual discrimination suit against station** last week in D.C. Superior Court. According to Mickelbury's attorney, Patricia Gurne, of Washington-based firm of Jackson & Campbell, suit alleges Mickelbury was not considered and appointed to news director position "on account of her race and sex." Gurne said complaint also alleges station failed to consider her for position; failed to appoint her, and after station made its selection of Thomas Doerr as news director, "they removed most of her responsibilities as assistant news director." That action, suit claims, "was intended to harass, embarrass and humiliate Mickelbury and to coerce her into resigning." Named in suit, which asks for \$5-million compensatory damages and \$5-million punitive damages, are Allbritton Communications Inc. (parent company of WJLA-TV); Thomas Cookerly, WJLA-TV president and general manager, and Thomas Doerr, executive news director. Cookerly said through spokeswoman last week that station "is proud of our minority hiring record. We are in the top 5% in the country in minority hiring." He said also through spokeswoman that Mickelbury had "been in news management less than a year-and-a-half when Tom Doerr was selected. She didn't have as much experience as Tom." Mickelbury, who has been with station for eight years, said it is "her intention" to continue there. WJLA-TV spokeswoman also said Mickelbury would remain at station.

Nomination of **Patricia Diaz Dennis for FCC seat** will not come up for vote this week, June 3, in Senate Commerce Committee, as expected (BROADCASTING, May 26). Committee has postponed action on nomination until next week at earliest because of full agenda. However, delay also is being attributed to White House's failure to sign legislation reducing terms of five FCC commissioners from seven to five years. Senate Democrats are said to want at least commitment from White House that bill will be signed into law before vote takes place.

**It's official.** *Frances W. Preston, executive vice president and chief operating officer of Broadcast Music Inc., was named president and chief executive officer, replacing Ed Cramer, who is being retained as a consultant for the organization on legislation ("In Brief," May 26). Action was taken at a special BMI board of directors meeting in Denver last week.*

*Preston joined BMI in 1958 when she opened its Nashville office, which, under her guidance, has grown to become the organization's largest office outside New York. She was named a vice president for the Nashville office in 1964 and became senior vice president for performing rights in 1985. Last April, she was elevated to the post of executive vice president, taking on the day-to-day responsibilities of BMI's New York, Los Angeles and Nashville offices.*

*Preston said BMI's game plan will be to continue "maximizing income" from all areas. "When any agreement comes up, we will try to get the increase that is necessary to benefit our writers and publishers," she said. A replacement for Preston has not yet been named.*

*Cramer, who had been BMI president since 1968, said he will continue the fight against antiperforming rights legislation in Washington.*

# Editorials

## Summer reading

The attorney general's commission on pornography has forged its lance, which it would place in the hands of the FCC, federal and state law enforcement officials, or probably anyone else who would take it. Some of the dragons it has identified would look to others like windmills. Were the pornography commission's definition of obscenity to become the courts', no steamy network soap would be safe, nor perhaps would any number of diaper commercials.

Fortunately the report, which is said to include a graphic bibliography that is raising pulse rates around the government printing office, carries no more force than the advice of a well-meaning maiden aunt. Law enforcement agencies and state and federal courts are already in enough disarray on the subject of pornography without adding the Meese commission's findings to the muddle.

One of the commission's proposals is to enlarge a section of the criminal code that now prohibits the radio transmission of obscene or indecent material to include cable and satellite transmissions. At one time, communications lawyers would have regarded that as a sensible approach, if only to confine prosecutions to the federal courts where definitions of obscenity are usually crafted narrowly. Indeed that was the protection that broadcasters originally thought they had obtained when the section decades ago was moved out of the Communications Act, where the FCC could enforce it, and into the U.S. code and, it was presumed, the jurisdiction of the federal courts.

The Supreme Court's *Pacifica* decision of 1978 changed all that. In 5-to-4 decision, the court affirmed an FCC ruling that the code had been violated by the broadcast on the Pacifica Foundation's WBAK(FM) New York of a George Carlin recording containing profanity. The FCC described the broadcast as "patently offensive" although "not necessarily obscene." The court agreed that the First Amendment provided broadcasters with no protection in such a case. "Patently offensive, indecent material presented over the airwaves confronts the citizen, not only in public, but also in the privacy of the home, where the individual's right to be let alone plainly outweighs the First Amendment rights of the intruder," the court majority held. The language would seem to apply also to transmissions by cable and satellite.

The Meese commission also wants to eliminate what it sees as a contradiction between a section of the Cable Communications Policy Act of 1984 that prohibits the transmission of obscenity and another section prohibiting censorship of cable programming. A similar contradiction obtains between the antiobscenity provision of the criminal code and the section of the Communications Act of 1934 prohibiting censorship, but it caused no problem for the Supreme Court of 1978.

Let bad enough alone.

## Absentee owners

With its latest sale of broadcasting properties, \$1.85-billion worth of television stations to Lorimar-Telepictures (BROADCASTING, May 26), Kohlberg Kravis Roberts & Co. is almost out of the broadcasting business. KKR is left with VHF's in Asheville, N.C., and Toledo, Ohio, a UHF in Newark, N.J., and the U's satellite on Long Island. That portfolio is probably entered in KKR's computers in the column next to petty cash.

KKR's venture into broadcasting has been recent, but in its own way historic. The partnership set a record for the price paid (\$245 million) and price obtained (\$510 million) for a single

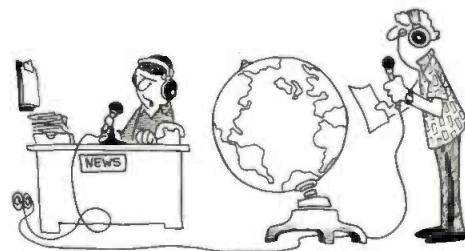
television station, and it performed the trick with the same station, the independent KTLA(TV) Los Angeles, in two years. In less than three years it has bought and sold nine other television properties, most in major markets. No attempt will be made here to enumerate its other buys and sells, most in its multibillion-dollar style, in fields beyond the compass of this page.

If KKR has become one of the major proprietors of broadcasting stations, however briefly, its principals remain unknown to the trade. The names of Jerome S. Kohlberg, Henry Kravis and George Roberts have yet to be seen by BROADCASTING on the lists of those attending any function related to the Fifth Estate. Clearly the general partners of KKR have larger matters on their minds, such as keeping in touch with the 34 institutions that were limited partners in KKR at the time KKR took over Storer last December. The institutions range from Aeneas Venture Corp. and BankAmerica Capital Investments Inc. to Yale University, with Bankers Trust; the government of Singapore; John Hancock Insurance Co.; the Mellon Bank as trustee for H.J. Heinz pension; the states of Michigan, Oregon and Washington for pension funds; U.S. Bancorp, and others of no smaller resources in the KKR corner. In company like that, the general partners of KKR have had little reason to sit through, say, a panel on radio station trading at a convention of the National Association of Broadcasters.

The question troubling broadcasters who have grown up in their own business and no other is whether the appearance of KKR's in the new and teeming marketplace will drain the business of its traditions and turn stations, as Tom Leahy of CBS worried before affiliates a couple of weeks ago, into "mere commodities to be traded as dispassionately and as fungibly as soy beans or cotton futures."

The guess here is that the danger, at least so far, is more apparent than real. By the testimony of Terry Lee, the Storer executive who stayed on to run its stations under KKR ownership, the group had "a great first quarter," meaning, presumably, that it kept its ratings—for which read public approval—up while keeping expenses down. It would only be bad business judgment for a KKR to let a business go to pot if it intended to sell it at a profit.

If any generalized lesson is to be learned from the KKR experience to date, it may be that broadcasting will be all right, no matter who owns the stock in it, as long as professional broadcasters are allowed to be in charge. Maybe it didn't matter that Jerry, Hank and George missed all those meetings.



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