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# Broadcasting Jun 30



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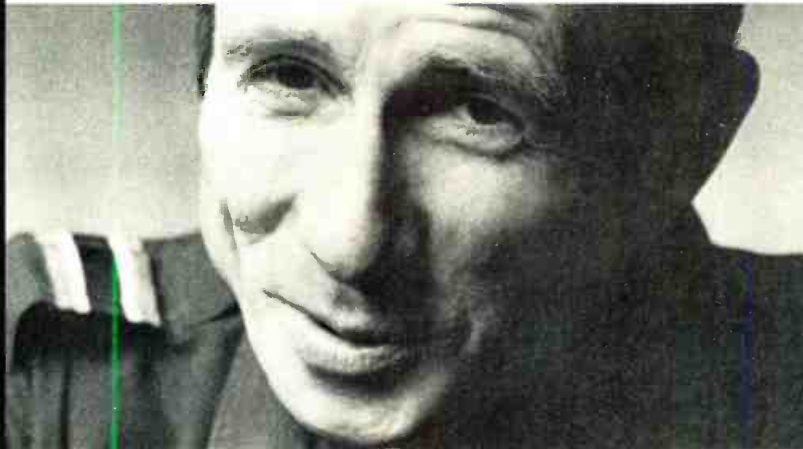
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# Broadcasting **Jun 30**

## The fallout from station flipping Coverage from CTAM Supreme Court hands journalists libel win

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## Connections

Among FCC Commissioner Patricia Diaz Dennis's key backers for post reportedly was Maureen Reagan, President's daughter. But former member of National Labor Relations Board told BROADCASTING that how she got FCC job she hadn't been seeking, and who had come to her support, were largely mysteries to her. "I got a call from presidential personnel asking if I was interested, and I thought about it, and said yes," she said. What's not mystery, she said, is how she got Vice President George Bush to swear her in for Democratic seat (see page 28). She just wrote Vice President and asked, she said. "It was a great honor, and I was very pleased he did it," she said. "It just shows what a wonderful country this is."

## How much is enough?

Some observers are wondering just how much more CBS stock Loews Corp. can buy before control of company is deemed to have changed hands and CBS is forced to break up its grandfathered radio-television combinations in Los Angeles, Chicago, New York and Philadelphia. Loews Corp. has collected 19.7% interest in CBS. There is no hard-and-fast rule as to what constitutes *de facto* control, and it's said that FCC is unlikely to rule on whether control has been transferred unless asked to.

## Blair LBO

Whichever tender offer for John Blair & Co. (see "In Brief") succeeds, no one should be surprised if victor spins off television representation business to division's management in leveraged buyout. At least one of two bidders has been approached by division's senior executives. LBO plan has been structured to work whatever decision is made by Capital Cities/ABC for future representation of that company's eight television stations in house or by Blair ("Top of the Week," June 16). Capacities has indicated it will spend next 20 to 50 days making decision, possibly waiting until after Blair takeover battle has been resolved.

## Spanish accents

Informed sources say reason Reliance Capital Group might consider parting with most profitable Blair division if it

gets Blair stock (see above) is that spoils Reliance seeks are Blair's Spanish television operations including WKAQ-TV San Juan, P.R., and programing and representation arm, Blair-Span. Same sources said Reliance may also be one of those making bid today, June 30, for Spanish-language television stations being sold by Spanish International Communications Corp. Activity in Puerto Rico marketplace also finds bidding taking place for WAPA-TV San Juan, whose owner, SFN Companies, has retained Henry Ansbacher Inc.

## Double feature

Oral arguments in two cases aimed at having FCC's fairness doctrine declared unconstitutional will be heard on same day in September in U.S. Court of Appeals in Washington, though exact day has yet to be set. Noted First Amendment lawyer Floyd Abrams will represent Meredith Corp. in seeking reversal of FCC decision that Meredith's WTVH(TV) Syracuse, N.Y., violated fairness doctrine in airing series of commercials on nuclear power. In other case, Timothy Dyk, counsel for CBS, will argue against dismissal of appeal that Radio-Television News Directors Association and other media groups have taken as result of commission's failure to repeal fairness doctrine following inquiry. Question is whether commission's decision was final, appealable order.

## Whole hog on half-inch

Matsushita will make major business announcement today (June 30). While officials at company's U.S. sales arm, Panasonic, refused comment last week, word is that firm will establish top-ranking broadcast entity built largely around its new family of half-inch M-II products. Move is part of contractual agreement with largest M-II customer, NBC, which completed \$50-million-plus deal to purchase gear on June 3 and has urged high profile for broadcast line within billion-dollar Japanese manufacturer. Matsushita, meanwhile, has been headhunting for figure to run newly established enterprise.

## Wider Worldnet

USIA, whose Worldnet television service has been transmitting news and information programing to Europe two hours in morning, five days each week for

little more than year, is planning to expand operation. Al Snyder, director of film and TV service, is talking of eight hours of programing daily, either in solid block or split between morning and afternoon schedules. Talk of expansion is fueled by growing audience: Snyder says 59 cable systems pick up signal from European Communications Satellite and transmit it into some 3.5 million homes. In addition, some television stations in Italy pick up and relay programing to their audiences.

## Laugh tracks

Aaron Spelling, producing his first sitcom in some time, starring Lucille Ball, and co-produced by her and her husband, Gary Morton, for fall premiere on ABC, says he will expand in comedy development. He is currently looking for sitcom producers and writers to join his company, hoping to cash in on current popularity of that program form. He's not unfamiliar with comedy production. In 1960's he produced *The Smothers Brothers Show* and several sitcoms in venture with Danny Thomas. Of late, Spelling has been better known for his action-adventure television programs and *Love Boat*, which was canceled by ABC in April, but which will be back next season in form of several two-hour specials.

## Voyage of Discovery

The Discovery Channel was as delighted with investment of four MSO's last week (see story, page 32) as it was frustrated last February when Chronicle Publishing backed out of deal to make major investment in network. Ed Allen, president of Western Communications, Chronicle's cable arm, said Chronicle's decision to stay away from Discovery stemmed from its belief that appeal of much Discovery programing was "too narrow" and from its desire to concentrate resources on core businesses—cable operation, broadcasting, newspaper publishing. At time it nixed Chronicle deal, it was also trying to extricate itself from costly involvement in Studioline.

Seeds of Discovery Channel's deal with MSO's were planted within weeks of Chronicle pull-out. With United Cable taking lead, according to one source, representatives of United, Group W, Newhouse and Tele-Communications Inc. met during NCTA convention in Dallas in March to discuss their involvement with Discovery. Cox was brought into deal later.



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# TORBET



**RADIO  
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**Current state of CTAM.** The Cable Television Administration and Marketing Society has progressed from "a small marketing-oriented group" begun in 1975 to a "multifocused organization" sharing ideas on marketing as well as operations and administration, CTAM President Charles Townsend told CTAM members gathered at Boston's Westin hotel last week (June 22-25).

Townsend said the cable group has taken steps in the past year to change its direction. It has focused, he said, on providing "better information," more local and national forums across the country and a leadership role in "encouraging and educating the cable industry."

With more than 25% of its membership involved in operations, CTAM hopes to become "a prime resource" for "more accurate and timely" marketing and management information, the cable executive said. Already, he added, CTAM has spent more than \$250,000 to develop a database and quarterly report to measure cable's marketing performance, has completed a customer service handbook and will soon release results of a Pay Research Project on "pay unit deterioration."

To help provide more forums for exchanging information, CTAM has formed a Rocky Mountain chapter, headed by Nimrod Kovacs of United Cable, and a mid-Atlantic chapter headed by Dean Gilbert of TKR Cable.

Also, for the first time, CTAM held a "case studies competition" in which almost 100 entrants provided examples of a marketing or operational "challenge," how the system "attacked the problem" and what the results were. Winners of the contest presented their studies during last week's workshops (see stories, 'Top of the Week').

Said Townsend of CTAM's new goals: "Clearly, the projects that we have embarked on are not short-term, quick-hit type strategies. The focus on better information, more forums and leadership are all long-term, long-run strategies."

Preston Padden said TCI's argument that "it is not a monopoly is premised on some very tenuous logic." Furthermore, he maintained that none of the "40 million-plus cable subscribers has access to more than a single cable company." Additionally, Padden noted with regard to WMSN-TV that TCI's "subsequent decision to carry WMSN-TV on a tier (expanded basic) came only after the personal intervention of Madison's congressman—and an influential figure regarding cable's compulsory license—Robert Kastenmeier." And the INTV president said that INTV never suggested that TCI systems refused to carry WTZA-TV. "In the Kingston market, the damage to WTZA-TV is being done by major cable MSO's other than TCI," INTV wrote.

## Turner's turn

The satellite signals of two more major cable services will be beyond the reach of most of the 1.5 million owners of backyard earth stations after July 1.

Starting tomorrow, Turner Broadcasting System will begin the fixed-key scrambling of CNN's and CNN Headline News's satellite feeds using M/A-Com's Videocipher II scrambling system. If all goes well, it will go to addressable scrambling two weeks later, preventing all dish owners, except those who have purchased descramblers and have paid TBS for the service, from receiving the services (in the fixed-key mode, any dish owner with a descrambler will be able to receive the service.)

Most dish owners who want to continue receiving the services will have to pay TBS \$25 a year, either directly or through its authorized agents. A few dish owners will be able to get the services at a substantial discount through a handful of local cable operators who are offering them as part of home satellite programming packages. TBS is selling the services to cable operators wholesale for about \$12 a month.

According to TBS's Marty Lafferty, dish owners not able to obtain service through a cable operator have a number of options. They can call the home satellite authorization number of TBS (800-426-2288), Home Box Office or, once a final agreement is reached, Showtime/The Movie Channel. They can order service from Anixter at the same time they buy their Videocipher II descrambler from the Skokie, Ill.-based hardware distributor. Eventually, they may be able to sign up at any of hundreds or, perhaps, thousands of home satellite dealers. TBS has authorized 11 home satellite distributors to set up a network of authorizing dealers around the country.

With the exception of the cable operators, no one, not even HBO and Showtime/The Movie Channel, will be able to sell the TBS services for less than \$25 per month, Lafferty said. "We need to spend some time to

## TCI exception

Tele-Communications Inc., challenged the Association of Independent Television Stations assertion that "statutory and regulatory provisions insulate cable from competition." INTV in a letter last May to FCC Commissioner Dennis Patrick concerning the must-carry proceeding at the agency spoke of cable as a monopoly. The TCI letter, written by John Draper, TCI vice president and general counsel, argued that there are "multiple alternatives to cable and broadcast television which are available to satisfy the consumer's desire for entertainment, news and information."

TCI also said that in discussions with the antitrust division at the Department of Justice about cable acquisitions and mergers over the past few years, "INTV's view of the relevant market as the 'business of broadcast signal retransmission by wire' is not shared by attorneys responsible for enforcement of the nation's antitrust laws."

Also, TCI responded to INTV's charges that certain independent stations were denied carriage by TCI systems. For example, it noted, concerning "WMSN-TV Madison, Wis., you should know that the Madison cable system offered carriage on one of its unused channels. WMSN-TV was dissatisfied with this offer as they desired carriage on one of the first 12 channels which is currently devoted to local origination and access programming." Also, the cable MSO said that WTZA-TV Kingston, N.Y., "since December 1985 has been carried on four TCI cable systems in its market."

But INTV fired off another letter to Patrick responding to TCI's letter. INTV President



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establish the value of the services," he said. If HBO or Showtime/TMC want to offer discounted packages, he said, they can do so by "taking it out of their own hides."

With CNN and CNN Headline News, the number of scrambled cable services will reach seven. The other five: HBO, Cinemax, Showtime, TMC and superstation WOR-TV New York.

### Scrambling bill

A bill introduced in the House last week would empower the FCC to ban a cable service from scrambling its satellite-delivered signal if that service is not made available to backyard satellite dish owners at "competitive prices." The legislation, H.R. 5058, was introduced by Representative Dan Coats (R-Ind.) of the House Telecommunications Subcommittee and co-sponsored by subcommittee members Al Swift (D-Wash.) and Howard Nielson (R-Utah). Representative Dennis Eckert (D-Ohio), who sits on the parent Energy and Commerce Committee, is also sponsoring the measure.

Under the bill, "competitive prices" are defined as prices determined by the marketplace. The FCC would not get involved in rate regulation, explained Coats as he offered the legislation. "Instead they [the FCC] would determine whether the prices are subject to the forces of a free and competitive marketplace," the congressman said. Furthermore, the FCC would conduct an ongoing investigation and evaluation of the home satellite marketplace and report annually to Congress. The bill would expire five years after enactment.

"We were searching for a realistic approach," Coats told BROADCASTING. Coats argued that the measure is "designed to promote competition" within the home satellite marketplace. A particularly important aspect of the bill, Coats thought, would be the commission's study of the marketplace. "We want to find out what's out there on a regular basis... and we want the technology to develop," he said. The congressman felt that the cable industry, "if it wants a competitive marketplace," shouldn't object to the legislation.

The measure would also clear the way for broadcasters to extend their services through the use of translators. It would direct the FCC to expedite the processing of low-power TV applications, making it easier for network affiliates to reach areas of the country not now served by the networks. The bill calls for stiffer penalties for deliberate interference of satellite signals and initiates new procedures to "assist the FCC and other agencies in tracking down and prosecuting violators." It would establish penalties of \$250,000 or 10 years imprisonment, or both, for anyone who jams or maliciously interferes with any satellite transmission.

### Piece of the action

The Home Shopping Network has come up with a new marketing scheme for its two cable shopping services, HSN I and HSN II. It's offering options to purchase up to 2.5 million shares of the company's common stock to a limited number of cable operators who sign three-year affiliation agreements

with the network. The options would be exercisable until June 1, 1990.

The stock-option, sign-up bonus plan was approved by the HSN board at its June 20 meeting. At that same meeting, the board proposed to increase the number of shares of common stock and class B common stock to 100 million and 12 million, respectively, so that it could declare a 200% stock dividend. The dividend will be distributed after the upcoming shareholders' meeting, now slated for Aug. 14, assuming the shareholders approve the plan.

HSN also announced last week that J. Patrick Michaels, president of Communications Equity Associates, resigned from the HSN board to "avoid the appearance of a conflict of interest." CEA has been retained to help market the stock options to cable operators.

### ACE call

The National Academy of Cable Programming is receiving entries for its 1986 network ACE awards, but not for long. It has set deadlines of Aug. 11 for entries from programming networks and Sept. 19 for entries from production companies, executive producers and other creative artists. To be eligible for an ACE, the programming must have been telecast between Sept. 1, 1985, and Aug. 31, 1986.

There are several changes in the awards process this year. For the first time, only members of the Cable Academy are eligible. In addition, three awards categories have been added and several have been revised.

### Cable report

Cable television sort of grows on you.

That, in a nutshell, is the conclusion of a study of cable subscribers' attitudes toward the medium presented in the spring issue of the *Journal of Broadcasting & Electronic Media*.

For the report, researchers Vernone Sparkes and NamJun Kang interviewed 300 subscribers in Syracuse, N.Y., in 1982 and then interviewed almost three-quarters of them again two years later. They found that as subscribers became more familiar with the various individual cable offerings, they became more satisfied with the medium. But, the report said, becoming familiar with cable is a slow process.

The researchers suggested that the subscribers' understanding of (and satisfaction with) cable can be accelerated by consumer education, which can make subscribers aware of programming that is exclusive to cable and encourage them to view it. If subscribers don't come to appreciate the cable-only programming, they may become disenchanted and quit subscribing.

The study was sponsored by Rogers CableSystems, which owns the Syracuse cable system, and the National Association of Broadcasters.

### Sports for Seattle

The 1990 Goodwill Games will be held at Seattle University, Aug. 5-Sept. 5. There will be 22 sports in the games at that time. The first Goodwill Games will be held in Moscow July 5-20 and will consist of 18 sports, with 3,500 athletes from more than 50 countries competing for 175 gold medals. The event is

co-sponsored by Turner Broadcasting, the Soviet State Committee for Physical Culture and Sport and the Soviet State Committee for Television and Radio.

### Value expansion

When Cable Value Network expands from an eight-hour-a-day to a 24-hour-a-day service on Aug. 1, it will reach as many as 11 million cable homes, according to Peter Barton, vice chairman of CVN and senior vice president of Tele-Communications Inc.

That the cable shopping service's reach is growing fast is not surprising considering its ownership. According to Barton, six MSO's now own a piece of CVN—TCI, American Television & Communications, Warner, McCaw Communications, United Cable and Daniels & Associates. And, he said, the MSO's have agreed to carry the service on the bulk of their systems.

At the National Cable Television Association convention last March, TCI announced that it had formed CVN as a 50-50 joint venture with C.O.M.B., a Minneapolis-based merchandiser. Since then, TCI has persuaded other MSO's to share in its half-interest in CVN. The six MSO's interest in CVN is proportional to their size, Barton said.

Barton said a "couple of other" MSO's are close to signing on as CVN partners and CVN carriers. What's more, other operators not interested in taking an equity position have agreed to carry the service, he said.

Some CVN partners also have equity or options to obtain equity in C.O.M.B. TCI has a 10% interest in the company, while Warner and ATC each have options to acquire around 9% each.

CVN, formed to compete head-to-head with Home Shopping Networks' two cable shopping services, says it is committed to provide the highest commissions to affiliates. It now offers affiliates 5% of all sales within their franchise areas.

ESPN has been tapped to handle affiliate sales and affiliate relations for the network. "We were quite impressed by this CVN partnership," said ESPN's Executive Vice President Roger Werner in announcing the cable programmers' relation with CVN. "The fact that they are committed to providing the highest splits in the industry makes our sales and affiliations job quite pleasant."

Perhaps sensitive to the antitrust implications of the CVN partnership, Barton said that none of the CVN partners are obliged to carry CVN exclusively. They may carry HSN or any of the other shopping services that are popping up in addition to CVN or in place of it, he said.

An ATC spokesman said he didn't feel "there was any possibility that this would constitute a violation of the antitrust laws." Although ATC's press release announcing its partnership in CVN said it would contribute all 3.3 million subscribers "to the potential audience" of CVN, it didn't say what would become of the 500,000 ATC subscribers who currently receive one of the HSN services.

CVN is distributed over transponder 18 of Satcom III-R. Its programming day currently runs from 8 p.m. NYT to 4 a.m. NYT, but, starting Aug. 1, it will fill the entire day. The show emanates from a one-million-square-foot studio/warehouse in Minneapolis.



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June 17, 1986



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KHOW - AM, Denver, Colorado

KPKE - FM, Denver, Colorado

KDWB - AM & FM, Minneapolis/St. Paul, Minnesota

We acted as financial advisor to **Legacy Broadcasting, Inc.**  
in connection with this transaction.

## **Donaldson, Lufkin & Jenrette**

June 17, 1986

## TV ONLY

**Diamond Mortgage Co.** □ Third-quarter campaign will kick off in early July in nine markets including Chicago, Detroit and Grand Rapids, Mich. Commercials will be slotted in fringe periods. Target: adults, 25-54. Agency: Yaffee & Co., Southfield, Mich.

**Campbell Soup Co.** □ Fresh Chef line of refrigerated food products will be supported by extensive campaign amounting to about \$15 million in network and spot television, starting in August. Commercials will be carried in daytime, prime and fringe periods. Target: women, 21-54. Agency: Needham Harper Worldwide, New York.

**FDL Food Corp.** □ Various food products will be promoted in 12-week flight kicking off in early July in about 15 markets. Commercials will be placed in daytime, fringe, prime and news periods. Target: women, 25-54. Agency: Grant Jacoby Inc., Chicago.

**Murray Ohio Mfg. Co.** □ Bicycle manufacturer is planning six-week flight

prior to Christmas holiday in 36 markets. Commercials will be presented in fringe, children's and prime segments. Target: children, 6-11. Agency: Eric Ericson & Associates, Nashville.

## RADIO & TV

**Texas Wet** □ Marketer of U.S.A. Wet sports drink will inaugurate seven-week flight in late July in Texas markets of San Antonio, Brownsville, Corpus Christi and Waco. Commercials will be scheduled in all dayparts. Target: adults, 18-34. Agency: Arnold/Foster/Sherrill/Carrithers, Dallas.

**Pilgrim Pride Foods** □ Delicatessen meat products will be headlined in five-week flight set to begin this week in Dallas; Houston; Shreveport, La., and Tyler, Tex. Commercials will run in all dayparts. Target: women, 25-54. Agency: Arnold/Foster/Sherrill/Carrithers, Dallas.

## RADIO ONLY

**Michigan State Lottery** □ One-week flight to promote lottery ticket sales is

## Ad target

Consumer advocates have targeted 10 of what they feel are the "most misleading, unfair and irresponsible ad campaigns of the past year" and at a ceremony in Washington last week presented each campaign with a "Harlan Page Hubbard Lemon Award." The award was created last year to recognize "deceptive" advertising.

The award, according to the Center for Science in the Public Interest, which organized the ceremony, "commemorates the first advertising executive to employ false and deceptive advertising techniques on a national scale." Hubbard, explained a CSPI statement, "is best known for promoting Lydia Pinkham's vegetable compound, an 1890's quack 'cure' for everything ranging from kidney disease to weakness of the so-called 'generative organs' of both sexes."

Among the winners of the Hubbard Award: Volkswagen of Americas Audi—Doyle Dane Bernbach; Kenner Products' Upsy Baby—Grey Advertising; Arby's Roast Beef—Grey Advertising; Heileman Brewing's Coit 45—W.B. Doner; Household Finance—direct mail campaign; New York Air—Levine, Huntley Schmidt & Beaver; U.S. Committee for Energy Awareness—Ogilvy & Mather; Phillip Morris Co.'s Virginia Slims—Leo Burnett Co.; R.J. Reynolds cigarettes—Leber Katz Partners, and Hasbro's GI Joe—Griffin Bacal.

The airing by stations across the country of GI Joe, the syndicated series featuring Hasbro's entire line of GI Joe toys, demonstrates the failure of the FCC and Federal Trade Commission to police unfair and deceptive advertising directed to young people," said Peggy Charren, president of Action for Children's Television, in presenting one of the awards.

Participating groups were the Center for Auto Safety, Consumer Affairs Committee of Americans for Democratic Action, Center for Science in the Public Interest, Safe Energy Communications Council, National Women's Health Network, National Council on Alcoholism, Consumer Federation of America, ACT, Coalition on Smoking or Health, and Aviation Consumer Action Project.

"It is sadly ironic that at a time when a vigilant consumer watchdog is most needed to protect the public from an epidemic of deceptive advertising, the administration has chosen to pull the teeth out of the FTC's bite by focusing on trivial cases of minor importance," said Senator Al Gore (D-Tenn.) who also addressed the group.



Bob Pates

Frank Boyle

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

scheduled this week in Michigan markets, including Flint and Saginaw. Commercials will be placed in morning,

afternoon and evening drive times. Target: adults, 18 and older. Agency: W.B. Doner, Southfield, Mich.

## AdVantage

**ScanAmerica update.** Two research and data sources companies, Selling Areas-Marketing Inc. (SAMI) and Arbitron Ratings Co., outlined plans last week for two joint ventures in national television audience measurement and television commercials monitoring. Timetable for first venture, new measurement system, ScanAmerica, was provided by William McKenna, president, who said single-source service has been collecting television viewing and shopping information from 200 homes in Denver since November 1985. He reported to news conference in New York that number of households will be expanded to 600 by April 1987. He is aiming to begin measurement of national television audiences with sample of 5,000 households during 1988-89 television season. McKenna explained that ScanAmerica uses people meter to track electronically TV viewing of each individual and utilizes UPC scanner to record product purchases by TV household. He said several independent surveys of Denver pilot operation had validated feasibility of its system. He noted that studies show that TV usage levels agree with telephone coincidentals and outperform diary levels. In reply to question, McKenna estimated cost to television networks would be about \$3.5 million year, which he said is comparable to amount Nielsen charges for its present service. He said ScanAmerica is only company that supplies both audience measurement and product purchase data. (Others seeking to move into people meter sector are Nielsen and AGB Television Research Service.) Other news came from Carlyle C. Daniel, president of SAMI, who announced launching for mid-1987 of MediaWatch, television commercial monitoring service. Spokesman for two companies contended they have system that is superior to others in field. Dominant company in commercial-monitoring area is Broadcast Advertisers Reports, which has been operating for more than 30 years and which professed to be unmoved by news of new competitor. Jerry Grady, BAR president, said that in the past 10 years more than 10 companies have said they would enter monitoring field and they either have given up or have yet to deliver what they promised. He added: "BAR is the only company producing data. Monitoring is our only business." MediaWatch is joint venture of SAMI, market research firm in consumer products, and Arbitron Ratings. SAMI is subsidiary of Time Inc. Arbitron is division of Control Data Corp.

**Takeover fallout.** Ted Bates Worldwide Inc. lost two major clients (RJR Nabisco and Warner-Lambert) last week due at least in part to conflicts arising from its proposed takeover by Britain's Saatchi & Saatchi. RJR Nabisco is transferring some \$85 million in domestic billings from Bates subsidiary, Wm. Esty Co., to two of its other agencies, Young & Rubicam and J. Walter Thompson, division of JWT Group. Warner-Lambert reassigned \$64 million in total billings from another subsidiary, Ted Bates New York, \$34 million of it (Trident, Bubblicious, Hall's Cough Drops, Listermint and Supical calcium supplement) to J. Walter Thompson and \$30 million to Young & Rubicam, including Roloids, Remegel, Efferdent denture cleaner and Mediquell cough medicine. Nabisco's Premium and Ritz crackers went to McCann-Erickson, RJR's Salem cigarettes to FCB/Leber Katz and Nabisco's Oreos, Nilla Wafers, Newtons and Honey Graham's went to DFS Dorland. (DFS Dorland already has Nabisco's Life Savers division. Young & Rubicam emerges with \$75 million in new business, including RJR Nabisco's More and Now cigarettes accounts from FCB/Leber Katz, which got Salem account. In other RJR Nabisco reassignments, FCB/Leber Katz picks up RJR Nabisco's 100% Bran, Cream of Wheat, Fruit Wheels, Nabisco Shredded Wheat, Shredded Wheat and Bran cereals (from Doyle Dane Bernbach). Bozell, Jacobs, Kenyon & Eckhardt was assigned Nabisco's Junior Mints and Confections from Arnold & Co., Boston (BJK&E already represents Planter's Nuts and Snacks, Baby Ruth and Butter Finger). Tatham-Laird & Kudner, which already promotes Ortega line of foods, wins Nabisco's Hawaiian Fruit Punch, formerly with DYR, Los Angeles.

**Buying in.** Interpublic Group announced it bought Ohlmeyer Advertising from Ohlmeyer Communications, joint venture of Don Ohlmeyer and Nabisco Brands, for undisclosed amount. Interpublic will merge Ohlmeyer Advertising, which bills \$30 million, with its McCann-Erickson subsidiary. Total billings for McCann United States exceed \$1 billion, including other RJR Nabisco accounts: Camel and Winston cigarettes, Smirnoff and Black Velvet liquors, Moosehead and other imported beers and DeMonte fruits and vegetables.

**Signed up.** Turner Broadcasting Service vice president Gerry Hogan announced signing of 11 additional U.S. companies as national advertisers for 1986 Goodwill Games. Advertisers include: CECO Corp, Chrysler-Plymouth, Eastman Kodak Co., ERA Realty, Ernest and Julio Gallo, Gillette Co., Mennen Co., Miles Laboratories, Inc., NAPA, Quaker Oats Co. and Scholl Inc. Pepsi-Cola USA, Mars Inc., and Stroh Brewery are major sponsors. Games will be held in Moscow July 5-20, with 3,500 athletes representing more than 50 countries. TBS will make 129 broadcast hours available to stations carrying games.



**Greyhound Corp.** □ Ten-week flight on network radio and in selected spot markets was launched last week in support of advertiser's "Money Saver" discount rate. Client is reported to be spending about \$2 million for this campaign. Commercials will be scheduled in all dayparts. Target: adults, 21-54. Agency: Bozell, Jacobs, Kenyon & Eckhardt, Dallas.

**Demographic data from Eastman.** Eastman Radio's Marketing Services Department has compiled a series of demographic profiles for use by its represented stations. Developed by Bob O'Connor, research analyst, the profiles are based on data from the 1985 Simmons Study of Media and Markets. Qualitative characteristics and product usage indices have been examined for four adult groups—25-54, 18-34, 18-49 and 35-64. A report on 25-54 already has been issued and shows an above-average profile for this age group in terms of employment income, place of residence and education and in use of products and services, including malt beverages and wines, automobiles, banking and investments.

## Monday Memo

A franchise/radio advertising commentary from Alan Weintraub, VP, advertising, The Hair Performers, Chicago

### Using the power of radio to promote franchises

Radio has developed into a dynamic advertising medium over the past 50 years. Nobody knows that better than the franchise operator.

Typically run by an entrepreneur with an eye for successful results, the franchise always looks for the best approach to advertising and marketing. With a specific service or product available and a finely tuned target market, the franchise system needs to pinpoint just the right medium to convey its messages.

Radio has played a large role in the development of the franchise. For the advertising dollars used for one 30-second television commercial, a franchise can wallop the morning and evening radio drives with three to five times as many messages. The concept is to pound the public, open the doors of consumer retention, and grow. Radio can be an economical, powerful, successful choice.

But how does a franchise use advertising? And what does it need in a radio?

First, we need to address other advertising media such as television and print, which can be important factors in a franchise's marketing strategy. Television cannot be beat for visuals; newsprint is great for detailed copy, and both are effective as backups to a radio campaign. But is there a high retention factor behind a 30-second television spot and the "here today-gone tomorrow" print ads? For many nationwide franchises, the repetition of a quality radio advertisement will reach tens of thousands and evoke an immediate action without exceeding the budget.

The advertising budget is a crucial factor for a franchise. Co-op advertising, or pooling the promotion dollars of several franchises in one area, allows the frequency of radio spots to increase, along with the impact and retention, but the cost to the individual franchise is decreased significantly.

Another advantage of the radio advertisement is its ability to pinpoint a target market with accuracy. If, for instance, a franchise is selling jewelry, advertising on a radio station broadcasting to 35-44-plus women in the upper income level will target the market. Radio advertising allows for customizing. The same release placed on television might hit a



Alan D. Weintraub is vice president/national director of advertising and marketing, Media Services, Chicago, an in-house advertising agency for The Hair Performers franchise system. Before joining Hair Performers in 1980, he worked as a disk jockey and program director at WYEN(FM) Des Plaines, Ill. (Chicago), in 1974-79 and prior to that he held advertising, producing and announcing positions with a number of radio and television stations in the Chicago area.

larger number people, but are those people potential customers?

After having worked closely with radio for more than 15 years, I have seen the development of two main advertising strategies: institutional and promotional. Institutional ads stand as a must in support of a corporate image. For example, The Hair Performers, a chain of hair salons, is a strong advocate of institutional advertising. Radio helped to establish the polished image the salons now hold. The institutional advertisements highlighted fashion, quality and professionalism.

Radio can really be seen in its glory with the use of promotional advertising. Whether it is a last-minute close-out sale, the hottest

price in town, or a once-in-a-lifetime offer, a creative promotional advertisement will do the trick. There are many advantages behind both types—the institutional and the promotional—and in most campaigns there is a mix of the two.

In starting a franchise or making major corporate changes, the institutional advertisement is needed to establish the company and its product. What sets a company and its product apart from others must be developed and impressed in the minds of listeners. After the confidence level in the product and/or service has been achieved, radio can be used to promote sales or specials.

The Hair Performers used five years of institutional advertising to educate listeners about hair design. Then in 1985 it began a new phase of the campaign. Promotional radio spots began to take a larger percentage of the advertising budget with specific promotions and other client recruitment programs. Currently, The Hair Performers combines both advertising strategies which are coordinated with quarterly promotions.

How can a sales manager and his or her staff work effectively with a franchise? Here are a few tips:

- The sales department of a radio station should approach a franchise as a retail account. Even though many individual stores within the chain are located throughout the country, most are providing a retail service on a local or regional basis.

- Try to be flexible with the franchise system in relation to the advertising budget. Understand that the budget is usually created through co-op advertising.

- Evaluate where the franchise is in its advertising strategy. Maybe all it needs is a creative package to hype certain promotions or to help combat seasonal trends. Or, depending on the chain, perhaps it should begin broadcasting image-building spots.

Radio and franchises can work together as a successful team. With a better understanding of how the franchise can utilize radio to its best advantage, sales departments can step back to evaluate their current advertising approach to various systems throughout the country.

And remember, behind each franchise stands an entrepreneur who chose to grow with a good idea or product and with regional or national support.

# Open Mike

## Past voices

**EDITOR:** Your June 9 issue is a smash. The David Adams reminiscence is remarkable both for its candor and its richness in historical detail. It makes for fascinating reading, although I doubt that it will win any accolades from Pat Weaver or Fred Silverman, or for that matter, from Walter Scott and Julian Goodman. It would be of great value if each of the three networks were to have its past and present senior executives record their personal experiences and recollections; there would be conflicting testimony, to be sure, but the record would be lively and valuable to students of the medium.

Few of television's leaders seem to escape a personal Waterloo. It happened to Murrow, Stanton, Kintner, Weaver and others who made some of the greatest contributions to the television medium. Except for Paley and David Sarnoff, it's hard to think of another foursome with such impressive credentials. Adams's account of his own demise was surprising only in the fact that apparently he was taken by surprise. The irony of it is that he was, in effect, terminated by an executive incapable of judging his true values. He

seemed, however, to accept that almost capricious decision with his own elan. There seems to be a lesson in the exit of top echelon NBC executives; it is wiser, perhaps, to choose one's own exit.

The 60-year history of NBC made for good reading as well, especially for those of us who are among the NBC alumni. Despite the thoroughness of the article I did feel there were a couple of major omissions. For example, there was no reference to the introduction of the "spectaculars," the forerunner of today's specials—a Pat Weaver contribution as major in programming as was his "magazine concept" in sales. NBC was the first network to schedule a weekly series of theatrical movies, in 1961; the introduction of the "World Premiere" deserved mention since it was the forerunner of today's movies-of-the-week as well as the mini-series—a concept championed by Mort Werner and Larry White. There were other major firsts: in the field of unique documentaries Don Hyatt's "Project XX" was incomparable; the public affairs documentaries under the supervision of Julian Goodman (an example was the prize-winning Lou Hazam production of "Portrait of Vincent Van Gogh") merit

a reference. Not least were the Bob Kintner contributions in news events: 30 minutes plus whatever CBS allotted was the rule at NBC for special breaking events.

At any rate, congratulations on a fine issue, as always informative and accurate.—*David Levy, president, Wilshire Productions Inc., Beverly Hills, Calif.*

**EDITOR:** I have just spent one of my most enjoyable moments in two decades reading your June 9 "At Large" interview with David Adams. His retrospective of NBC was fascinating. So often in our business we remain caught up with hectic day-to-day operations. If only we spent more time reflecting on the past.

Mr. Adams's wisdom and "people knowledge" shine like a bright star. I would enjoy more historical articles about our business. Maybe some of us could learn something by delving into our industry's past.

We're in a people business. Too often we lose sight of this. Here's a "tip of my cable hat" to Mr. Adams for allowing BROADCASTING's readers to peer into the real workings of NBC.—*Art Breyfogle, ad sales manager, Monterey (Calif.) Peninsula TV Cable.*

# Datebook

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

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

■ **Oct. 22-25**—*National Black Media Coalition* annual conference. Shoreham hotel, Washington. Information: (202) 387-8155.

**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.

## Major Meetings

**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.

**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 and beach club, 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 10-14, 1987**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure. Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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



## This week

**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 1**—Cabletelevision Advertising Bureau creative/production workshop. Newton Marriott. Boston. Information: (212) 751-7770.

**July 1**—"Cable and the First Amendment after Preferred." conference sponsored by Media Institute. Mayflower hotel, Washington. Information: (202) 298-7512.

## Also in July

**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 9**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: John T. Lazarus. VP-advertising sales. Fox Broadcasting Co. Copacabana. New York.

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

**July 10-12**—Colorado Broadcasters Association summer convention. Keystone Lodge. Keystone. Colo.

**July 12-13**—Florida Associated Press Broadcasters 38th annual meeting. Club Lake Villas, Walt Disney World, Orlando, Fla.

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

**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, South Bend, 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 16**—Caucus for Producers, Writers and Directors third annual general membership meeting. Chasen's restaurant, Los Angeles.

**July 16**—National Academy of Television Arts and Sciences, New York chapter, drop-in luncheon. Speaker: Bob Chandler, managing editor, NBC's 1986. Copacabana. New York.

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

**July 17-19**—Louisiana Association of Broadcasters radio-TV management session. Keynote speaker: Representative Buddy Roemer (D-La.). Regency hotel, Shreveport, La.

**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 mid-level news producer and reporter training workshop, in conjunction with KUMD-FM and WSCD-FM Duluth, Minn. Information: (907) 563-7733.

**July 18-20**—Oklahoma Association of Broadcasters annual summer meeting. Shangri la, Afton, Okla.

**July 19-22**—30th annual Television Programming Con-

ference. Four Seasons hotel, San Antonio, Tex. Information: Diane Appleyard, (904) 432-8396.

**July 20-24**—National Federation of Community Broadcasters public radio training conference, "Reaching New Heights. Training for Excellence in Public Radio," hosted by KUGS-FM and Northern Sound Public Radio. 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.

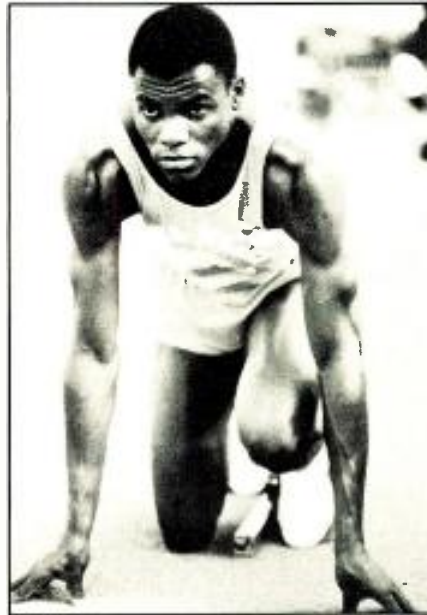
**July 21-23**—Program on cellular radio, offered by

## Stay Tuned

A professional's guide to the intermedia week (June 30-July 6)

**Network television** □ **ABC: Liberty Weekend Preview**, a look at upcoming coverage of Statue of Liberty Centennial festivities, with Peter Jennings, Barbara Walters, David Brinkley, Hugh Downs and others, Wednesday, 8-9 p.m., broadcast schedule includes Assembly of Naval Ships, Thursday, noon-12:30 p.m., Opening Ceremonies (exclusive), 8-11 p.m., International Naval Review and Operation Sail '86, Friday, 9-1 p.m., Americana Music Celebration (exclusive), International Fireworks Spectacular and Liberty Special, 8-11 p.m., Classical Music Salute to Liberty (exclusive), Saturday, 8-10 p.m., Sports Salute to the Statue (exclusive) and Closing Ceremonies, 7-11 p.m.; **Hardesty House**, a team of six lawyers practice out of a run-down beach house, starring Susan Anton, Saturday, 10-11 p.m. **CBS: A Celebration of Liberty**, live special report including remarks of President Reagan, coverage of Chicago's lakefront concert and fireworks display and swearing in of 2,000 new American citizens via satellite by Chief Justice Warren Burger; **NBC: Liberty**, world premiere, dramatization of building of Statue of Liberty 100 years ago, starring George Kennedy, Carrie Fisher, Chris Sarandon and LeVar Burton, Monday, 8-11 p.m.; **PBS: "Comrades"**, special 12-part *Frontline* series profiling Soviet citizens, Tuesday, 9-11 p.m.; **Justice for All**, documentary on Edwin Meese III and the Justice Department, Wednesday, 9-10 p.m.; **A Capitol Fourth—1986**, National Symphony, conducted by Mstislav Rostropovich, featuring Sarah Vaughan and E.G. Marshall, with a specially commissioned work by Henry Mancini, live from the lawn of the U.S. Capitol; **International TV**, anthology of television productions, from Denmark, Switzerland, Great Britain and France, beginning with "Burning Patience" from West Germany, hosted by Leslie Caron, Sunday, 10-11 p.m.

**Network radio** □ **CBS: Days of Liberty**, two-minute essays by Charles Kuralt, Thursday and Friday, 7:55 a.m.; **CBS RadioRadio: Spirit of Summer**, three-hour broadcast, between Friday and Sunday (check local listings); **Rock Connections**, three-hour broadcast, between Friday and Sunday (check local listings) **NBC: The Rock of Your Life**, 24-hour celebration, tracing rock music from its origins to current musical trends, with music, interviews and actualities, Friday-Sunday, (check local listings).



Goodwill Games



Prizzi's Honor

**Cable** □ **Cinemax: Mask**, Cher stars in factual drama about biker mother and her deformed son; **HBO: Prizzi's Honor**, nominated for best picture, starring Jack Nicholson and Angelica Huston; **WTBS(TV) Atlanta: Goodwill Games** 129 broadcast hours during 16 days of competition from Moscow, Saturday, July 5-Sunday, July 20, weekdays, noon-3 p.m., 8-11 p.m., and 11-midnight, weekends, noon-6 p.m., 8-11 p.m., and 11-midnight; **Women—for America, for the World**, Better World Society special celebrating contributions of 22 women, hosted by Jane Alexander.

■ Indicates new entry

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*University of Wisconsin-Madison, College of Engineering.* UW, Madison, Wis. Information: (608) 262-1299.

**July 23**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Mary Alice Williams, VP, CNN, New York bureau. Copacabana, New York.

**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 24**—*Private Satellite Network* seminar on market for private business television networks. Parker Meridien hotel, New York. Information: (212) 213-7637.

■ **July 24**—*Women in Cable, Atlanta chapter*, breakfast, Downtown Ritz-Carlton, Atlanta.

**July 25-29**—Second world conference of community-oriented radio broadcasters, sponsored by *AMARC II*. Vancouver, B.C. Information: (202) 797-8911.

**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.

**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 28-Aug. 2**—*Development Exchange* 10th annual seminars and workshops for public radio development professionals. Hyatt Regency, Cambridge, Mass. Information: (202) 783-8222.

**July 30**—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: Joseph Wallach, founder and general manager, KVEA-TV Los Angeles, on "Growing Importance of Spanish language TV." Copacabana, New York.

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

■ **July 31-Aug. 1**—*Broadcast Financial Management Association* board of directors meeting. Westin hotel, Tabor Center, Denver.

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## August

■ **Aug. 1**—Deadline for entries in 21st annual Gabriel Awards, honoring "programs, features, spots and stations which serve viewers and listeners through positive, creative treatment of issues of concern to mankind," sponsored by *Unda-USA*, national Catholic association of broadcasters and communicators. Information: Unda-USA, Merrimack College, North Andover, Mass., 01845; (617) 683-7111.

**Aug. 5**—Deadline for entries in *Midwest Radio Theater Workshop*. Information: Julie Youmans, (314) 874-1139.

**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.

## Errata

Because of printing error, **pictures of Supreme Court Chief Justice Warren Burger and Associate Justice William Rehnquist** in June 23 issue **were erroneously identified.**

□

In "Fates and Fortunes" in June 23 issue **Farrell Meisel's** name was misspelled. Meisel becomes **director of programming at WOR-TV Secaucus, N.J.** (New York) effective July 14.



**Aug. 12**—*Women in Cable, New York chapter*, "programming picnic," featuring previews of fall basic and pay cable programming, and reviews by New York area television critics. HBO Media Center, New York. Information: Sherri London, (212) 661-4500.

**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. Information: (214) 977-7023.

**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.

**Aug. 18-20** - Broadcast sales training seminar, "Performance Management Program for Experienced Account Executives," sponsored by *Television Bureau of Advertising*, Hyatt Regency, Chicago. Information: (212) 486-1111

**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, Mich.

**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.

**Aug. 29** - Deadline for entries in commercials competition sponsored by *Television Bureau of Advertising, Sales Advisory Committee*. Information: TVB, 477 Madison Avenue, New York, N.Y. 10022.

## 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. 9-10**—Conference for journalists, "Banks and Savings and Loans: How Many More Failures?" sponsored by *Washington Journalism Center*, Watergate hotel, Washington. Information: (202) 331-7977.

**Sept. 9-12**—*Telocator Network of America* 38th annual convention and exposition, Atlanta Apparel and Merchandise Mart, Atlanta. Information: (202) 467-4781.

**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 Programming Convention, sponsored by *National Association of Broadcasters*, New Orleans Convention Center.

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# Added Attractions

BROADCASTING's editors and writers are at work on a number of special reporting assignments scheduled (\*) to appear during the next few months. Among the more prominent prospects:


July 7  **Awards.** BROADCASTING's annual roundup of a year's worth of honors around and among the Fifth Estaters.

July 14  **Satellite special.** Charting the dynamic world of satellites, featuring a look at the U.S./European DBS scene, satellite newsgathering and private video satellite networks.

July 28  **Radio: State of the Art.** From rock to revival, a thorough study of the current state of the aural medium. Networks and syndicators. Formats and personalities. Dollars and cents.

Aug. 4  **Football.** BROADCASTING tallies up the score on professional football rights' contracts for the NFL's 28 teams.

Sept. 1  **Local TV and cable journalism.** Our annual review of coverage of the top stories of the year, across the country.

Sept. 8  **The Radio Convention.** On the eve of radio's largest gathering, a preview of the programming and management issues confronting the industry.

BROADCASTING will continue to update this schedule as appropriate, (a) to give readers an idea of what's upcoming, (b) to give sources due notice that we're at work in their territories and (c) to give advertisers a chance to plan their own marketing strategies in tandem with these editorial opportunities.

## You Belong in Broadcasting Every Week

*\* Publication dates are subject to change, depending on the progress of research and the pressures of and pre-emptions by other breaking news developments.*

# Broadcasting Jun 30

Vol. 110 No. 26

TOP OF THE WEEK

## Station flipping: looking for a smoking gun

**Speculators' killings in the market start talk of return to three-year rule, but evidence of harm to station operation is lacking**

If the three-year holding rule for broadcast licenses is ever reinstated, the in-and-out station trading of Kohlberg, Kravis, Roberts & Co. may be blamed for the restoration of federal restraints on the marketplace. But neither the jaw-dropping \$250 million in profit made by that New York-based investment banking firm on its turnover of KTLA-TV Los Angeles nor the bigger and quicker profits made from its sale, subject to FCC approval, of seven other television stations to Lorimar-Telepictures may be the triggering force.

The most important transaction may be one of KKR's smallest. Located in the Northwestern corner of the continental U.S., KVOS-TV Bellingham, Wash., is the only network affiliate in the congressional district of Representative Al Swift. The Democratic congressman two weeks ago submitted legislation to reinstate the former FCC rule requiring broadcasting properties to be owned for a minimum of three years before being sold at a profit.

Swift has kept an eye on KVOS-TV for sentimental reasons. He worked there for 13 years, the last eight as director of news and public affairs, when the station was in the Wometco group, which was bought out by KKR in 1984. One of Swift's aides recalled that the congressman made a date to visit the station manager on a trip home, but by the time Swift got there, the manager was gone. KKR kept KVOS-TV about a year before selling it to Ackerley Communications.

Under KKR ownership the station's staffing went from 90 to 65, and it canceled a half-hour newscast in favor of 60-second newsbreaks. Management under the current ownership of Ackerley Communications has further reduced the newsbreaks. If Swift were to go back to his old job at KVOS-TV, he'd have little to manage.

(Apart from changes in ownership, KVOS-TV has faced proposed changes in its market. Originally aimed at the nearby Vancouver, B.C., market, which is far bigger than Bellingham, KVOS-TV lost much of its accustomed advertising, while still owned by Wometco, when Canadian advertisers using American media lost their Canadian tax deductions for that business expense.)

Swift is not alone in calling for an end to the rapid turnover of station ownership, often referred to as station "trafficking" or

"flipping," since the rule was repealed three-and-a-half years ago (BROADCASTING, Nov. 22, 1982). FCC Commissioner James Quello and several officials of CBS are saying the quick buying and selling inflates sale prices, and places a burden of debt on the operations of the stations, endangering service to the public. Those doing the trafficking are often referred to as "financial" owners or "fast-buck artists," as opposed to "broadcasters."

An often-cited example of the fast turnover is KTLA-TV. Two others were mentioned in a speech by CBS/Broadcast Group Executive Vice President Thomas F. Leahy



at that network's recent affiliates meeting: KITN-TV Minneapolis, bought and sold by the Beverly Hills Hotel Corp. (controlled by the Wall Street arbitrager, Ivan Boesky), and SFN Companies' quick turnover of WFTV-TV Orlando, Fla.

Not mentioned often, in the critique of the current station-trading marketplace, are management leveraged buyouts, although at those stations or companies the debt burden can be very high. Nor have limited partnerships been mentioned with much frequency, although they are destined for a near-term change in ownership, almost by definition, and figure prominently in the financing of KKR.

Start-ups do not receive much attention either, although the owners of those properties often can realize a much greater return

on their investment in just as short a time. Station broker Ron Ninowski said that although most people remarked about the profit made by Beverly Hills Hotel Corp., the \$12 million it had initially paid went to owners who had operated KITN for a year-and-a-half on \$175,000 in cash and \$3 million in bank loans. TV stations seem to be the focus of much of the criticism; radio stations sold at a large profit are more often seen as a tour-de-force of management.

For all the opinions, pro and con, that are being offered on the subject of station trading, there is virtually no research on the effects of rising station prices and trading velocity on ratings, personnel and public service. Scott Johnson, a legislative aide to Swift, said H.R. 5068, the bill to reinstate the three-year rule, was based on no research. CBS/Broadcast Group President Gene Jankowski said his company conducted no research, before he and Leahy went public with their concerns, and he added that it might be a few years before it is known whether the "financial burden that will be placed on management of some of these businesses" will prove damaging: "In effect the report card really is not in yet," said Jankowski. And FCC Commissioner James Quello's speech to the National Association of Broadcasters convention (BROADCASTING, April 21) calling for reimposition of the antitrafficking rule was made at least a month before he requested a study on the subject from the FCC's Mass Media Bureau.

Part of that internal study was concluded last week. It would provide little comfort to those advocating a slowdown in station trading. The FCC's Mass Media Bureau chief, James McKinney, told BROADCASTING the findings showed audience complaints filed with the commission were no greater for stations owned less than three years than for others. The study showed that roughly 25% of stations now being traded were owned for less than three years: "Of those, most were on the upper end, closer to three years, although I think some were held for just six or seven months," said McKinney. Quello has recently asked the bureau to look into other aspects of the matter.

The question is: Does the speculation in short-term ownerships make a difference to a station's audience (measured by ratings); to public service (measured by newscasts and public affairs programming); to employees, or to those companies with which a station does business? An analysis of the three stations cited above—including talks with those from the ranks of previous owners, current





**Support from the top.** Patricia Diaz Dennis was sworn in as an FCC commissioner last Wednesday (June 25) by Vice President George Bush in an intimate ceremony at the White House. Joining her for the ceremony were (l-r) her husband, Michael Dennis, holding daughter Alicia; Bush; Commissioner Dennis; son Geoffrey, her mother, Mary; father, Porfirio Diaz, and daughter Ashley.

## Dennis sworn in as commissioner

Where Patricia Diaz Dennis, who was sworn in as an FCC commissioner last week, stands on anything affecting the industry remains a mystery.

No real guidance was provided at her confirmation hearing before the Senate Commerce Committee. She waltzed through without being asked to respond to any substantive questions. She attended her first FCC meeting as a commissioner last Thursday (June 26). But she didn't vote on either item on a lightweight agenda. (She said she'll cast her first vote when she understands the issue and feels comfortable about it.)

An impromptu interview with BROADCASTING last week provided little illumination. She ducked all but the largest puffballs. How, for example, does she think her arrival will make a difference at the FCC? "I have to be here a while to figure that out," she said. Would she care to discuss her general political philosophy? "What I really hope people judge me on is on the issues," she said. Will she vote on must carry? "I can't answer that," she said. "It's premature to discuss which issues I'll be voting on."

Her presence is expected to make a difference, particularly on those few major issues upon which there is now no clear FCC majority. The major issue for television broadcasters is must carry, and there is some evidence that FCC Chairman Mark Fowler, no friend of must carry, may have an inside track to Dennis's ear.

Dennis appears to be particularly close to Jerald Fritz, chief of staff to Fowler. Although none of the FCC's bureau chiefs or members of Dennis's personal FCC staff were invited to her swearing-in ceremony, Fritz was. (The ceremony was limited to 35 guests because of the size of the available room.) FCC sources noted that Fritz had served as Dennis's FCC liaison while she was still at the National Labor Relations Board and briefed her on her new job. Fritz is also credited with recommending Dennis's current stable of interim advisers: Karl Brimmer, chief of the FCC's management planning and program evaluation office; David Donovan, legal assistant to the chief of the Mass Media Bureau, and Leonard Kennedy, a Common Carrier Bureau attorney. Moreover, it appeared to a reporter visiting Dennis's FCC office last week that Fritz was making himself quite at home there.

But Dennis reportedly has informed her staffers that she expects them to be loyal to her. One well-placed FCC official also told BROADCASTING that he believed that any reliance Dennis may have placed on Fritz "will rapidly disappear now that she's on board and has her own staff." And Commissioner James Quello, the FCC's other Democrat, said he didn't see her owing any "strong allegiance" to Fowler. "Her appointment came through other channels," Quello said. "I'd be surprised if she ends up in anybody's pocket."

Her colleagues at the commission all said nice things about how they are looking forward to working with her. But they also appear to be in the dark about how she will affect the policy balance. They too apparently will have to wait for the real Dennis to emerge, issue by issue.

owners, syndicators, management at rival stations, advertising agency buyers, union officials and investment bankers involved in the sales—indicates that so-called "traffickers" are by no means of a type.

□

"First of all, I keep seeing references to the fact that we made \$12 million on KITTN," said Ted Baze, who has overseen the broadcasting operations of Beverly Hills Hotel Corp. "Yes, it is true that we bought the station for \$12 million and sold it for \$24 million, but we also put a lot of money [estimated by one informed person at \$4 million to \$6 million] into it."

Baze said money was invested in a traffic computer—the station had previously used the computer belonging to KITTN's rep, Settel—and backup equipment, including microwave gear. And the staff size was doubled, to about 50. KITTN's general manager, under both Beverly Hills and the station's new owner, Nationwide Communications, Robert C. Francen, said the traffic department was doubled from two to four people; the sales staff was increased from two to eight plus two managers, and a promotion department was created: "What they [the initial owners] had was an operating crew."

Previously, the station had a high percentage of paid religious programming, with some family-oriented movies and series such as *Flipper*, *F Troop* and *Alias Smith and Jones*. While one or two series from the library, such as *Get Smart* and *Adam 12*, continued to be run by Beverly Hills management, virtually the whole schedule was revised.

Under the new ownership, which began in February 1984, the station, which before had too small an audience to be measured, was up to a five share within six months. Francen said a weekly half-hour public affairs show was added. Management decided against starting a daily newscast, a policy that has not changed since Nationwide took over in September of last year.

Willard Hoyt, vice president and treasurer of Nationwide Communications, said that there are no current plans to add a newscast: "One of the key reasons we bought KITTN was that the programming they had bought was good programming. . . . As an investment opportunity we thought it was a good price. . . . Take a look at what prices stations are selling for. We bought the station for good management. . . . I can't think of anything we would have done much differently from what they did."

The perception of some others in the Minneapolis marketplace was that if KITTN's ownership turnover had any impact, it was slight. Roger Werner, general sales manager of rival independent, KMSP-TV, said: "From the standpoint of their image in the marketplace, it [the most recent ownership change] doesn't appear to have any impact since management has essentially stayed the same. I don't believe anyone in the buying community has paid any particular attention to it. . . . just that logos on business cards are now for Nationwide."

Baze said that KITTN was inappropriate as an example of station flipping: "I don't think we trafficked at all. It [KITTN] was different



from stations that had been on the air forever. Essentially we took a new sign-on, built it up and decided last year that we could get more out of a sale. To get our seed money back from future operating profits would take a long time."

□

When SFN Companies paid \$125 million for WFTV(TV) in July of 1984, more than a few observers remarked that it had overpaid. But, said one of those who sold the station at the time: "He [SFN Chairman John Purcell] apparently bought it for less than it was worth. . . . It wasn't shopped around. Purcell was tipped off that we were considering selling it. He came in, preempted everybody and made all sorts of razzle-dazzle presentations. It turned out there were more than 30 other people who were going to express an interest in it, including some who said they might have bid \$130 million, maybe even \$140 million or more. SFN made a very smart buy."

SFN had, less than a month earlier, bought Western Broadcasting, including three TV's, and some thought that perhaps a major station group was in the making. SFN bought high-rise office space in downtown Orlando for a new division, SFN Communications, of which the WFTV general manager, Walter Windsor, was named chairman.

Whatever intentions SFN had in broadcasting were delayed, if not permanently disbanded, when, six months later, in February 1985, the company was taken private in a leveraged buyout by senior management, along with E.M. Warburg Pincus & Co. and Hallmark Cards. By September of that year, 14 months after its purchase, WFTV was sold for \$185 million to Cox Enterprises, and the proceeds were used to pay down debt from the buyout.

As with KITN, several people with business ties to the station said there was little perceived change throughout. Everett Hughes, programing director of rival WCPX-TV, said: "I've been in this market for 19 years, and I didn't notice anything in programing that could be attributed to the change in ownership. The cost of product has greatly increased, but that would have occurred under any circumstances, given our market's growth [Orlando is reportedly the fastest growing major television market in the country]." Hughes's general assertion was repeated by the general manager of a third station and by a media buyer for a major advertising agency.

Replacing Windsor as general manager, and still in that post, was Clifton Conley, who said that 95% of the ABC affiliate's management has remained the same under all three owners. Despite the ratings decrease of ABC network programing, the station's ratings over the past two years have stayed roughly even, a good bit of which rivals attribute to WFTV's strong news operation. According to reported A.C. Nielsen figures for the market, WFTV's 6 p.m. newscast had a 32 share in May 1984, just before SFN Companies purchased the station, and a 33 share in the just-completed May book. At 11 p.m., the respective numbers were 31 and 34.

## Waiting for the ax to fall

Some CBS/Broadcast Group staffers were anxious last week, as talk within the company had it that the ongoing study to reduce costs would result in the elimination of 1,000 CBG jobs (achieved by layoffs and attrition). But sources close to the situation emphatically denied that the job cuts would approach that level. It is now believed total job eliminations will fall in the 500-to-600-range and will be announced within the next two weeks. Most of the cuts will come in the form of layoffs. Early retirement, which was offered late last year before a previous round of cuts, will not be offered this time. Those let go will be given two weeks notice and the group's personnel office is setting up an elaborate outplacement process to assist those affected in getting new jobs. Those laid off will receive severance and (if applicable) pension packages. The job cuts are part of a broader cost-reduction plan that CBG will implement, although at press time it was unclear exactly what other costs and services would be reduced or eliminated. The staff reductions, it is understood, will affect all divisions within CBG, as well as most ranks, including vice presidents, directors, managers, producers, engineers and secretaries.

Conley said there was an indirect effect on the station under SFN's ownership: "SFN was more sensitive because they went from a cash-rich company to where they were paying a high interest rate on their debentures. They didn't say: 'You can't do this or have to do that.' But we knew how much they needed the cash. . . . We certainly went through reviews." However, Windsor said the station's capital budget increased under SFN ownership and said a positive aspect was that station personnel, for the first time, were covered by a benefit plan.

□

At KTLA, like KITN and WFTV, there has been a consistency of management longer than for many stations that have remained under a single owner. The Los Angeles independent had personnel difficulties of another kind: a strike, in April 1985, by the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators (IATSE). The one-month strike, involving certain employees the station shared with its since-sold production arm, took place while Tribune Co. was conducting due diligence, before it concluded the \$529-million KTLA purchase from KKR in December 1985. (The sale price of KTLA was originally reported at \$510 million, but a \$19-million capital adjustment was later made).

Union officials declined to comment on the reasons for the strike and the terms of settlement. KTLA General Manager Steve Bell said the dispute concerned salary increases and work rules related to equipment the management was trying to introduce. The strike's resolution, which the contract between KKR and Tribune said was "on terms very favorable to the company," led to some reduction in the station's work force.

But Bell and former Golden West Television President Anthony Cassara said that the station was active in spending for programing as well as equipment. Bell said that while under KKR ownership, KTLA was the first station in the market to simulcast in Spanish. Other evidence the general manager pointed to was its purchase of *Magnun P.I.* for what is apparently still a record price for an off-network hour.

Cassara said that while he was at the sta-

tion, news became the most profitable hour in the station's schedule. Among the four VHF independents in Los Angeles, KTLA was the only one during the past four years to have had a continuous 10 p.m. local news. Ed Coughlin, news director at rival KCOP(TV) said, "I came into this market just after KKR bought it from (Gene) Autry. In that time, I discerned no change in news product. The ratings are about the same, and the station has added two news crews since Tribune took over. They are even more committed now than before."

The station suffered some ratings slippage in the important 6-to-8 p.m. time period, and some outsiders suggested that KTLA management, under KKR, was less aggressive than rivals in bidding for sitcoms. Donald Hacker, vice president, development, Tribune Broadcasting Co., said: "The one weakness the station may have had was in future programing, especially sitcoms. But we knew that going in because the management told us." For Tribune, that condition may have fit in well with the group owner's plans for first-run programing. Hacker also said that KTLA was at a disadvantage in bidding against the other independents, all of which were attached to larger independent groups.

Said Bell: "Everybody's memory is incredibly short when they compare the station under KKR against the incredible years in 1981-82. At that time the competition was not too exciting. . . . and we were able to acquire simultaneously shows like *Laverne and Shirley*, *Charlie's Angels*, *Saturday Night Live*. . . . In that same year the Angels (baseball team owned by Autry and broadcast on the station) were in the playoffs. . . . After that the competition got better and better. For example KCOP-TV was able to buy *Wheel of Fortune*."

The ownership experiences of KITN, WFTV and KTLA shared certain similarities. The "financial" owners who held the station for a relatively short period of time and profited from their sale had little direct broadcasting experience and consequently relied heavily on hired management. Ivan Boesky reportedly never visited KITN. KKR executives were more interested than that in the operation of KTLA but, with far-flung investment

holdings, managed only monthly meetings with Cassara. The three more conventional broadcasting companies that then purchased the stations, Nationwide, Cox and Tribune, have kept that same management.

Steven Rattner, a principal of Morgan Stanley, which sold KTLA for KKR, said: "The question of the types of buyers is now also a much debated issue in the newspaper industry. There is no question that when run by an individual or family owner, a property is generally run in a more eleemosynary way

than a group buyer or financial buyer. Those properties will tend to have salaries that exceed other properties in the market, but they will also have a lower profit margin."

One of those who spoke against a return to the three-year rule said there was little reason to think that the "financial" owners would want to risk damaging a station for relatively minor gains in operating profit when their reason for buying in the first place was to realize the vastly greater profit from the station's price appreciation. That

line of reasoning questions whether the FCC should penalize those with the financial foresight to predict the unusual appreciation of the past few years, such as KKR, Boesky and SFN's Purcell—who specialized in acquisitions during nine years at Gannett and later at CBS/Publishing. It was noted that when the KITN, WFTV and KTLA acquisitions were initially made, more than a few observers said the "financial" buyers didn't understand broadcasting and were paying too high a price. □

## CTAM 86: Taking a cue from broadcasters

**Formula for success that emerges from Boston meeting: cable operators need to acquire exclusive programming and adequately promote product**

Cable operators are beginning to think like broadcasters. Now it's a question of whether they will start acting like broadcasters.

Much of the talk last week at the annual convention of Cable Television Administration and Marketing Society in Boston was about the very essence of broadcasting: exclusive programming and programming promotion. "It's the first [cable] meeting I've been to where programming and promotion have been the predominant topics," said Bob Alter, president of the Cabletelevision Advertising Bureau.

And, according to Alter, broadcasters should be more worried than flattered by the cable's mimicry. Operators making substantial investments in exclusive programming and promotion, he said, "bodes stronger competition" for the broadcasters for programming, viewers and advertising dollars. "Broadcasters who thought it was safe to go back in the water should take another look," he said.

During the conference, the chief executive officers or chief operating officers of 55 cable companies met for three hours to discuss a number of issues of common concern, but when the "executive roundtable" was over, Robert Clasen, chief executive of Comcast and organizer of the meeting, said it was programming that emerged as the principal topic. There was a consensus among the executives that the industry needs to spend more money to develop exclusive programming, he said.

And, judging from some of the panel sessions, there also seemed to be wide recognition that the acquisition of exclusive programming wasn't enough, that the industry also had to spend more money to promote the programming to make people aware of it and to encourage them to tune in. "We do a thoroughly inadequate job of letting the subscriber know what is on cable and how good it really is," said Trygve Myhren, chairman and chief executive officer, American Television and Communications, "the programming is often a lot better than the promotion."

To facilitate program promotion, several of the meeting's speakers urged cable operators on a national or market-by-market basis to align their channels—that is, to put the same cable service or broadcast signal on the same channel.



**On your mark.** Barry Lemieux, chairman of CTAM's 1986 conference and president and chief operating officer of American Cablesystems Corp., pauses a moment before the start of the conference's opening session at Boston's Westin hotel last week. The meeting drew 1,200 top cable marketers and managers.

Everyone acknowledged that the pay television services, upon which the today's cable industry was built, were losing subscribers in the face of competition from the burgeoning home video industry, which has secured an earlier "window" on the release of major motion pictures. While everyone also agreed the industry needed some way to bring back movies to cable day-and-date with home video, opinion was split on whether the fledgling pay-per-view services were the best way to do it.

The hottest unofficial topic of the convention was the proliferation of cable shopping services. Excited by the success of the Home Shopping Network in selling merchandise via cable channels, several companies have entered the market. At this point, HSN's most significant competitor has to be the Cable Value Network, if only because its owners include several MSO's. Also present were principals of the latest cable shopping entry, Consumer Discount Network.

Ever since the National Cable Television Association convention in Dallas last March, the nation's largest cable operators have been talking about ways to produce or acquire high-quality programming exclusively for cable and, more important, have indicated a willingness to spend hundreds of millions of dollars each year to do it.

Operators' interest in programming has also been manifested in their taking equity positions in cable services. At the conference,

word began to circulate that four MSO's, led by United Cable, had taken substantial equity positions in the Discovery Channel, a year-old basic network filled with documentaries exploring the sciences as well as the social sciences (see story, page 32).

The operators' opportunity to invest heavily in programming and promotion stems from the deregulation of cable basic rates next year, which will allow operators to raise rates and generate additional revenues, and the end of the industry's heavy capital investment in construction, which will increase cash flow.

Their motivation comes from the belief that the investment will eventually pay handsome dividends. Well-promoted programming similar to what's shown on the broadcast networks, they believe, will simultaneously boost cable penetration and the viewership (ratings) of cable services, adding more subscription and advertising revenues to the industry's bottom lines.

Assuming the cable operators commit money to develop new programming, they have to come up with a plan for spending it. Tele-Communications Inc. has promoted—and won some support for—the idea of a "superfund," to which all the major MSO's would contribute. The superfund would disburse the money to a newly created "superchannel" or to one or more of the existing basic services (BROADCASTING, June 2).

Others favor a more informal approach.



Comcast's Clasen said the best way may be for operators to support specific programing proposed by cable services through increased affiliate fees, and he cited a precedent for the ad hoc method. In 1979, when the USA Network acquired the rights for a Major League Baseball game each Thursday evening, he said, its cable affiliates anted up an extra nickel per subscriber to pay for it.

Some expressed doubt that a superfund could be established. "It's a great idea, but it's very hard to make it happen," said Myhren. "I have yet to hear a method for making it happen which combines all of the necessary ingredients—the funding, the agreed cooperation and the legal passability [under the antitrust laws].... But if somebody came up with an appropriate formula, I think a lot of people will jump on the bandwagon."

Paul Bortz, a media consultant with the firm of Browne, Bortz & Coddington, said the increased funding for programing will be a "marketplace phenomenon." The money will flow from cable operators to programers through hundreds of individual negotiations, he said. "It don't think it will be a controlled, rational process," he said.

Operators made clear that they are going to want some assurances that any additional money they give the programers goes into programing and not into the programers pockets. "We have to be intelligent about how we spend for this additional programing," Myhren said. "We must have a method of insuring that the additional dollars we put into that basic programing are not used to get excess profits for the programing companies or used to build up a multiple to sell the company so the new owner has heavy debt burden that eats up any additional dollars we put into programing."

The cable industry, faced with more competition, a new regulatory framework and a new "consumer agenda," needs to place an "even higher" priority on marketing as it relates to all aspects of the business, according to the conference's opening speech by Adam Stagliano, senior vice president of The Yankelovich Group. Taking this "marketing mandate seriously," he said, "translates... into taking the consumer seriously."

Consumers today are driven by both "rising quality standards and quality expectations... [and] by a smart or strategic shoppers' approach that emphasizes price value on par, if not above, all other purchase considerations," he said.

At session after session, cable operators and programers were prodded to throw more money, time and energy into marketing and promotion. "The cable industry... has made precious little progress in selling what is new and different," said Bortz in a speech during the meeting's opening session. "Millions of dollars are spent by TV networks, syndicators and movie studios for each program—not per-year, per-channel, but for each program. But operators of cable plant seem reluctant to spend more than a few cents a month to promote viewing which will retain a customer who spends \$20 a month with them. That's got to change."

"Cable systems have done less than an adequate job in promoting their product,"

said Joel Segal, executive vice president, Ted Bates Advertising. "Your potential viewers are not aware of half the basic programs you offer and a good part of the reason is you haven't let them know and reminded them that it's there. The result is that the ratings of advertiser-supported cable services are lower now than they were two years ago."

Doris Day's *Best Friends* on CBN, which Ted Bates produced as an advertising vehicle for Kal Kan, failed, at least in part, because it was inadequately promoted, Segal said. "People just didn't know it was there," he said. "We found that many cable subscribers didn't even know what channel CBN was on," he said.

According to CAB's Alter, the cable industry has to spend more on tune-in advertising urging viewers, as broadcasters do, to tune in specific programs on specific dates and times. "You just can't give people a bundle of programing and expect people to unravel it," he said. Broadcasters, he said, spend "obscene" amounts on such advertising.

To make it easier for operators to get into tune-in advertising, CAB is offering them tune-in advertising kits each month containing scores of advertising slicks for all the major cable services. What's more, it is distributing via satellite promotional spots for programing each month, which operators can insert in local availabilities.

Tune-in advertising would be easier if all the systems in a market carried broadcast signals and cable services on the same channels. "When the public is bombarded daily with countless bits and bytes of information, it becomes increasingly difficult for viewers to remember where a given cable network service can be found on a cable system," said Segal. "Why else do you think ABC affiliates regularly remind viewers to watch *Dynasty* on channel 7 or channel 3? Simply because viewers can't be relied upon even to recall the network channel numbers."

"TV broadcasters would laugh at the omission of channel numbers in cable promotion," he said. "But I don't think it at all funny when I try to get my clients' advertising message in front of the cable viewer and he doesn't even know where the cable network on which I am advertising is."

Donald Lachowski, of Turner Broadcasting Systems, suggested that the industry should try to align channels nationally, not just marketwide. National channel alignment would allow cable services to promote themselves with channel numbers, he said. At each break, he said, announcers could identify the network with numbers. "This is

ESPN, channel 96 of most cable systems," he said. Next to spending more money, he said, national channel alignment is the most important thing cable operators can do to improve viewership of basic cable.

On Jan. 1, 1987, a provision of the Cable Communications Policy Act of 1984 will eliminate municipal regulation of basic cable rates, freeing operators to set prices on an economic rather than political basis. Some operators are counting on the additional revenues from the increased fees to support their new programing and promotion initiatives.

At the conference, operators were cautioned to take it easy on basic rates increases next year. The consumer press expects operators "to raise prices mercilessly" next year, Myhren said. If they do, he said, they "will only have themselves to blame for absolutely destroying the price value relationship which cable has in the eyes of consumers."

Publicly traded MSO's may come under pressure to hike the rates, he said. "Wall Street will push like crazy to try to get us to raise those rates for the benefit of short-term profitability and cash flow. We have to be careful because we are in the business for the long run."

If operators drive up fees too quickly, said Terry Elkes, chief executive officer, Viacom International, it will give "competitive means of distribution [an opportunity] not only to enter and survive, but to thrive." If other media establish a foothold, the cable programing services will eventually sell programing to them, he said.

A survey of cable systems commissioned by CTAM and presented by Jack Pottle, director of Browne, Bortz & Coddington, reinforced the argument that cable operators should not go overboard with price increases next year. According to Pottle, the survey found modest increases on the average of 12% had "little or no negative impact" on the basic homes-passed penetration rate, although they "may have slowed growth from levels that which otherwise could have been achieved." The survey also showed that increased basic prices caused declining penetration at all levels of pay service, particularly multipay, he said. However, the revenue per subscriber and for homes passed increased with the basic rate increases. The increase in basic revenues "more than compensated" for any loss in pay penetration, he said.

According to a CTAM study, competition from home video is not the only thing "ailing" pay television. In discussing the study at a panel session, Ted Livingston, vice



L-r Stagliano, Elkes, Myhren, Segal, Bortz



president of marketing for Continental Cablevision, said it found that the market and the product were "in a state of relative maturity," diminishing the "excitement" about pay TV; that there has been a decline in "price-value perceptions" of pay television, and that cable doesn't always "offer the best context for pay marketing because customer service isn't always what it should be."

Despite the trouble pay television services have had winning and keeping subscribers, Elkes, whose company owns Showtime/The Movie Channel, was optimistic about the business. Hollywood is coming to the realization that "they can't have it both ways"—charging pay television its current prices for films after devaluing the films through their early release in home video, he said.

Hollywood is also becoming disenchanted with home video as it watches cassette rental revenues go up and its share of those revenues go down and as it faces increasing difficulty finding shelf space in home video stores. Hollywood is learning that only pay television and theaters "allow it to participate in the growth of the business."

The industry is uncertain whether PPV is the solution to pay television's problem. According to Gerard Maglio, executive vice president, marketing and programing, Daniels & Associates, views on the service run the gamut. Some believe it has no future, he said, and others are certain "the future is right now and they're hard at work trying to make that future happen.... There's tremendous uncertainty about PPV and how to proceed."

Not surprisingly, the purveyors of the various PPV services at the conference counted themselves among those who believe the future of PPV is now. Hal Krisbergh, vice

president and general manager, Jerrold Subscriber Systems Division, General Instrument, said PPV is ready to compete head-to-head with VCR's. The most difficult PPV sale is to someone who has just bought a VCR, he said, but the easiest sale is to someone who has had a VCR for six months. "He's been to the VCR store, it's a pain in the neck; he didn't get half the films he wanted," he said. Jerrold's PPV service will do everything home video does for the consumer, only it will do it better, he said. Jerrold has "duplicated the video store concept," providing not only the new movie titles, but also a "panorama" of older pictures, he said.

There were many at the conference who shared Stagliano's opinion that VCR's and pay cable are "mutually enhancing, not inherently enemies." The Yankelovich Group research suggests "the real enemy was not the VCR," he said, but "duplicate pay programing that was causing downgrading from three pays to two, and two [pays] to one." The VCR and pay "really, for the consumer [have] a multiplier effect on control and choice...."

In contrast to the National Cable Television Association conventions, there was little, if any, talk about the industry's public policy concerns even though the industry has come under the scrutiny of Congress and the Justice Department for its satellite scrambling activities and that of the U.S. attorney general's pornography commission for allegedly distributing pornography. At the executive roundtable, said Clasen. "We were chuckling that we must have arrived if we have so many people looking at us."

The scrambling of the satellite signals of the cable programing services was a minor topic. Officials of Turner Broadcasting Sys-

tem were informing operators of its plans to begin scrambling CNN and CNN Headline News this week (see "Cablecastings," page 10). And there was one panel session on how cable operators could exploit the C-band direct business that is being spawned by scrambling. With all the major cable services having already scrambled or promised to scramble, the operators and programers seemed to regard scrambling as yesterday's issue. According to Clasen, it never came up during the executive roundtable.

## Discovery Channel gets four backers

**TCI, United, Cox and Newhouse each acquire 10% interest in basic cable service**

Four of the nation's largest MSO's signed on as partners and major affiliates of the year-old Discovery Channel last Wednesday, providing badly needed capital and improving immeasurably the year-old service's chances of surviving in the hostile cable programing environment.

Tele-Communications Inc., United Cable Television Corp., Cox Cable Communications and Newhouse Broadcasting Corp. each agreed to acquire a 10% interest in the Landover, Md.-based service. As part of the same deal, Group W Satellite Communications, which handles the marketing and satellite distribution of the service, increased its stake from around 6% to 10%, and New York Life Insurance increased its interest to 18%. The remaining 32% of the company is held by the founders, including Chairman

## CTAM honors its best

Charles Townsend, president of Colony Communications and of the Cable Television Administration and Marketing Society, presented CTAM's annual awards last week at its convention in Boston.

John Sie, senior vice president, Tele-Communications Inc., received the top honor, the Grand Tam Award (on right in picture at right). Ajit Dalvi, senior vice president, marketing and programing, Cox Cable Communications, received the President's Award (on right in picture at bottom right).

Among those picking up TAMI Awards for service to the society (pictured below, l-r): John Billock, Home Box Office; Dean Gilbert, TKR Cable Co.; Lee Clayton, United Cable Television; J.G. Heim, Showtime/The Movie Channel, and Ted Livingston, Continental Cablevision. Also awarded TAMI's, but not present to receive them, were Marianne Seiler, Viacom Cable; John Reardon, MTV Networks, and Sue Ellen Jackson, U.S. Rogers Cablesystems.



and Chief Executive Officer John Hendricks, venture capitalists and the New York investment firm of Allen & Co.

Hendricks declined to reveal how much the four MSO's paid to buy into the business and how much Group W and New York Life Insurance paid to increase their interests. According to one source involved in the deal, the group contributed about \$10 million in cash or kind. Group W, the source said, has acquired all of its equity by reducing the amount the Discovery Channel owes it for distributing and marketing the service.

The Discovery Channel now reaches 7.5 million cable homes and it has affiliate commitments that would take it into another two million by the end of the year. With the support of the MSO's and marketing of Group W, Hendricks said he is confident the service will surpass the 13 million mark next year, making it eligible for measurement by A.C. Nielsen. Reaching the 13-million mark is critical, said Hendricks. "The advertising agencies don't want to deal with you until you are metered."

Prior to the deal, around \$8 million had been sunk into the venture. Hendricks said, \$5 million from two separate rounds of venture-capital financing in 1985 and \$3 million from Group W in the form of unpaid services, for which Group W received equity.

At a press conference in New York following the signing, The Discovery Channel also announced that its cable partners and all new affiliates would be charged an affiliate fee of five cents per subscriber per month starting Jan. 1, 1987. But, according to Hendricks, affiliates that pay fees and offer the service in certain percentages of their total homes become eligible to share in the growth of the network through an advertising-rebate program.

Although the network will honor the three-year affiliate agreement of all existing affiliates, which require no affiliate fees, said Hendricks, they may want to sign a new affiliate agreement, begin paying the nickel per subscriber starting in January and get in on the advertising rebates.

Under the rebate program, "rebate affiliates" will divvy up on a pro-rata basis 20% of advertising revenues. Hendricks said. After advertising revenues top \$30 million per year, he said, they'll divide 30%.

Harlan Rosensweig, president of Group W Satellite, said he believes the service can break even in early 1989. But, he said, the principal goal of Group W and the cable investors is not reach breakeven quickly, but to make sure the service "gets the best programming and promotion as quickly as possible."

With the backing of the MSO's now secure, Hendricks said, he will now begin a search for a new president and chief operating officer to replace Edward Peabody who resigned. He said he is also looking to hire a chief financial officer.

The Discovery Channel now offers programs about nature, science, social science and adventure 12 hours a day (3 p.m. to 3 a.m.). On Jan 1, it will expand to 18 hours a day. It's distributed via satellite over Galaxy 1, transponder 22. □

## Subcommittee blasts Dougan on U.S. defeat at Intelsat meeting

**Ambassador queried on Intelsat board's rejection of U.S. call for meeting of Assembly of Parties**

To Representative Daniel A. Mica (D-Fla.), chairman of the House Foreign Affairs International Operations Subcommittee holding an oversight hearing on the activities of the State Department's Bureau of International Communications and Information Policy, it had been an historic event gone sour. The U.S. a couple of days earlier had suffered what seemed a resounding defeat on a matter at the Intelsat board of governors meeting in Rio de Janeiro. "What went wrong?" Mica asked. "Why did we press for a vote when it was evident we didn't have support?" And that was only the beginning. Other members participating in the hearing of the Subcommittee on International Operations were even harsher in their comments.

The questioning, addressed to Ambassador Diana Lady Dougan, U.S. coordinator and head of the bureau, involved the board's rejection of a U.S. proposal to call an extraordinary meeting of the Assembly of Parties in October to consider the U.S.-Peru request for coordination of the separate communications satellite system that the Pan American Satellite Corp. intends to establish. The submission of the PanAmSat proposal for coordination was a first, an "historic" occurrence, in Mica's view. But the U.S. was supported in the vote only by the United Arab Emirates, and saw its proposal rejected, in the weighted voting employed by the board, by 63% to 26%, with a number of abstentions and absences. (Peru is represented on the board by Spain, one of the board members that abstained.)

Dougan sought to explain that the vote was not significant. She said it was only "a procedural vote." Indeed, she, and State Department officials in a subsequent briefing, indicated the vote had had an up as well as a down side. The vote was sought, Dougan said, to obtain on the record the comments of board members. And some of the comments were said to have been so encouraging the U.S. is talking of reversing the vote on the issue at the board's next meeting, in September. The U.S. is anxious for a prompt decision by the Assembly of Parties to insure PanAmSat's ability to meet an Arianespace launch date, expected early next year.

But the U.S. suffered "a lopsided" defeat, Mica insisted. "We didn't do our homework." And when Dougan noted that Commerce's National Telecommunications and Information Administration and the FCC were also involved in "an institutional process" and suggested that the special responsibility the commission has as an independent agency was a factor in its reluctance to provide information the Intelsat executive said was needed to proceed with the coordi-

nation, she drew a sharp retort from Representative Don Bonker (D-Wash.). He said, "That's a lot of bureaucratic buckpassing." Mica agreed. "You're in charge," he told Dougan. "We want you to be in charge."

But Bonker, who is chairman of the International Economic Policy and Trade Subcommittee and who with Mica last year shepherded legislation through the House that specified the procedure the government is to follow in coordinating separate satellite systems with Intelsat, made it clear the State Department is being held accountable, and warned of the consequences of a negative finding by Intelsat on a coordination request. "You'll have to come back to Congress with a report, and that won't be a pleasant experience for you. Representative Mica and I are responsible [for the legislation], so you can appreciate our concern that the procedures are not being fulfilled. . . . So if you want to play around with this issue and dig in on whatever turf rights are in your favor, it's going to come back to us, and you're going to lose. We'll change the law and make it more difficult for you to reach this impasse."

Other members present—Representatives Lawrence J. Smith (D-Fla.), Gus Yatron (D-Pa.), and Peter Kostmayer (D-Pa.)—were similarly unsympathetic to Dougan. They thought the rejection was embarrassing and showed poor leadership by the State Department.

In all, the session pointed up the problems the U.S. faces in attempting to deal with international telecommunications problems when responsibility and authority are not centrally located. And those problems are compounded, observers noted, when the U.S. is up against an aggressive opponent, like Intelsat Director General Richard Colino, who has the talent to exploit such weaknesses. The U.S.'s current difficulty in connection with the PanAmSat proposal is the Intelsat executive's request for information needed to coordinate the 24 transponders the satellite is to have—technical data showing the amount of interference that might be caused by the Intelsat system and information indicating whether the competition provided by transponders to be used in international service would cause it economic harm. The board's rejection of the U.S. call for an extraordinary meeting of the Assembly of Parties was seen by U.S. officials as support for the call for additional information—though not, those same officials believe, complete support.

The U.S. and Peru had maintained that only the data related to the five transponders that are to link the two countries is required. Under pressure from Intelsat—which said more was required under established procedures—the U.S. finally agreed to provide technical data on all 24 transponders. Those would include 13 destined for domestic service in Latin America and six Ku-band transponders designed for use connecting Europe and the U.S. but for which PanAmSat has not even been issued an FCC license. That information would have to be provided on the basis of assumptions. But because of resistance from the commission, Dougan aides indicated last week, the U.S. has been



unable to agree to a formal technical coordination of the 24 transponders—that is, to a negotiation with Intelsat that would commit PanAmSat regarding their use. That was said to have been a factor in the voting going as heavily against the U.S. at the board meeting as it did.

Randy Earnest, director of the bureau's Treaty and Regulatory Affairs division, said the commission felt it was barred by the Communications Act from participation in the technical coordination of transponders whose use it had not yet authorized. It would be prejudging a future rulemaking regarding the use of those transponders. What's more, there is the requirement the executive branch asked the commission to impose in authorizing the use of satellites in international service: Require the applicant to have a foreign partner. So it seems the impasse the U.S. faces with respect to Intelsat, grows, at least in part, out of one within the U.S. government.

But last week, there were indications the domestic one, anyway, would be broken. Dougan indicated the FCC would, in effect, be reading the results of the board of governors vote along with everyone else. "We can go back to the FCC and say, 'This is what other governments want.' The FCC can take that into account and determine if it can provide the necessary information without jeopardizing its regulatory responsibility." Albert Halprin, chief of the FCC's Common Carrier Bureau, was reluctant to discuss the issue last week, but indicated he was not yet persuaded: "It is impossible to go through a coordination when there is not even a proposed use." Still, a State Department official was hopeful the government could resolve the issue "within a week or two." As for the requirement that U.S. separate systems proceed to coordination only after reaching agreements with foreign correspondents, the official said, "Maybe we can draft language showing this is not a full consultation."

That would still leave the economic data that the Intelsat executive has requested. U.S. officials say providing the economic data for any of the 19 transponders for which specific international uses have not been proposed would be impossible. But the U.S. strategy is aimed at going over Colino's head. (A State Department official said the director general was "unilaterally" blocking coordination with his requests for information.) And comments of board of governors members in Rio persuaded U.S. officials that the board—which is the final authority in the matter—would not be as demanding as Colino. "If we provide for full technical coordination of the 24 transponders and economic coordination only of the five to be used in the U.S.-Peru service, that will satisfy the board," one State Department official said. "And the director general won't be able to stop it."

But an Intelsat official, at that organization's briefing for reporters, did not seem impressed. David M. Leive, legal adviser and acting director general in Colino's absence, said, "Anybody can read what they want into the comments. I'm looking at the facts—at what the board did." Intelsat, he added, expects the U.S. to provide specific

information on the economic-impact issue—and that includes the type and quantity of service to be offered, and the countries to be served. When it was pointed out that PanAmSat has no foreign partners beyond Peru, Leive said, "Maybe the coordination is premature."

Leive noted that the Intelsat executive, in advance of the board of governors meeting, had conducted an extensive correspondence with the U.S. and Peru in which Intelsat had suggested several alternatives to the submission of all of the data the executive says is required. One would be a commitment never to use the 19 transponders. Another would be to leave the door open to the use of any of them provided the U.S. agreed in advance to accept any limitations on the use of any of the transponders Intelsat deemed necessary. The U.S. did not respond favorably.

Leive acknowledged that the PanAmSat matter is being treated differently than the 130 coordinations that have gone before in Intelsat's 22-year history. "But this one," he said, "confronted us with a totally new situation." Whether the matter is unprecedented or not, the U.S. can be expected to make a major effort to lobby board members in advance of the meeting in September. State Department officials said they had contacted members in a series of bilateral and multilateral meetings in advance of the June meeting. But Dougan, at the hearing, said, "Lessons have been learned... With your support," she told Mica, "we'll take a more direct leadership role in the process to assure coordination with other countries. I pledge more focus on other countries, and to work with governments and signatories." □

## Fowler gets Hill views on must carry

**Danforth, Dingell and Wirth lead list of authors plugging compromise and movement thereon by Aug. 7**

Key members of Congress, responsible for setting communications policy, relayed their views on must-carry to the FCC last week and the message was: The FCC should complete its must-carry proceeding "no later than" Aug. 7 and the must-carry industry compromise is "a good point of departure for the commission's decision."

Two letters were sent to FCC Chairman Mark Fowler, one from Senate Commerce Committee Chairman John Danforth (R-Mo.) and the other from House Energy and Commerce Committee Chairman John Dingell (D-Mich.); House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.); James Broyhill (R-N.C.), ranking minority member on the Commerce Committee; Matthew Rinaldo (R-N.J.), ranking minority member on the Telecommunications Subcommittee, and at least 22 committee members. That figure represents a majority of the committee. (Wirth, a spokesman

noted, is considering meeting with Fowler to follow up on the letter.)

Moreover, the House Appropriations Committee in a report on legislation establishing fiscal 1987 appropriations for the FCC offered some direction on the matter as well. The report calls on the agency to deal with must-carry "as expeditiously as possible." And it also urges the commission to consider the concerns of public stations in that proceeding.

To begin with, both letters knock the idea of requiring cable systems to make A/B switches available to subscribers as a substitute for must-carry rules. "Requiring the use of an 'A-B switch' in lieu of a must-carry rule, which the commission is reported to be considering, offers no assurances that the public will have meaningful access to broadcast programming," the House letter said.

Also of note, the letters say the FCC must "ensure that the interests of public television stations and new entrants are more carefully recognized in its final rule."

Danforth, however, takes that position one step further. His letter suggests the commission also "consider implementing an ongoing monitoring and reporting process to gauge the impact of the post-Quincy environment on the television marketplace, and to develop a mechanism whereby stations that show unusual circumstances can be granted specific relief in the form of waivers." Those are both ideas, Danforth noted, contained in comments filed by the National Telecommunications and Information Administration on the matter.

A Danforth aide said the senator had no specific idea of what would constitute "unusual circumstances," although, the aide said, there is "more concern about new entrants" getting carriage than existing stations.

The National Association of Broadcasters and the Association of Independent Television Stations have been lobbying Congress aggressively for several months to get the lawmakers to prod the FCC along. NAB's John Summers, senior executive vice president for government relations, was being given credit for generating support for those letters.

"We're gratified by these strong expressions of support from Capitol Hill," said INTV President Preston Padden. As for reaction to the letters' emphasis on addressing the interests of public stations, NCTA President James P. Mooney had this to say: "We've been willing to talk about some special wrinkle for PBS, but PBS hasn't. Until and unless that situation changes, we will continue to recommend to the FCC that it adopt the compromise as proposed."

Responding to the suggestion that any final rule provide for the needs of new stations, Mooney said, "We, too, sympathize with the ordinary man in the street who can barely scrape together the \$5 million or \$6 million dollars necessary to start up a new broadcast station." But cable, he noted, has its problems as well. "There have been cable programming services which have lost millions a month because unreasonable must-carry rules crowded them off cable systems." □



## Stoddard charts ABC's long road ahead

**Entertainment president sober on chances for next year; sees hope for Saturday with Lucy; Magid report on 'GMA' arrives this week**

Brandon Stoddard, president, ABC Entertainment, told reporters in Los Angeles June 22 that the network's prime time slate for the 1986-87 season would not get it out of third place. "The spread between us and the other networks is quite a lot," Stoddard said by way of explanation. He contended that the network was not trying to climb out of the cellar in one season. "We have a long, long haul in front of us and the way, I think, to go about that is to establish some realistic goals that you can reach and try to go after those year by year."

Stoddard said he'd be reasonably satisfied with next season's performance in prime time if the network is able to renew one or more shows upon which to build the following year. "Now that's not immediate in terms of rapid change competitively, but it is a rational and I think reasonable way to build a schedule, and a good way. And then you pray something gets hot."

On a night-by-night basis, although ABC finished third on five nights last season, Stoddard said the network really has three "trouble nights"—Thursday, Friday and Saturday. Admitting ABC still has "a long way to go" on Sunday, Stoddard said the *Disney Sunday Movie* had helped a little on that night and should continue to build next season. The same could also be said of *MacGyver* on Monday nights, he suggested. "I think Monday is going to be OK," he said. With three new programs debuting next fall on Saturday, including a lead-off comedy starring Lucille Ball, *Life with Lucy* (see story, page 39), Stoddard said, "I hope we will see some improvements [there]. I think the lineup is better. Friday night is tough and Thursday night is very tough. I admit that."

Part of the strategy on Friday is to skew young with two new shows from 9 p.m. to 10 p.m., *Last Electric Knight*, followed by *Sledge Hammer*. "This was kind of a *Knight Rider* philosophy [used] a few years ago by NBC in that time period, and that's what we're trying to do," Stoddard said. *Sledge Hammer*, is a slapstick detective comedy that takes an approach similar to that taken by *Get Smart* 20 years ago. Stoddard reported that one of the executives closely associated with *Get Smart*, Leonard Stern, had been hired as a consultant to *Sledge Hammer*.

Stoddard also told reporters that he and his staff would be addressing possible changes in three other dayparts in the coming months—early weekday morning, late night and Saturday morning.

Frank Magid & Associates has just completed a "major study" of *Good Morning*



Stoddard

*America* for ABC, which Stoddard said would arrive on his desk this week. "I don't think we are going to make revolutionary changes" in the program, said Stoddard. But then again, that may depend on the outcome of current negotiations with both hosts, David Hartman and Joan Lunden, who are up for contract renewal. "We're looking at everything," Stoddard said of the broadcast. As for Hartman, he said, "you can't assume anything" until the negotiations are complete. "Same thing with Joan."

The study was commissioned to see what could be done to give the program a boost in response to the resurgence of *Today* on NBC. One solution that Stoddard ruled out was turning the broadcast over to the news department. "Most of the show deals with elements that should come from the entertainment division," he said. "I think the show as structured is in the right division."

ABC is also trying to come to grips with late night, where it has been trying out several short-flight programs, including *The John Barbour Report*, which aired last month, and *The Noel Edmunds Show*, a talk-variety program that aired last week (for one week only). Stoddard said the network had five or six other programs, including some comedies, it would test in the post-*Nightline* time period, before making any decisions. All of those shows, he said, are basically "on-air pilots. They are tryouts to see whether or not the qualities of the shows could be sustained." He said the network will have its late-night plans in place by mid-July.

As for Saturday morning, that daypart has been soft for all three networks, but perhaps more so for ABC. The possibility has been raised that, with the demographics skewing older in the late morning than in the past, perhaps some part of Saturday morning might do better with sports or informational programming. "The audience has been shifting," said Stoddard. It's "very, very young" in the early morning, he said, and more adult

later on. "It's a big change... [and] I think we'll have to examine the audiences on Saturday morning and see if our programming is fitting the availability of those audiences." Stoddard said he would examine that issue in depth probably early next year.

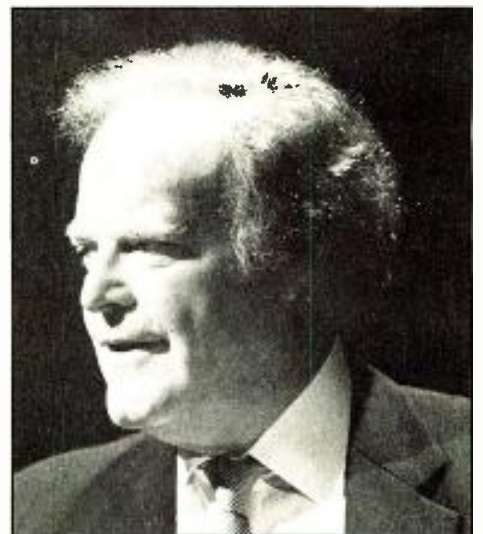
### Arledge dispels rumors of Barbara Walters pay cut

ABC News President Boone Arledge, fielding questions from reporters in Los Angeles during ABC's press tour, denied reports that veteran *20/20* host and interviewer Barbara Walters had been told she would have to take a substantial pay cut in her next contract. Arledge said that no matter what her future role entails, "Barbara will get a raise." Walters's contract, which has been valued at more than \$1 million a year, is currently in renegotiation, and she has reportedly indicated a desire to cut back on her duties at ABC News to spend more time in Los Angeles with her husband, Lorimar-Telepictures chairman, Merv Adelson.

In addition to her role at *20/20*, Walters has been doing several celebrity interview specials each year. Arledge said the network and Walters were still discussing where she'll cut back. "We're in the middle of negotiating it right now," said Arledge, "so the answer to a lot of those questions hasn't been worked out." But if Arledge has his way, he said, "generally speaking she'll be doing as much on *20/20* as she has, and most of it from New York."

Apparently confident that the negotiations between ABC and Walters will be completed, Arledge announced that she will host a two-hour special in November celebrating the 50th anniversary of *Life Magazine*.

Arledge also reported that ABC general assignment correspondent Stone Phillips



Arledge

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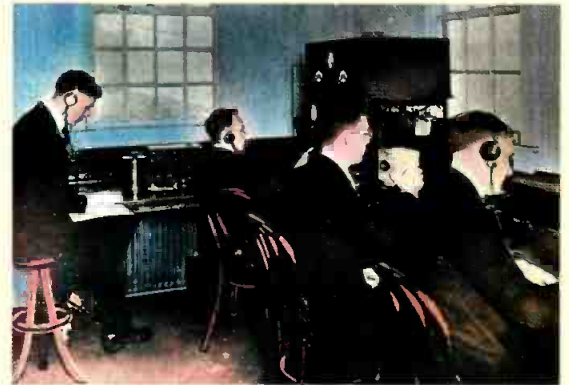


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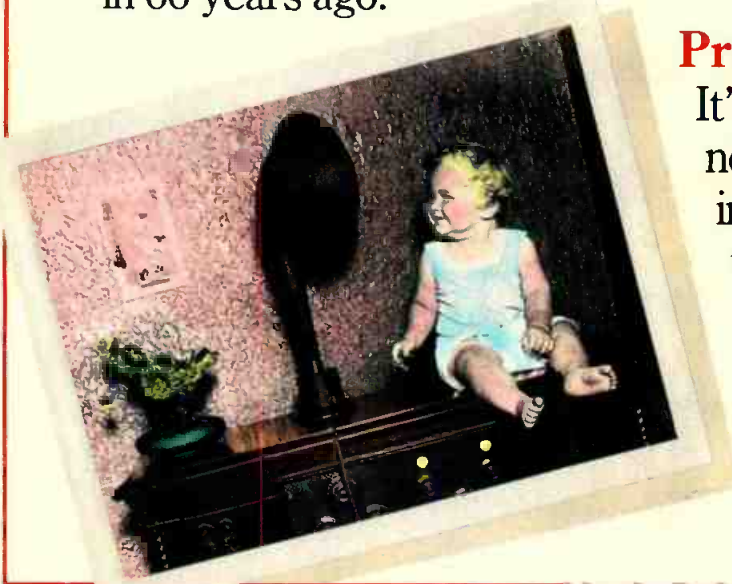


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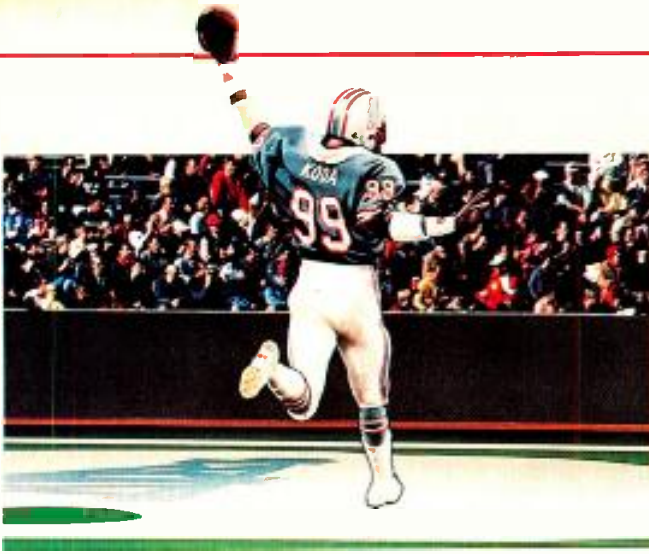
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risks. And we've stuck with those ideas we've really believed in. Like all-news radio. We kept it alive even though it failed to show a profit for ten consecutive years. Because we understand that willingness to persevere is often the greatest contribution to success.

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had been named a regular correspondent on *20/20*. Jack Laurence, who tried out the same slot earlier this year, has returned to ABC's London bureau. Lynn Sherr, who joined *20/20* several months ago, has been taken off the NASA beat, Arledge said, because she is an applicant to be the first journalist in space. A conflict would exist, he said, if she were to continue to cover the agency. (She was lifted off that beat in the middle of a *20/20* piece she was preparing on NASA's problems in the aftermath of the Challenger tragedy. Tom Jarriel finished the segment, which airs June 5.)

On other matters, Arledge said that the on-air hosts (the plan is to have more than one) for the network's new prime time show bowing in the fall, *Our World*, had not yet been selected. He said it was likely, however, that the division's media critic, Jeff Greenfield, would end each *Our World* broadcast with a summation, putting in perspective the time or event in history covered in the episode. He denied reports that ABC News was negotiating with NBC correspondent Linda Ellerbee to join the program in some role.

*Our World* debuts next fall on Thursdays at 8 p.m. against *The Cosby Show* on NBC and *Simon & Simon* on CBS. A number of television critics and other observers have questioned the strategy of placing the new news show in that slot, given that the news magazine *20/20* also airs that night, at 10 p.m. Arledge said putting *Our World* against *Cosby* was "something like a Japanese Kamikaze pilot taking off on a new mission." But he defended the scheduling as a justifiable counterprogramming move, where the new program will skew to an older audience not reached by *Cosby*. "We're not going to waste our time and go try to just fill a problem area for the entertainment division," he said. "We're doing this because we think any time you can do news programming in prime time, that's a benefit to the viewer, and it's an alternative to what's offered on the other two networks."

The program, which its executive producer, Av Westin, describes as a "theme hour," as opposed to a magazine show, will focus each week on a particular event or time in history, review that event or time and try to assess its significance to today's society. On some occasions, the program will use actors to re-enact events, such as reading court transcripts in cases where those who actually participated are not available. In such cases, Westin said, the lines read by actors will be documented as fact. "word for word for word." Arledge said that actors would be used in "rare" instances and that by and large the show will rely on news footage and interviews with actual participants or expert commentators.

Westin said he plans to produce 36 original episodes of *Our World* the first year, 12 of which would be repeated. (On four nights the show will be pre-empted by football or other specials.) The hour-long program will cost considerably less per episode than other one-hour prime time shows—\$350,000, compared to the usual \$850,000 or more. Arledge acknowledged that the primary reasons that *Our World* was getting a shot were its lower production costs and ABC's deli-

vering of only an 11 share against *Cosby* last season.

### **Sports not big money maker for ABC; Swanson called in to change situation; says it will take until 1990 to break even**

Name a sport, just about any sport that ABC covers—including college and professional football, professional baseball, golf, bowling and all the events covered on *Wide World of Sports*—and it can be assumed the network is losing money on it. The man ABC has called in to stem the drain is Dennis Swanson, who most recently ran the network's station division. He says it will take until 1990 to make the sports division break even. The situation, Swanson suggested at the ABC press tour in Los Angeles, is similar (if not as drastic) for others covering sports. "If I were to retire right now, I'd write a book on what happened to sports programming in 1985. It's not unique to ABC."

Since taking charge last winter, Swanson has made some changes, including management and talent. He has also fiddled with the network's bowl game lineup on New Year's day and negotiated a regular season college



Swanson

basketball contract for next season. But ABC is in the middle of hefty rights contracts that are preventing the sports division from making a profit. The NFL contract has another year to run. He said the network would seek to pay smaller fees for the next NFL contract. The Major League Baseball contract has three-and-a-half more years to go. That pact, said Swanson, is "plainly excessive" and ABC has talked to MLB officials about the problems it has with the pact. MLB, he said, "is aware of our problems." But does baseball care? "I think they care, yes."

Another problem, in terms of making money, said Swanson, will be the 1988 winter Olympic Games in Calgary, Canada. ABC won the U.S. television rights to those games for \$309 million. "I suspect there is no way to make money on the Calgary Olympics," said Swanson. He said the production costs of the games for ABC would

be less than \$50 million. Swanson suggested the network would get tough in the bidding for the next round of Olympic games. "We would like to stay in the Olympics business. But we've told the [International Olympics Committee] we're not a bottomless pit of money. ABC won't fall apart if it doesn't have an Olympics in the future."

With the intense focus on costs by all three networks, he said, "there is no question you'll see change" in sports coverage. About 80% of the costs of each network sports division goes to rights fees. "Viewers will get to see all the major events," said Swanson, "perhaps in different environments." He led reporters to believe that the only event carried by ABC Sports that has a secure future on the air is the 25-year-old *Wide World of Sports*, even though that program is losing money. "We are firmly committed to it," said Swanson. "It's our showcase." □

### **Disney Sunday movie puts on good show for ABC; airing since February, it has boosted rating and share in time period; Disney gives ABC some films free of charge to air in summer to prevent repeats**

"There is no more important project for us than the Disney Sunday movie." That's from Michael Eisner, chairman and chief executive officer of Walt Disney Co. There are a lot of reasons that is true, said Eisner, not the least of which are "the enormous audience that is seeing Disney" and "getting Disney back on television again." While a causal link would be hard to prove, Eisner also said attendance at the Disney theme parks has been "exploding" since the Sunday movie went on the air.

The program, consisting mainly of original and exclusive made-for-television movies (with a smattering of made-for-cable pictures from the Disney Channel), premiered on ABC in February. It boosted the rating and share in the Sunday 7-9 p.m. time period for the network by an average 27% for the rest of the 1985-86 season. And in an effort to keep that momentum throughout the summer, Eisner said Disney gave ABC—free of charge—a batch of films from the Disney library so it would not have to repeat the recently aired originals so soon. "We did not want to lose the habit of the Disney Sunday movie," said Eisner. "We thought it was worth simply giving them to ABC." There has been some erosion anyway. The program averaged a 14.2/22 in the regular season. The first three Disney classics ("Old Yeller," "The Apple Dumpling Gang" and "Candle-shoe") have averaged 9.9/23 this summer. HUT levels in summer are also lower than in the regular season.

Last season's crop of Disney Sunday movies produced one spin-off series, *The Karate Kid*, also produced by Disney, which will premiere on ABC next fall at 9 p.m. on Fridays. (Disney is also producing *The Ellen Burstyn Show* for ABC, which will bow next fall at 8:30 p.m. on Saturday.) Eisner said there may be "a few of those next year as well." Whether they get picked up is another question, and Eisner said Disney did not view Sunday as a place to "make pilots



Eisner

for other television series."

Disney has a commitment from ABC for between 20 and 22 original Sunday movies. In addition to the classics running this summer, Disney may add some theatrical films to the mix next season. As Walt Disney did for *The World of Disney* on NBC, Eisner has hosted the new Disney movie since its debut in February. "The first one I did, it took me three days and 62 takes," recalled Eisner. "I have more respect now for people that are in front of the camera than I ever had before. I mean, if I'm watching dailies and I see take

**Joining in.** James Duffy, vice president, Capcities/ABC Inc., said that a number of the network's news and entertainment programs were doing reports or developing story lines about illiteracy, in connection with the national campaign, PLUS (Project Literacy U.S.), launched by ABC and PBS last December. *Good Morning America*, *World News Tonight*, *20/20* and *Nightline* have all done recent pieces, he said. *Love American Style* also had a story earlier this month about illiteracy, and the soap opera, *Loving*, launched a new continuing storyline on the subject last Friday (June 27.) A number of prime time shows are developing storylines on illiteracy for next fall, said Duffy, including, *The Ellen Burstyn Show*, *Who's the Boss*, *Growing Pains*, *Head of the Class*, *The Last Electric Knight* and *Our Kind of Town*. Others may follow, he said. Illiteracy themes are also being developed for episodes of *ABC Notebook*, *ABC Afterschool Special* and *ABC Weekend Special*. Spots on the network's "American Television and You" campaign will be devoted to the subject in August, Duffy said.

six, I have a breakdown because I know it's costing money and I call up the director and say, 'How can you be on take six? I got up to 62.' " With some training from a media consultant, Eisner said he is now down to about five takes per episode.

Eisner indicated Disney had not ruled out getting into the TV station business. But he said he was currently turned off by what he termed the "feeding frenzy" in the station acquisition market. "We don't need stations to launch our product," he said. "The quality of the product runs the whole thing." He acknowledged that owning stations in the

right markets might "make it easier" to launch shows, but "we don't need to have that." However, he added, "if MCA wants to sell WOR-TV New York for half what they paid for it," Disney would be interested. □

**'Life with Lucy' to debut next fall on ABC at 8 p.m.; in unusual move, no pilot will be produced**

No pilot and a 22-episode commitment. That's the deal ABC made with Aaron Spelling and Lucille Ball to entice Ball back to series television. Her new show, which de-

## Syndication Marketplace

■ **MCA-TV** reports that it has now cleared *Kate & Allie* in 40 markets. Clearances include WOR-TV Secaucus, N.J. (New York), KHJ-TV Los Angeles, WGBS-TV Chicago, WPHL-TV Philadelphia, WNEV-TV Boston, WOIO-TV Shaker Heights, Ohio (Cleveland), KDKA-TV Pittsburgh,



and WDLZ-TV Miami. MCA is guaranteeing 96 episodes for 1988. MCA also recently announced that *Puttin' on the Hits* is a firm go for this fall.

■ **Group W Productions** reports that going into its seventh season, *P.M. Magazine* has been cleared on another 16 stations (20% of the country), to bring its total to 145 stations covering 89% of the country. During the 1985-86 season, the one-hour early fringe show was number one in its time period in 65 markets. Sales of the show are on a cash-plus-barter basis with Group W holding two minutes. Among the recent clearances, six stations will begin using the show in September—KSTP-TV Minneapolis; WLKY-TV Louisville, Ky.; WLWT-TV Cincinnati; KSWO-TV Lawton, Okla.; KORC-TV Anacortes, Wash., and WUTR-TV Utica, N.Y.

■ **Blair Entertainment** reports that it has added more markets for three properties—*Strike it Rich*, *Divorce Court* and the film package, "Revenge." Seven more markets have joined the *Strike it Rich* lineup to bring its total to 47 stations. The new stations include KHJ-TV Los Angeles; WSVN-TV Miami; KMSP-TV Minneapolis; KSCH-TV Sacramento, Calif.; WAXA-TV Anderson, Calif.; WATE-TV Knoxville, Tenn., and WFTV-TV Fort Myers, Fla. Sales of the Joe Garagiola-hosted show are on a cash-plus-barter basis with one minute held back by Blair. *Divorce Court* is now on five more stations bringing its total to 147 stations covering 94% of the country. The five new stations are

KMTV-TV Omaha; WRBT-TV Baton Rouge; WTXL-TV Tallahassee, Fla.; KMIR-TV Palm Springs, Calif., and KLMG-TV Longview, Tex. *Divorce Court* is sold on a cash-plus-barter basis with Blair holding a minute. And "Revenge," has been sold in five more markets, to bring its total to 39: WSET-TV Lynchburg, Va.; WGBA-TV Green Bay, Wis.; WFXT-TV Fort Myers, Fla., and WLAX-TV La Crosse, Wis.

■ **GGP Sports** has cleared one-hour highlights of Giro d'Italia (The Tour of Italy) bike race on 114 stations, covering 70% of the country. The race will be available on Saturday, Aug. 2, for weekend afternoon airing. Bob Horowitz, GGP vice president and general manager, said the show follows CBS's coverage of the *Tour d' France* in late July. The race took place on May 4-June 2. Barry Tompkins and Greg Lewis will host the highlights of the 2,500-mile event. Sales are on a barter basis with six-and-a-half minutes for stations and five-and-a-half minutes for GGP. Stations include WABC-TV New York, KABC-TV Los Angeles, KGO-TV San Francisco, WCVB-TV Boston and WXYZ-TV Detroit.

■ **Tribune Entertainment** has signed an agreement with Hope Enterprises to sell *A Hollywood Salute to General Jimmy Doolittle*, starring Bob Hope, Jimmy Stewart, Andy Gibb, Rich Little and other stars, on location at the Miramar Naval Air Station in San Diego. The two-hour 90th birthday tribute of the World War II general who led the first bombing mission on Tokyo on April 18, 1942, will air on Aug. 18. Sales are on a barter basis with 12 minutes for stations, and 12 minutes for Tribune.

■ **Syndicast Services** reports clearing *The 1986 College Football Previews*, four half-hour college football previews, on 75 stations covering 50% of the country. Syndicast has sold the preview package, hosted by Bill Fleming, for 10 years. The final show of the four is the *Nationwide Top Ten Countdown*, with the Football Writers Association's picks for the coming season. Sales of the specials are on a barter basis with three-and-a-half minutes for stations, and two-and-a-half minutes for Syndicast. Clearances now include WNBC-TV New York, KNBC-TV Los Angeles, WBBM-TV Chicago, KRW-TV Philadelphia, WXYZ-TV Detroit, KING-TV Seattle and WAGA-TV Atlanta.

■ **Program Syndication Services** reports clearing the half-hour strip *Morning Stretch*, starring Joanie Greggains, in 111 markets covering 77% of the country. Sales of the show are on a barter basis with three minutes for stations, and three minutes for PSS, handled by Group W. Latest clearances include CBET-TV Detroit; KING-TV Seattle; WGGT-TV Greensboro, N.C.; KRZB-TV Hot Springs, Ark., and WCEE-TV Mt. Vernon, Ill.



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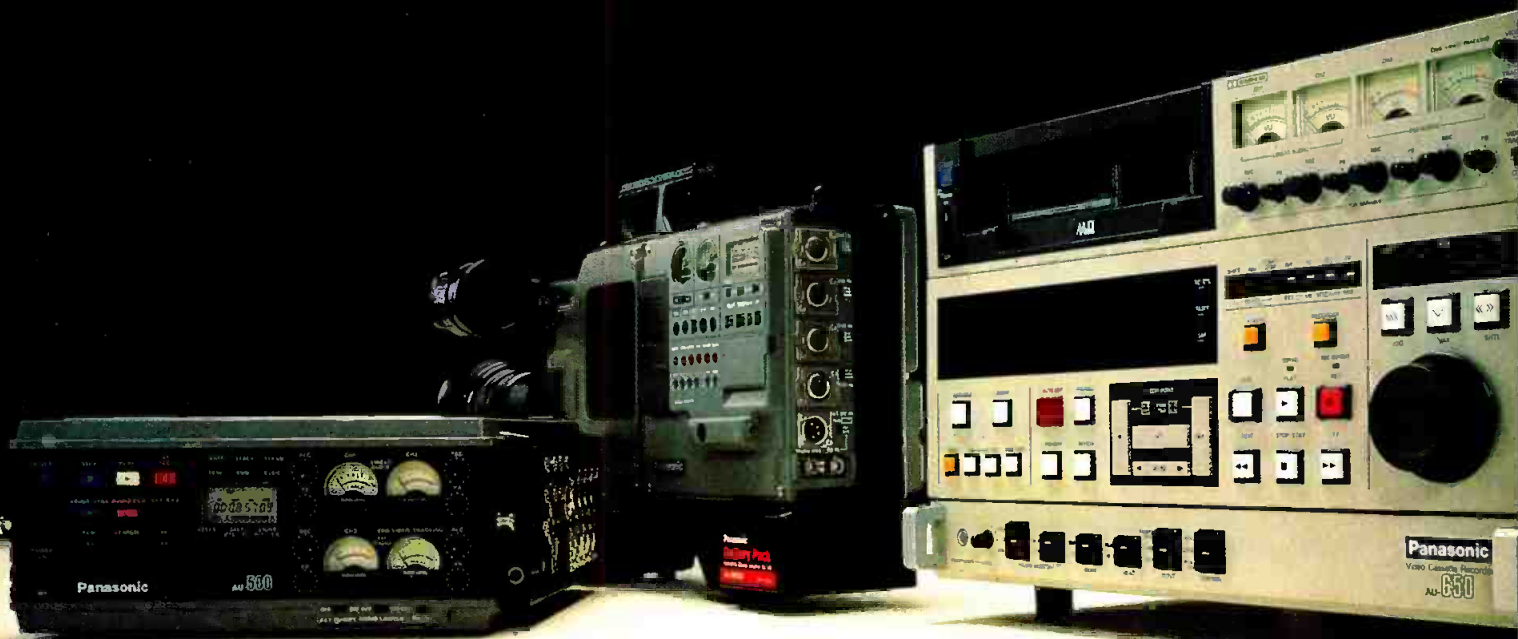
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but in the fall on Fridays at 8 p.m., now has a title: *Life with Lucy*. That ABC agreed not to require a pilot for the new show is unusual. Spelling said last week that in the 18 years he has worked with ABC, "I never had a show on the air without a pilot." Until now, that is. According to Spelling, the network's willingness to go without a pilot was the only way to get Ball to do the show. "It would have been demeaning," he said. "She is Lucy. She deserves that." Talking with reporters at ABC's press tour in Los Angeles June 20, Ball said, "I don't have anything to prove, I hope."

ABC is gambling that Ball, a leading comedienne in television for more than 30 years, will put some life into the network's Saturday night ratings. The show will lead off ABC's Saturday prime time slate, which will feature two other new programs—another comedy following *Lucy*, starring Ellen Burstyn, which will be followed by a new police drama, *Cold Steel and Neon*.

Questions have been raised about whether Ball, now 74, will be able to handle the physical rigors of series production. Last season, she starred as a bag lady in the CBS made-for-television movie, *Stone Pillow*, and received good reviews. But the role proved exhausting enough to put her in the hospital for several days. But at the press tour, Ball wrote that off to the severe summer heat during filming in New York. "The demands that [movie] made on me would have been demands on almost anyone," she said. "I don't care what age they might be, because it was unbelievable heat." Spelling said that one way he would try to lessen the strain would be to shoot three episodes at a time and then lay off for a while. He said 12 scripts would be finished by the time production begins later this summer.

Ball's decision to return to series television is a reversal of her previously stated intentions. Last fall she said she wouldn't do it. But at that time, she said, "I hadn't met Aaron." Spelling and Ball were introduced by former 20th Century Fox owner Marvin Davis. It was Davis who suggested the two get together on a show. At the time, Ball had already been approached by CBS, the network on which her previous comedies had aired, as well as *Stone Pillow*. CBS, however, wanted a pilot. "There were a lot of offers," Ball said last week. "None of them were good enough until [ABC] came to me with an offer I just couldn't refuse because it encompassed everything I really wanted to do." Ball and her husband, Gary Morton, share the title of executive producer of the new comedy series. Spelling's title is co-executive producer. According to Spelling, Ball would not do the program without Morton's participation. Although Spelling has known Morton for some time, he said he was "worried about working with Gary," at first. Now, says Spelling, "he's terrific" to work with.

*Life with Lucy* reunites Ball with a co-star from previous *Lucy* shows. Gale Gordon. She plays the part of a widow and Gordon portrays her late husband's partner and together they run a hardware store, above which they live—with their children and grandchildren—as one big, happy, extended

**Benefitting children.** At a Service to Children Awards luncheon held last Wednesday (June 25) at the National Association of Broadcasters headquarters in Washington, Jim Duffy, president, communications, ABC Network and Broadcast divisions, questioned television's commitment to children. "If I were asked 10 or 20 years ago, whether we had reached our goals for children's television, I would have responded that we had not," he said. "And today, if I am asked that same question, I would have to say in all candor that broadcasters across the industry, I don't believe, are doing the best that can be done in this field of children's television. I think overall we still have a lot of work to do. But I do feel strongly that we have made substantial progress."

Duffy cited as examples of progress the programs that received Service to Children awards at the NAB convention (they were shown at the luncheon), as well as such family-oriented programs as NBC's *The Cosby Show* and such regular children's series as *ABC Afterschool Special* and *CBS Storybreak*.

The winners were KRON-TV San Francisco for *Buster and Me*; WBNG-TV Binghamton, N.Y., for *Actions News for Kids*; WAFB-TV Baton Rouge for *Storyland*; WNBC-TV New York for *Kids Just Kids*; WOWK-TV Huntington, W.Va., for *The Toys of Yesterday*; KGMB-TV Honolulu for *Hawaii's Super Kids*; KETV(TV) Omaha for *Major Dots, the Channel 7 Safety Clown*; KGAN-TV Cedar Rapids, Iowa, for *Young Stars PSA's*; WWAY(TV) Wilmington, N.C., for *Stranger/Danger PSA's*; WCCO-TV Minneapolis for *Kids Who Litter* and *Peace Child/Space Bridge*, and KCTV(TV) Kansas City for *Crime Cards*.

family. The program is to be taped before a live audience and will take the same "phys-

ical comedy" approach that has characterized *Lucy* since the early 1950's. □

## The ins and outs of program production

### NATPE completes second production conference aimed at schooling station executives on latest in techniques

NATPE moved another few steps ahead in building a complement to its programing convention, as it wrapped up its second annual production conference (June 19-22) at the Adam's Mark hotel in St. Louis. At a variety of workshops, production managers from television stations across the country boned up on the technical and creative side of their work and the interdepartmental dynamics of a station. A total of 657 people attended the conference, a 5% rise from last year. The number of exhibitors this year nearly doubled, to 31.

The conference is billed as the only opportunity for television production managers to learn more about the latest production-related hardware and to refine their skills through various workshops. Along with workshops, the conference included an exhibit floor where a variety of production tools, such as digital video effects systems, paint boxes and switchers, was displayed.

At a "rap session" on the conference's final day (June 22), it was evident that NATPE had overcome a problem from last year, but its solution may have caused another. This year, morning sessions were repeated in the afternoon, allowing attendees to catch sessions they may have missed. But, according to exhibitors, traffic on the exhibit floor was slow at best, and the reason for that seemed to be the repeated sessions. The exhibition hall was open from 2 to 8 p.m. on June 19, and from 1:30 to 8 p.m. the next two days.

Philip C. Vogel, marketing programs director for Eastman Kodak, said that the dissatisfaction with the floor traffic would not result in Kodak's backing out of the conference. But he speculated that other companies could be upset enough not to come back. As opposed to the National Association of Broadcasters annual convention, where general managers are on hand, exhibitors see the NATPE production conferences as a place to lobby rank-and-file station management for equipment. Vogel said that exhibitors attended the conference in order to sow the seeds for sales.

Both NATPE President David Simon,



Inducted into the NATPE Hall of Fame at the production conference: Buffalo Bob Smith, host of "Howdy Doody," talk show host Sally Jessy Raphael, and Fran Allison, of "Kukia, Fran & Ollie."



vice president of programming at the Fox-owned stations, and NATPE executive director Phil Corvo said that everything would be done to eliminate scheduling conflicts between workshops and access to the exhibition floor at next year's conference, scheduled for June 18-21 at the Opryland hotel, in Nashville.

One of the better-attended sessions of the conference was "Moving to Program Director," in which four program directors described how they got where they are, and how others could as well. Marc Doyle, program director for WAGA-TV Atlanta, stressed that thorough knowledge of the business was perhaps the most important aspect to moving up: "A general manager wants someone who is really up to speed in every aspect of the business." Doyle said that trade publications were essential reading in that regard.

In his list of essentials for moving up, KRON-TV program director Dave Wilson said that "you have to know about all of the departments in a station," even if that meant working late hours.

For anyone making the move up, said Doyle, who started at WCAU-TV Philadelphia as a copy boy, "patience is something you're going to have to have."

The practical implications of ratings on local productions were assessed at a workshop called "Ideas for Local Programs: Is Research Friend or Foe?" The consensus among three panelists was that judgment, and not ratings, was the most important arbiter of a show's future. "The most important thing" about producing a successful show,



Hodder, Cook and Taylor

said John Goldhammer of Goldhammer Productions, is "the idea."

At another session, "Selling Your Production Facility," three production directors described the tack their stations take in selling the work of a station's production facility. Two of the three said that taking on outside production work was profitable, but a third disagreed, saying the station's needs came first.

Frank Taylor, production manager at KOIN-TV Portland, Ore., said his station reaped profits through the formation of its own outside facility in 1982, Video Productions. In

1978, Taylor said that outside production brought in \$9,000. This year, with an operating budget of \$700,000, he said, the station will gross \$1.4 million. A finished spot produced by Video Productions costs between \$1,200 and \$2,000.

Kent Holder, creative director of Production 4 Studios of WCCO-TV Minneapolis, said that its outside production division, created three years ago, would bring in \$1 million by the end of the year. Holder said that 65% of Production 4's work consists of non-on-air work.

Ron Cook, program operations manager at WSOC-TV Charlotte, N.C., said that in his market it makes more sense to concentrate on in-house production. "No matter how much you make with production, you can make more with your on-air schedule," he said. Cook said that WSOC-TV originally started doing outside production, but now it concentrates on servicing advertisers. □

#### IN REVIEW

### Reducing a TV legend to print

"Saturday Night," a 528-page, \$17.95 volume published last fall by William Morrow that describes itself as "A Backstage History of *Saturday Night Live*," may well be backstage, but has little to do with history. Rather than settle for chronicling the events that resulted in one of television's most innovative departures, the writers (Doug Hill and Jeff Weingrad) chose to take an unstructured, sensationalistic approach, at times letting their claims get ahead of their substantiation, at times offering characterizations either frivolous or far-fetched, and occasionally supplying a quote or two apparently intended to make it all authentic.

The prerequisite to an appreciation of this book is to have seen the umpteen "episodes" of the first years of *SNL*. But a reading of John Belushi's script pales immeasurably next to his performance, as do many of the other dialogues and scenes described in "Saturday Night." For these reasons, the book fails to stand on its own as a form of historical journalism, and instead comes off as a collection of the most intriguing innuendo the authors could find, exploiting the popularity of *SNL* in pursuit of the vast market of people who have elevated the *Not Ready for Prime Time Players* to cult status as pioneers of subversive comedy.

However, having seen those many *SNL* and *Best of SNL* shows, and thoroughly appreciated their anarchistic humor and antiestablishment theme, it may be argued that traditional journalistic values not only needn't apply to any "history" of this show, but might in fact detract from the truly whacked-out story behind the scenes on the screens. After all, and as the book gives account, "*Saturday Night* became, in many respects, a passing of the communal joint around a circle that spanned [sic] through television, the entire country," and was "a show made by rock and roll fans for rock and roll fans."

Such verdicts as "television was the idiot engine of the establishment" sometimes lower "Saturday Night" to the level of an affected book report, albeit full of interesting reading. But the authors can be commended for supplying an abundance of information, and for keeping the tone light and satirical—although they might have avoided such terms as "The Ayatollah Dumanian" [referring to the show's second executive producer] and made their points with greater documentation and less sensation.

If mild diversion is what one wants from a "history" of a classic television show, "Saturday Night" will not disappoint. Indeed, it may surpass reader expectations with its bizarre stories of sex, drugs and rock and roll. Michael O'Donoghue may have described it best in his Uncle Remus sketch for the original *SNL*: "There's no moral, Uncle Remus. Just random acts of meaningless violence."

### Donahue, Pozner conduct second U.S.-Soviet TV 'spacebridge'

"Give people the light and they'll find their own way," Phil Donahue told reporters after moderating *Citizens' Summit II: Women to Women* with Soviet commentator Vladimir Pozner.

The three-hour satellite dialogue, in which Donahue and some 200 Boston area women chatted with Pozner and 185 Leningrad women, aired last week in a one-hour version over several U.S. television stations, including WCVB-TV Boston, where it was taped. Donahue told reporters it will be shown in prime time in a 90-minute format over Soviet television, with an anticipated audience of more than 100 million in the USSR.

The program, which will also be shown over WCVB and other stations in a two-hour format, was co-produced by Multimedia Entertainment, Gosteleradio (Soviet Radio and Television), the Hearst Television Group and



the Documentary Guild, a western Massachusetts production company. Although discussion ranged from dating services to pocketbook contents, participants focused mainly on the common goal of avoiding war. The program, a Soviet participant noted, on the 40th anniversary of the German invasion of Russia. Both audiences saw unwarranted distrust of their own countries, but stressed, as one Soviet woman put it, the need for more such encounters, "instead of relying on all this gossip about us" to form national images.

Donahue has no concrete plans for more such "spacebridges" to follow the Boston-Leningrad taping and a Seattle-Leningrad hookup last December. And he says the shows "clearly won't erase 40 years of prejudicial reporting on both sides."

But he would like to do a similar program involving American film and television producers and their Soviet counterparts and to try for a New York-Moscow dialogue. "Let's talk; it beats dropping bombs," he said.

Donahue and WCVB spokesman Bert Peretsky said that last December's program was cut and aired in the Soviet Union with virtually no censorship, except the excision of a comparison of Soviet leaders to Hitler.

Donahue told reporters that he briefly discussed the possibility of a joint edit of the second program, but dropped it because of the differing program lengths in the two countries and the "risk of a contest in the control room." Donahue said he sees a "concerted effort in the USSR to prove that they're honest" and to let the co-production run without censorship.

Pozner, a regular guest on such American

network programs as ABC's *Nightline*, told American reporters that a copy of the Soviet edit of this month's show would be sent to WCVB-TV. He said the Leningrad audience commented off-air about American suspi-

cion and lack of understanding of the Soviet Union but that most participants felt "euphoric, that the program was a tremendous step in improving understanding" between the two countries. □



**Meese report.** *Justice For All*, a one-hour documentary airing on PBS stations Wednesday at 9 p.m., will examine U.S. Attorney General Edwin Meese's (r) effect on the Justice Department and on justice in the United States. Hosted by CBS News correspondent Fred Graham (l), the program presents such subjects as a drug raid in Harlem, an interview with former Solicitor General Rex Lee, background on Senate confirmation hearings for Assistant Attorney General William Bradford Reynolds, and a meeting between Chinese Ministry of Justice officials and the Justice Department's D. Lowell Jensen. Commentary is provided by former Attorneys General Nicholas Katzenbach and Griffin Bell, former Civil Rights Chief Drew Days and Yale University President-elect Benno Schmidt Jr. The program is the pilot for a proposed eight-part PBS series, *Governing America: The Executive Power*.

## Summer rerun: NBC wins prime time

NBC won the prime time race for the week ending June 22 with an average 12.7/24. ABC was second with an 11.1/21 and CBS third with a 10.6/20. A year ago the standings were: NBC, 13.0/24; CBS, 12.6/23, and ABC, 10.1/19. HUT levels were down from 54.2 a year ago to 52.4 this year. In the evening news race, CBS maintained a slim lead over NBC with a 10.1/22, compared to the latter's 9.9/22. ABC wasn't far behind, with a 9.3/20.

Just about every program was a repeat broadcast in prime time for the week. The premiere of NBC's new short-flight summer comedy, *Me*

and *Mrs. C*, was the fifth-ranked show for the week, scoring a 18.3/37. CBS's *West 57th* continued to build. It got a 10.1/19 in its second week in the 10-to-11 p.m. slot on Wednesday. It averaged a 7.8/14 for six weeks in the Wednesday 8-to-9 p.m. spot.

NBC's special on the Achille Lauro hijacking featuring an extended interview with fugitive terrorist Abul Abbas did not do well in the ratings, despite all the publicity. The broadcast, which preempted *1986* on Tuesday, June 17, from 10 to 11 p.m., averaged an 8.5/15. The complete program rankings follow.

| Rank | Show                    | Network | Rating/Share | Rank | Show                    | Network | Rating/Share | Rank | Show                       | Network | Rating/Share |
|------|-------------------------|---------|--------------|------|-------------------------|---------|--------------|------|----------------------------|---------|--------------|
| 1.   | The Cosby Show          | NBC     | 23.9/45      | 25.  | Gimme a Break           | NBC     | 12.6/23      | 49.  | Mr. Sunshine               | ABC     | 9.2/18       |
| 2.   | Family Ties             | NBC     | 23.6/43      | 26.  | Mr. Belvedere           | ABC     | 12.3/25      | 50.  | Knight Rider               | NBC     | 9.1/19       |
| 3.   | Cheers                  | NBC     | 22.3/40      | 27.  | Cagney & Lacey          | CBS     | 12.3/21      | 51.  | A Team                     | NBC     | 8.7/17       |
| 4.   | Night Court             | NBC     | 21.2/37      | 28.  | Equalizer               | CBS     | 12.1/22      | 52.  | Airwolf                    | CBS     | 8.6/15       |
| 5.   | *Me and Mrs.C.          | NBC     | 18.3/37      | 29.  | The Lords of Discipline | NBC     | 12.1/21      | 53.  | Simon & Simon              | CBS     | 8.5/16       |
| 6.   | Golden Girls            | NBC     | 18.1/38      | 30.  | Highway To Heaven       | NBC     | 11.9/23      | 54.  | The Faculty                | ABC     | 8.6/16       |
| 7.   | Miami Vice              | NBC     | 16.6/32      | 31.  | MacGyver                | ABC     | 11.7/23      | 55.  | 1986                       | NBC     | 8.5/15       |
| 8.   | Growing Pains           | ABC     | 16.5/31      | 32.  | The First Time          | ABC     | 11.7/20      | 56.  | Twilight Zone              | CBS     | 8.1/17       |
| 9.   | Bemington Steele        | NBC     | 16.3/33      | 33.  | Webster                 | ABC     | 11.6/25      | 57.  | Foley Square               | CBS     | 7.8/16       |
| 10.  | Who's the Boss?         | ABC     | 16.0/32      | 34.  | Loveboat                | ABC     | 11.5/22      | 58.  | Punky Brewster             | NBC     | 7.7/16       |
| 11.  | Moonlighting            | ABC     | 16.0/28      | 35.  | Hotel                   | ABC     | 11.4/22      | 59.  | Amazing Stories            | NBC     | 7.7/16       |
| 12.  | 20/20                   | ABC     | 15.9/30      | 36.  | 227                     | NBC     | 11.3/25      | 60.  | Alfred Hitchcock Presents  | NBC     | 7.7/15       |
| 13.  | Kate & Allie            | CBS     | 15.4/27      | 37.  | Hunter                  | NBC     | 11.3/20      | 61.  | Charlie & Company          | CBS     | 7.6/15       |
| 14.  | Newhart                 | CBS     | 15.3/25      | 38.  | St. Elsewhere           | NBC     | 11.2/21      | 62.  | Knot's Landing             | CBS     | 7.3/14       |
| 15.  | Murder, She Wrote       | CBS     | 15.2/31      | 39.  | The Vegas Strip War     | NBC     | 10.5/19      | 63.  | Victory                    | CBS     | 7.1/14       |
| 16.  | Spenser: For Hire       | ABC     | 15.0/27      | 40.  | Magnum, P.I.            | CBS     | 10.4/18      | 64.  | Benson                     | ABC     | 6.8/15       |
| 17.  | The Final Countdown     | ABC     | 14.6/27      | 41.  | Facts of Life           | NBC     | 10.3/24      | 65.  | Ripley's Believe It or Not | ABC     | 6.8/13       |
| 18.  | 60 Minutes              | CBS     | 14.1/31      | 42.  | West 57th               | CBS     | 10.1/19      | 66.  | Silver Spoons              | NBC     | 6.7/15       |
| 19.  | Ought to Be In Pictures | CBS     | 14.0/28      | 43.  | Crazy Like a Fox        | CBS     | 9.7/18       | 67.  | Different Strokes          | ABC     | 6.3/15       |
| 20.  | Stingray                | NBC     | 13.8/26      | 44.  | Main Street             | NBC     | 9.7/18       | 68.  | Execution of R. Graham     | ABC     | 6.9/12       |
| 21.  | Hill Street Blues       | NBC     | 13.6/26      | 45.  | Trapper John, M.D.      | CBS     | 9.4/17       | 69.  | Dynasty II: The Colbys     | ABC     | 5.9/11       |
| 22.  | You Again               | NBC     | 13.6/24      | 46.  | Scarlett & Black        | CBS     | 9.3/20       |      |                            |         |              |
| 23.  | Hardcastle & McCormick  | ABC     | 13.4/24      | 47.  | The Insiders            | ABC     | 9.3/17       |      |                            |         |              |
| 24.  | Scarecrow & Mrs. King   | CBS     | 13.2/25      | 48.  | Candleshoe              | ABC     | 9.2/19       |      |                            |         |              |

\*Indicates premiere episode

## Mass Media Bureau settlement would allow SICC to sell its stations

**Another Spanish-language licensee would also be required to sell its station in settlement in which FCC would drop renewal opposition**

Spanish International Communications Corp., which was denied renewal of five television licenses in an FCC initial decision for allegedly being illegally under the control of aliens (BROADCASTING, Jan. 13), may be permitted to sell its way out of broadcasting.

That's what is contemplated in a proposed settlement in which the FCC Mass Media Bureau has agreed to drop its opposition to SICC's renewals on the condition that SICC sell out to independent parties within 60 days. The proposed settlement, which must be approved by the FCC Review Board or the commissioners themselves, would furnish the same relief to Bahia de San Francisco Television Co., licensee of KDTV(TV) (ch. 14) San Francisco, which was denied renewal in the same initial decision, but would give Bahia de San Francisco 180 days to sell.

The Seven Hills Television Co.'s renewal for KTVW-TV (ch. 33) Phoenix was also denied in the same initial decision, but it is not included in the proposed settlement agreement.

The essential issue in the case was presented by Section 310(b) of the Communications Act, which prohibits aliens or their representatives from controlling broadcast or common carrier licenses or from owning more than 20% of a licensee. SICC is 20% owned by the Azcarraga family, Mexican citizens who control Televisa, a Mexican TV network and media conglomerate. At the time of the initial decision, Televisa owned 75% of SIN Television Network, which supplies most of the programming for the stations. Also at the time of the initial decision, Rene Anselmo owned 24% of SICC and 25% of SIN and was president of each company. The administrative law judge hearing the case concluded that the alien ownership of the stations was clearly within legal limits. But the judge alleged that Anselmo was acting as a representative of Azcarraga interests in violation of law.

An attorney for SICC and Bahia de San Francisco said those companies believed they would have prevailed on appeal. But many of their shareholders had wanted to liquidate, and had felt it would be better to reach a settlement that would permit them to sell and result in the stations continuing in a Spanish-language format, the attorney said. (The attorney said the sellers were seeking a

**Sticking point.** The FCC Mass Media Bureau's endorsement of the request of RKO General Inc. and Fidelity Television that the commissioners review the settlement agreement under which Group W would acquire RKO's KHJ-TV Los Angeles for \$310 million (BROADCASTING, June 16) appears to be fine with Group W. But in a filing with the FCC last week, Group W took issue with the bureau's assertion that the agreement itself should be rejected. "The plain fact is that the bureau is urging that policies be applied in a manner which is no longer appropriate," Group W said. "The settlement is in the public interest and complies with commission policy. It should be promptly approved."

The bureau had contended that approval of the settlement would weaken several longstanding FCC policies. "Specifically, approval of the agreement will undermine the commission's policy that favorable resolution of outstanding qualifications questions is a condition precedent to favorable consideration of a transfer or assignment application, and will undermine the commission's policy against profiting on the transfer of a 'bare' construction permit," the bureau said. In a separate filing, Adwave Co., Magna Media Corp., Boston Radio Corp., East Lake Communications Inc. and Potomac Broadcasting Corp., challengers to other RKO licenses, opposed FCC review of the settlement agreement.

"commitment" from buyers that the Spanish-language format be continued.)

Anselmo, who subsequently resigned as president of both companies and sold his 25% interest in SIN to Televisa, also owns 42% of Bahia de San Francisco and 55% of Seven Hills. Anselmo told BROADCASTING that he intends to continue appealing the initial decision for Seven Hills' KTVW-TV. "I think the judge's decision is totally off the wall," Anselmo said. "There's never been any finding of wrongdoing. Everything brought up at the hearing the FCC has known about for 25 years. They just concluded that I was a foreign agent; I just don't happen to be foreign agent."

An attorney for the Spanish Radio Broadcasters Association, which is a party to the FCC proceeding, said that association had

not yet decided whether to support or oppose the settlement. The attorney said SRBA is discussing whether the FCC proceeding and related antitrust litigation can be settled between the association and the licensees and SIN. SICC's full-power stations are KWEX-TV (ch. 41) San Antonio, Tex.; KMEX-TV (ch. 34) Los Angeles; WXTV(TV) (ch. 41) Paterson, N.J. (New York); WLTV(TV) (ch. 23) Miami, and KFTV(TV) (ch. 21) Hanford (Fresno), Calif.

A waiver from an FCC rule prohibiting networks from acting as sales representatives for their affiliates for national spot advertising currently permits the stations to use SIN in that capacity. But under the proposed agreement, the waivers would expire within six months after consummation of the sales. □

## Tax bill heads to conference

**Fifth Estate industries view lower corporate tax rate favorably; limited partnerships may be imperiled**

The Senate last week passed legislation that would make sweeping revisions in the current tax code. The measure, adopted 97-to-3, now goes before a House-Senate conference committee where differences with the House version must be reconciled. (The conference is expect to commence in mid-July when Congress returns from its July 4 recess.) The House approved tax reform legislation last December (BROADCASTING, Dec. 23, 1985).

The two bills differ in many respects and it remains uncertain what will emerge from the conference. "It's a whole new ballgame," said Bert Carp, executive vice president for the National Cable Television Association. Carp emphasized that the conference committee has "enormous flexibility" to change the proposed legislation and the bill is "far

from being final."

Nevertheless, both measures would eliminate many widely used deductions and tax shelters, and corporate taxes would increase by at least \$100 billion by 1991. Under the Senate bill, the current top corporate tax rate of 46% would fall to 33%, and the top personal tax rate would be reduced from 50% to 27%. In the House version, the top corporate tax rate is 36% and the top personal tax rate is 38%.

The Senate legislation also proposes a tougher corporate minimum tax than the House version. (A tougher corporate minimum tax could throw some cable companies that currently pay no taxes into a tax-paying position.) And in capital gains treatment, the House would preserve differential treatment for capital gains, while the Senate opted for taxing capital gains at the same rate as ordinary income.

The so-called General Utilities doctrine is retained in the Senate measure, while the House bill would substantially repeal the



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doctrine. Under existing tax law, if a corporation liquidates assets and distributes the proceeds to the shareholders, the shareholders pay income taxes on the distribution, not the corporation. Additionally, interest limitations in the Senate version are stiffer than those contained in the House. Another provision found only in the House bill is one that would levy a 10% excise tax on the sale of the rights to broadcast winter and summer Olympic events in the U.S (BROADCASTING, Dec. 23, 1985).

Among the similarities, both measures would reduce the current deduction for business expenses for entertainment and meals from 100% to 80%. There also would be no limits on business travel expenses. The investment tax credits (ITC's) that allow companies to subtract from their tax bills 6% to 10% of the sum they have spent during the year on certain types of assets would be repealed under both bills.

For the broadcasting industry, the bills' lowering of the corporate tax rate is viewed favorably (BROADCASTING, May 12). The loss of ITC's for some smaller broadcast operations could pose problems, but there are those who feel the lower tax rate compensates for the loss of ITC's. Another concern raised by the tax bills is the proposed elimination of certain tax shelters that would likely lead to the end of financing new television station start-ups through limited partnerships.

Limited partnerships have also been a popular means of financing cable systems. For the cable industry, the Senate bill is appealing because it includes the current five-year recovery period on the 200% declining balance method for depreciation, while a 10-year depreciation provision exists in the House measure. Cable is equally pleased about the Senate's retention of the General Utilities doctrine. (But there are also features of the House bill that are more beneficial to the industry, such as its capital gains treatment and a better minimum tax provision, Carp explained.)

The Senate legislation also contains a specific "transition rule for service and supply contracts which are binding as of Jan. 1, 1986" for the cable industry that would enable operators to claim ITC's for equipment placed in service on or before Dec. 31, 1988. That special treatment was underscored in a colloquy between Senate Finance Committee Chairman Bob Packwood (R-Ore.) and Senator Wendell Ford (D-Ky.) during debate on the measure.

Additionally, a transition rule also was bestowed upon the motion picture industry that would extend ITC's for all motion picture film companies that have a binding agreement to make a film by the end of 1985. Those films would have to be "placed in service" by the end of 1988. The rule would also apply to television episodes.

Satellite operator RCA Americom received a continuation of the ITC for three satellites, the third "is the subject of a joint venture," and the total cost of three satellites is approximately \$400 million. And a transition rule was granted to the Cimarron Coal Co., of which Edward L. Gaylord of Gaylord Broadcasting is a partner in the firm. □

**Garden State affirmation.** New Jersey Broadcasters Association adopted resolution June 4 stating its support for National Independent Television Committee's must-carry proposal filed at FCC. NITC, is dissident group of independents that is dissatisfied with must-carry compromise agreed to by leading broadcast and cable trade associations. Committee's proposal basically calls for mandatory carriage of all local television signals (BROADCASTING, April 14). □

**Earth station request.** Reuters U.S. Inc. has asked FCC to issue ruling declaring that it has statutory authority to license private, noncommon carrier transmit/receive earth stations in international fixed satellite service and to designate Intelsat space stations as authorized points of communications for them. □

**Satellite supplicant.** McCaw Space Technologies Inc. has filed application at FCC for separate international satellite system serving Pacific and Indian ocean regions. McCaw Space Technologies is subsidiary of McCaw Communications Companies Inc., which also has subsidiaries offering cable television, cellular radio and paging services. □

**ITFS stays denied.** FCC has denied requests to stay its instructional television fixed service reconsideration order pending appeals. Reconsideration order at issue permitted nonlocal applicants, ineligible during local priority period, to amend applications and substitute local parties without losing cut-off status. □

**Something for everyone.** FCC Review Board has approved settlement agreements clearing way for grant of application of Ann Penny Ogden for new FM in Frisco, Colo., and dismissal of competing applications of Timberline Broadcasting, Aural Communications Inc., Z-Comm Corp. and Old Pioneer Broadcasting Corp. Ogden, who prevailed in initial decision (BROADCASTING, Aug. 19, 1985), agreed to pay competitors \$194,500 and granted Z-Comm right of first refusal should she decide to sell station. Ogden is part-time attorney who has no other media interests. Her husband, Roger Ogden, is president and general manager of KCNC-TV Denver. □

**Horn blowing.** FCC has released report, "The FCC and the American Economy," purporting to demonstrate "the increasingly important role which the FCC plays in the national economy." Study concludes that while precise quantification of importance of FCC's work is "difficult, it is clear that the overall responsibilities of the agency are massive relative to its size, and the social cost of inadequate agency policy could be massive." □

**Spousal attribution.** Acting on remand from Court of Appeals in Washington, FCC has affirmed decision granting application of Absolutely Great Radio Inc. for new FM in Ventura, Calif., and denying competing applications of Ventura Broadcasting Co. and husband-and-wife team of William Shearer and Arike Logan-Shearer. Absolutely Great Radio had prevailed on integration of ownership and management, but court held that FCC had not adequately explained decision to award Shearers less than 100% full-time credit for their integration proposal which was challenged on grounds nature of Logan-Shearers' ownership shouldn't count in integration assessment (BROADCASTING, July 1, 1985). In affirming grant to Absolutely Great Radio, FCC said it will permit spousal attribution when one spouse is actual owner and other spouse has "totally derivative" interest for estate purposes. FCC said that, in this case, Arike Logan-Shearer would have active role in financing and managing station. So FCC concluded that both Shearers were owners but that they warranted less than 100% full-time integration credit because, although Shearer proposed to work full time at station, Logan-Shearer had proposed to work only part time. James E. Sylvester, account executive for KHJ(AM) Los Angeles, is 51% owner of Absolutely Great Radio, which is also 33.5% owned by his wife, Donna, and rest by one other. All promised to take active roles in management □

**Remand.** FCC Review Board has remanded comparative contest for new FM in Temple, Tex., to administrative law judge to consider whether Marymc Broadcasting, which prevailed in initial decision, had reasonable assurance of transmitter site. Board also asked ALJ to give further scrutiny to reasonableness of integration proposals of Bell County Broadcasting Co. and Progressive Communications Inc., competitors for frequency. □

**Reporting tool.** Investigative Reporters & Editors has published "The Investigative Journalist's Morgue," annotated index of investigative stories it has on file. IRE, which plans to update index annually, makes available copies of stories listed therein for 10 cents per page. IRE's address: P.O. Box 838, 100 Neff Hall, University of Missouri, Columbia, Mo., 65205; 314-882-2042. □

## Band to band

The Direct Broadcast Satellite Association may widen its scope to include the C-band direct industry and providers of Ku-band data services, according to new DBSA Chairman Jack Clark of RCA Astro Electronics.

DBSA, a trade association formed in 1983 by companies with interests in high-power Ku-band direct broadcasting by satellite, began considering expansion shortly after it completed a two-year effort to develop technical standards for DBS services (BROADCASTING, Feb. 17). A steering committee headed by James Ramo of Hughes Communications was organized early this spring to review options for the organization's direction. Recommendations will be made to the DBSA board at its September meeting.

"This is a period of transition for the industry and the association," according to Clark. "We're shifting the focus from technology to problems more to do with where the business is and where it isn't... The DBSA, by virtue of its charter, is not limited to technology, regulatory or commercial activities. We want to provide a forum for those interested in enhancing services, to come together on common interests of providing better quality, diversity and lower cost services."

## Graphics grab

Computer simulation firm Omnibus Computer Graphics has signed an agreement in principle to purchase the assets of Digital Productions of Los Angeles, a leading film and TV animation operation.

The deal, which publicly owned Omnibus said would make it the world's largest computer simulation company serving the entertainment field, involves the transfer of debt on a Cray supercomputer leased by Digital Productions a year-and-a-half ago for work on film projects including "2010" and "The Last Starfighter," and on TV commercials and promos for broadcast and cable clients.

The Toronto-based Omnibus will issue 800,000 class A shares at \$15 to Control Data Corp., which holds the debt related to the Digital Productions' supercomputer. The shares are convertible into Omnibus common stock between June 1988 and June 1991. Omnibus has also acquired from Ramtek Corp. of Santa Clara, Calif., additional assets related to the Cray computer purchase for \$1 million in common shares and an undisclosed cash payment.

Omnibus has production facilities in New York and Hollywood, and is projecting that the purchase of Digital Productions will increase sales from \$10 million to \$14 million

in fiscal year 1986 and to \$30 million in FY 1987. The computer animation market is estimated at \$180 million, growing at a rate of 45% per year, the company said.

According to Joe Martian, Omnibus president, the bulk of the company's business will remain in scene simulation for film and industrial purposes, but added that TV commercial production and network identifications will become a larger enterprise under the new arrangement. Martian also expects key personnel at Digital Productions, such as Emmy-award winners John Whitney, chairman, and Gary Demos, executive vice president/technology, to remain with the company.

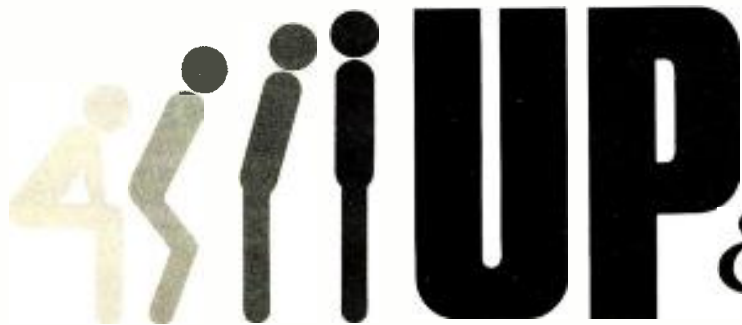
## SMPTE's Aiden retires

The Society of Motion Picture and Television Engineers has appointed Sherwin (Si) H. Becker as new SMPTE manager of engineering. Becker, vice president and director of engineering at Allied Film & Video, Detroit, will replace Alex Aiden, who has held the job since 1961 and is planning to retire.

In assuming the new post Aug. 1, Becker will be responsible for administration of national and international standards for film and television. Becker is currently SMPTE's sections vice president and a U.S. representative to the motion picture group of the

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ed: WHYY(FM) Philadelphia for best regularly scheduled talk program, *Fresh Air*; WFMT(FM) Chicago for best music special, a live contemporary opera, *Harriet: The Woman Called Moses*; WNCN(FM) New York, best music magazine format show, *New York Music Magazine*; WHAS(AM) Louisville, Ky., best local editorials; WDET-FM Detroit for best informational magazine format, the *Arabesque: Insights Into Arab Culture*; KERA-FM Dallas, for best arts and entertainment program, *The Seventh Van Cliburn International Piano Competition*; WCZY-AM-FM Detroit for best air personality, Dick Purtan; KOMO(AM) Seattle for best writing, *The Noon Report*, and WSB(AM) Atlanta for best episode of a regularly scheduled talk program, *Sound-Off With Bob Moon*.

Among the other 38 programming gold medal winners were: Mutual Broadcasting for best news magazine format series, *America in the Morning*; South Carolina Educational Radio Network, Columbia, S.C., for best regularly scheduled music program, *Marian McPartland's Piano Jazz VI*; Canadian Broadcasting Corp., Toronto, for best drama program, *The Extradition of Cathy Smith*; Voice of America for best drama special, *Samuel Beckett, Playwright*; Anheuser-Busch, St. Louis, for best sports programming, Cardinals baseball, and Thea Marshall Communications and the American Association of Retired Persons, both Washington, for best informational magazine series, *Tuning In To Life*. Gold medals were also awarded to broadcasters and producers representing such international locations as Australia, England and Scotland.

As for overall grand prize winners, seven

other entries in addition to WOR(AM) New York won trophies. They were: KSDO(AM) San Diego for "AIDS Awareness Day," special day-long programming addressing AIDS; BBC Radio Scotland for "Classical Aid," a day-long concert designed to raise funds for famine victims in Ethiopia; LevLane Advertising, Bala Cynwyd, Pa., for Group W's KYW(AM) Philadelphia promotion campaign, "The Only Way To Keep Up"; Young & Rubicam, New York, for a Dr Pepper campaign; Joy Radio, New York, for a La Cage Aux Folles campaign; Newton & Godin Ltd., Tunbridge Wells, England, for the music in the TDK audio cassette campaign; and New Sounds, New York, for an antismoking public service announcement called "Ken." There were 52 gold medals awarded for entries in radio commercials and public service announcements and 69 gold medals for print campaigns.

All broadcast winners were selected out of 1,547 submissions—18% more than last year—from 18 countries. Entries aired between April 1, 1985, and April 1, 1986.

### NPR update

National Public Radio's "Fanfare" fund-raising campaign to help support arts and performance programming on public radio began with a reception at the Phillips Collection in Washington. More than 300 people attended the affair, where it was announced by Lucien Wulsin, volunteer chairman of the campaign and chairman of the Colorado Council on the Arts, that \$1.6 million of the campaign's \$8-million goal has already been raised in "leadership gifts" by 11 organiza-

tions. Wulsin, who is also a member of the President's Task Force on the Arts and Humanities, has worked with NPR for the past nine months to assemble a steering committee of 112 performing artists, arts philanthropists, arts educators and communications officials, a number of whom attended the affair.

NPR plans to distribute the \$8 million in three areas: \$6 million for the Premiere Performance Fund, for production and acquisition of arts and performance programming including classical music, jazz, folk music, radio drama, children's drama and a new, two-hour, daily arts/music/news service, *Performance Today*, that will provide information, commentary, event listings and concert coverage; \$1 million for the Performance Reserve, a revolving fund for production or acquisition of experimental programming, and \$1 million for the Capital Development Fund, to maintain state-of-the-art audio technological equipment.

Wulsin announced at the reception that Sony Corp. and NPR have agreed to work together to create and maintain a state-of-the-art digital recording studio in Washington. The value of Sony's initial investment was conservatively estimated at "a couple hundred thousand dollars" by NPR's Jane Couch, who emphasized that Sony will replace NPR's equipment with new technology as it develops, so that NPR's studio will remain state-of-the-art. Installation of the equipment by Sony will not begin until NPR raises money to do physical modifications of its existing facilities, Couch said.

### In business

Jay Mitchell Associates, a Fairfield, Iowa, broadcast consulting firm, has formed a Media Strategies Division to assist agencies and advertisers in the placement of commercial time on radio and television stations. Jay Mitchell, president, said the new division will provide counsel on marketing strategy, commercial concepts and rate negotiations.

### Playback

Orange Productions, Narberth, Pa., said it will switch its weekly, two-hour *Sounds of Sinatra* broadcast, hosted by Sid Mark, from a cash to barter distribution system beginning with the program for the July 5-6 weekend. "We had so many requests from major and significant secondary markets, as well as sponsor demand, to convert to barter that this was the obvious and logical choice," said Lita Cohen, president of Orange Productions. With barter distribution, the show's affiliate lineup will increase from a base of more than 40 stations to about 100.

### All the world's a radio

Noncommercial WNYC(AM) New York and the New York Shakespeare Festival have joined forces to produce a series of 26 half-hours with the umbrella title of *Radio at the Public*. The plays will be taped before an audience at the Festival's Public Theater in New York and offered to public radio stations. The funding for the first two half-hour pilots has been provided by the J.M. Kaplan Fund. The writers for the pilots are Marilyn Suzanne Miller and Elizabeth Swados.

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## Supreme Court hands press another victory

**It overturns Scalia-written, appeals court ruling dealing with clarity of evidence in libel cases**

Media lawyers and their clients breathed a sigh of relief last week when the Supreme Court issued a decision in favor of columnist Jack Anderson. The court, in a 6-3 decision, held that public figures suing for libel must provide "clear and convincing" evidence of the alleged libel to overcome a defense motion to dismiss the case.

The decision is seen as likely to be used to clear district court dockets of a large number of libel cases—and, in the process, to save media defendants substantial sums in lawyer fees and, eventually, in libel insurance premiums.

The decision was noteworthy also in that it overturned an opinion of the U.S. Court of Appeals in Washington that was written by Judge Antonin Scalia. A week earlier, President Reagan had announced his intention to nominate Scalia to the Supreme Court to fill the vacancy being created by the nomination of Justice William Rehnquist to succeed the

retiring chief justice, Warren E. Burger. Scalia's opinion in the *Anderson* case—that the clear and convincing evidence test need not be met at the summary judgment stage—had been cited by some media lawyers as a basis for their concern regarding Scalia's views on libel law (BROADCASTING, June 23).

The opinion was the second in less than two months in which the Supreme Court ruled in favor of the media in libel cases. In April, the court, in a 5-4 decision that involved *The Philadelphia Inquirer*, held that plaintiffs in libel cases must prove the statements at issue are false (BROADCASTING, April 28). But while that decision was a welcome one to the media, the *Anderson* case was regarded as even more important.

Bruce Sanford, an attorney who specializes in libel law, sees the decision as a signal to trial courts to be liberal in granting summary judgments in such cases—"to get rid of weak and meritless libel cases long before trial." Once that signal is received, he said, libel cases "should be cheaper to defend—and that should be reflected in time in lower libel insurance premiums." Those costs, he noted, have been soaring as libel cases have

multiplied. "I always thought this [*Anderson*] case would have an enormous, dollars-and-cents practical effect."

Sanford's conclusion, if not his satisfaction with the opinion, was shared by Michael McDonald, of the American Legal Foundation, which was established to aid libel plaintiffs and which filed a friend-of-the-court brief in the Supreme Court urging affirmation of the Scalia opinion. He agreed the Supreme Court had sent a signal to trial courts that it favored the summary judgment route in libel cases. But McDonald sees that result as reducing libel litigants' constitutional right to a jury trial. He said more than 70% of libel cases are currently being dismissed. In view of the *Anderson* decision, he added, "I wouldn't be surprised to see that figure rise—trial judges are being told to weigh the evidence, and not send cases to the jury."

Justice Byron White, writing for the majority, said courts ruling on a motion for summary judgment in a libel case must follow the "clear and convincing" evidence standard set by the high court in its landmark *New York Times v. Sullivan* case, in 1964,

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in deciding "whether a genuine issue of actual malice exists." Courts, he said, must determine "whether the evidence presented is such that a reasonable jury might find that actual malice had been shown with convincing clarity." In *New York Times*, the court held that public officials—a term later expanded to include public figures—must prove "malice," that the offending material was published with the knowledge it was false or with reckless disregard of whether it was false or not.

At issue was the libel suit that Liberty Lobby Inc., a nonprofit corporation that describes itself as a "citizens' lobby," filed against Jack Anderson in his role as publisher of *The Investigator* magazine. The magazine had published several articles in October 1981 portraying Willis Carto, founder and treasurer of Liberty Lobby—and one of the plaintiffs in the case—as neo-Nazi, anti-Semitic, racist and fascist. The U.S. district court dismissed the suit on the ground that actual malice could not be found; the court cited the extensive research the author said had gone into the articles. The appeals court, however, reversed that decision, holding that Liberty Lobby was not required to meet the burden of demonstrating that a jury could find actual malice with "convincing clarity." That, the Supreme Court majority held last week, was in error.

White, anticipating criticisms of the opinion, said the clear-and-convincing standard of proof to be observed "does not denigrate the role of the jury." He added: "It by no means authorizes trial on affidavits. Credi-



White

bility determinations, the weighing of the evidence, and the drawing of legitimate inferences from the facts are jury functions, not those of a judge." On the other hand, a footnote in the opinion appears to overrule one in a 1979 opinion in which Chief Justice Warren Burger wrote that actual malice "does not readily lend itself to summary disposition." Scalia had cited that footnote in overturning the district court's decision. But White said the footnote in the 1979 case "was simply an acknowledgement of our general reluctance" to grant libel defendants special procedural protections in addition to the constitutional ones embodied in the law.

The current and future chief justices—Burger and Rehnquist—and Justice William Brennan dissented. Their dissenting statements criticized the majority opinion for the confusion they say it will create in the minds of trial judges.

Rehnquist, in a statement in which Burger joined, said that the court had engrafted a standard of proof applicable to a fact finder onto the law governing summary judgment. The result, he said, will be the production of "great mischief with little corresponding benefit." Rehnquist said "the primary effect" of the majority's opinion will be "to cause the decisions of trial judges on summary judgment motions to be more erratic and inconsistent than before." He said that is because the court has created a new standard "without even hinting how [it] will be applied to particular cases." He likened the opinion to a treatise on cooking "by someone who has never cooked before and has no intention of starting now."

Brennan, too, complained that the court "fails to explain what it means" when it instructs trial judges to "consider" the heightened evidentiary standards. But more than that, he maintained that a plaintiff who presents evidence that either directly or through inference supports the evidence he needs to prevail on his legal claim "has made out a *prima facie* case" sufficient to defeat a defendant's motion for summary judgment, "regardless of the burden of proof that the plaintiff must meet." That, Brennan added, "is how it has been, and because of my concern that [the majority] decision may erode the constitutionally enshrined role of the jury, and also undermine the usefulness of summary judgment procedure, this is how I believe it should remain."

White's opinion leaves no doubt plaintiffs now face a heavy burden in overcoming motions for summary judgment. Liberty Lobby had argued that a defendant should seldom if ever be granted summary judgment when his state of mind is at issue and a jury might not believe him. But the court disagreed with Liberty Lobby on its interpretation of the case it cited in support of that view. The court, White said, does not read the case as asserting that a plaintiff may defeat a motion for summary judgment without offering "any concrete evidence from which a reasonable juror could return a verdict in his favor and by merely asserting that the jury might, and legally could, disbelieve the defendant's denial..." The defendant has the burden of showing "no genuine issue of fact" exists, White said. But, he added, "the plaintiff is not thereby relieved of his own burden of producing in turn evidence that would support a jury verdict." □

## Scalia writes opinion in First Amendment case

Three-judge panel rules on importation of Canadian films

Judge Antonin Scalia's views on First Amendment cases have taken on increased interest for those in the media in the wake of President Reagan's announcement that he intends to elevate Scalia from the U.S. Court of Appeals in Washington to the Supreme Court (BROADCASTING, June 23). A day

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after that announcement, the appeals court released an opinion Scalia wrote for a unanimous three-judge panel that provides additional material for analysis of his First Amendment views. It holds that the free speech/free press guarantee does not bar the Justice Department from labeling three films of the National Film Board of Canada that were imported into the U.S. "political propaganda" and from requiring the film board to disclose the names of U.S. exhibitors. Justice acted under provisions of the 40-year-old Foreign Agents Registration Act.

The case had been brought by the American Civil Liberties Union, Mitchell Block, president of Direct Cinema Ltd., and several others, including the State of New York and a library association. They said that the labeling of the films and the requirement that the film board make public the names of the theaters and groups that showed the films—and that purchased 100 or more copies—violates the First Amendment guarantee of free speech; they said the requirements would discourage groups from buying or showing the films. One is an Academy-award winning 26-minute film on the perils of nuclear war. "If You Love This Planet." The other two are on acid rain—"Acid Rain: Requiem or Recovery" and "Acid from Heaven."

The U.S. District Court in Washington had dismissed the suit on the ground that the parties had not shown they would be damaged by the requirements. Scalia, in the opinion in which he was joined by Senior Circuit Judge J. Skelly Wright and Judge Robert H. Bork, held the district court had erred; the opinion said Block had demonstrated loss of sales of the films because of the classification and reporting requirements. But the opinion rejected the plaintiffs' claim that, under the statute, the government can classify as "political propaganda" only material that is "subversive" and disseminated in the "political interests" of a foreign principal. Scalia said there is "no language" in the law to support that claim.

As for the constitutional arguments, the court held that the classification requirement does not support the plaintiffs' contention that the term "'propaganda' . . . amounts to a constitutionally prohibited governmental pronouncement that the films contain 'misstatements, half-truths and attempts to mislead.'" Scalia noted the statute defines "political propaganda" as communication adapted to "influence a recipient or any section of the public . . . with reference to the political or public interests, policies, or relations" of a foreign government. What's more, Scalia said, the record refutes any "equivalence" between classification of a film as "propaganda" and governmental disapproval. He noted that the term is applied to material produced by U.S. allies, like Canada, and to items fostering positions the U.S. has supported—a film distributed on behalf of the Consulate General of Israel, "Plight of the Soviet Jewry: Let My People Go." for one.

As for the reporting requirements, Scalia said they implicate the First Amendment—and must be justified to pass constitutional muster. And the court concluded the two jus-

tifications advanced by the government outweigh the burden they place on individual rights. Justice said the requirement "increases the department's ability to insure that registered agents comply with the act's requirements" and facilitates the monitoring of agents' activities. The department also cited the government's interest in disclosing to the public "the nature and extent" of the foreign agents' dissemination of foreign advocacy. Scalia said it is "obvious" that disclosure of the extent of dissemination of the material is an objective of the statute. And while that is not "a state interest of the highest importance," he said, it overrides the impairment of two First Amendment values he sees the reporting requirement causing.

One is the right to receive ideas in privacy. But Scalia said that the reporting provision does not impair such a right on the part of individuals—it does not require identification of those who view the film—and that none of the groups challenging the law want to use the film only for use by its own membership; they say they want the films to educate the community. In any case, Scalia said, the ultimate purpose of the law—to bring to public attention the success of a foreign agent's propagandizing activity—overrides any right to view the film in privacy. The other First Amendment interest that might be involved, Scalia said, is the right to privacy, or anonymity, in the dissemination of ideas. But Scalia said, "It seems inconceivable that the reporting requirement could have a substantial effect" upon such an interest. "The

showing of films is by its nature not an anonymous enterprise."

The appeals court decision does not end the matter. Last year, a U.S. district court in California, in acting on a similar complaint, issued a contrary ruling in enjoining the government from implementing the law. It said that "'political propaganda' is ordinarily and commonly understood to mean material that contains half-truths, distortions, and omissions." The government has appealed that case to the Supreme Court. And the ACLU, Block and others are expected to petition the Supreme Court for review in their case and to consolidate the two proceedings. □

## Networks refuse President's offer of Contra speech for broadcast

Only CNN covers Oval Office speech on eve of House vote on Nicaraguan aid

President Reagan won on the Contra aid issue in the House on Wednesday—but not because of any last-minute appeal on the hotly contested issue. First, House Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.) rejected a request that the President be allowed to address the House on the eve of the vote. Then, the President suffered a rare rebuff

**Privacy bill adopted.** The House last week passed the Electronic Communications Privacy Act (H.R. 4952), which would provide protection for television networks against dish owners intercepting news and sports backhauls and against the use of their feeds for "commercial or private financial gain." The bill is a major rewrite of the "Wiretap Statute" of 1968 and asserts that communications not "readily accessible to the public" are protected from interception. It would, however, exempt home earth station owners from civil or criminal penalties for interception of unscrambled broadcast feeds as long as they are not used for commercial purposes. (Under the Communications Act, it is still illegal to intercept unscrambled or scrambled broadcast feeds.) The measure reduces the penalty for illegal interceptions from a five-year felony to a misdemeanor. It also reaffirms the current prohibition against interception of scrambled broadcast signals.

The Satellite Television Industry Association (SPACE), during deliberations on the measure, tried to introduce the issue of dish owners' access to scrambled broadcast and cable programming into the debate. SPACE's efforts were blocked, however, by the networks, the National Association of Broadcasters and the National Cable Television Association. Also, House Copyright Subcommittee members appeared reluctant to set any policy on that issue, currently before the House Telecommunications Subcommittee. But language was added to the legislative history of the bill in the committee report that clarifies the impact of the legislation on dish owners. Basically the language, agreed to by the House Telecommunications Subcommittee and Copyright Subcommittee, insures that what is legal today in the interception of satellite signals by dish owners, would not be unlawful under the bill. Specifically, it says the committee "does not intend to make criminal any type of conduct that is currently lawful under Section 705 of the Communications Act and the present 'Wiretap Act.'"

"The legislative language is quite helpful," said Fred Finn of Brown & Finn, attorneys for SPACE. Nevertheless, he noted, SPACE still has a problem with the bill, which it believes would make it criminal for dish owners to watch certain services. "The bill turns privacy on its head. It doesn't make sense to us," Finn said. Another unrelated provision in the bill would provide more protection for journalists who record conversations in the course of pursuing a story and find themselves under existing law subject to "criminal conviction or civil liability." The legislation would remove that threat by making such recordings exempt from liability.

A measure identical to H.R. 4952 was introduced June 19 by Senators Patrick Leahy (D-Vt.), ranking minority member on the Senate Copyright Subcommittee, and Subcommittee Chairman Charles McC. (Mac) Mathias (R-Md.). The bill is expected to move out of the Copyright Subcommittee soon. Finn said SPACE will continue its efforts to alter the legislation in the Senate.



when ABC, CBS, and NBC turned down a White House invitation to carry the speech (the same one) live from the Oval Office. Only Cable News Network, with its 24 hours to fill, carried the speech.

O'Neill's refusal to turn the House over to Reagan was based on precedent. A President had never before addressed the House alone on a pending matter. And O'Neill, who opposed the measure, felt the request was intended chiefly to embarrass him. The three networks turned the White House down on the editorial judgment that the President would not make news. Spokesmen also noted they were contacted by the White House only some two hours before the president intended to speak on Tuesday.

George Watson, head of the ABC News Washington bureau, said the President's speech was not directed to the public at large but was a lobbying effort aimed at the House—"and maybe at only 20 members who would make the decision. It didn't seem to warrant preempting the network." Watson said the network would have carried the speech if it had been made in the evening in the House. "That would have been an unprecedented event." Turning down the invitation to cover a speech from the Oval Office, Watson said, "didn't seem a tough decision." Christie Basham, deputy chief of NBC News's Washington bureau, noted that NBC and the other networks had broadcast the President's speech in March on Contra aid. The network did not consider another speech on the subject worth a half hour of live time. CBS News's Jack Smith made a

similar comment on the network's *Morning News*, on Wednesday.

Ed Turner, executive vice president of CNN, did not reject the notion that the large news hole the network has available was a factor in carrying the speech. But he noted that the network also carried O'Neill. "It was a spin-off of O'Neill asking for response time," Turner said. CNN anchor Bernard

Shaw did a 20-minute interview with O'Neill in his office on Capitol Hill.

When the talking stopped, in the House, the \$100-million package of aid for Nicaraguan rebels fighting the Sandinista government won, 221-209. Maybe those 20 or so House members Watson said would tip the scales were watching the President on CNN on Tuesday. □

## Rodeo Drive gunman talks to media

### Broadcasters air phone conversations with man holding hostages in store

Mutual Radio, UPI Radio and KTLA(TV) Los Angeles found themselves in the middle of the news last week. Representatives of each talked by phone, and taped their conversations, with a gunman in a bloody siege at a Beverly Hills, Calif., jewelry store that left three hostages dead.

On Monday, June 23, Brian Sullivan, news editor for Mutual Broadcasting, Washington, was following a wire service report of an incident outside the Van Cleef & Arpels jewelry store on Rodeo Drive. According to Sullivan, he was seeking reaction from police or eyewitnesses when he placed a call to the store at about 2:20 NYT. What he got was an interview with the alleged gunman, later identified as Steven Livaditis, who claimed to be holding five hostages in the store after a failed robbery attempt.

According to UPI Radio Los Angeles bu-

reau manager, Bob Fuss, between 3:30 p.m. and 4 p.m. NYT, UPI staffer Stan Metzler called what he thought was another branch of Van Cleef & Arpels to confirm the spelling of the store's name. The man who answered the phone gave him the correct spelling, then informed Metzler that he was the gunman holding hostages and asked Metzler if he wanted to talk with him. In the 10-15-minute conversation, which UPI taped, the gunman said he had already killed one hostage. He then allowed Metzler to speak to two of the hostages.

Some time between 3 p.m. and 4 p.m. NYT, KTLA(TV) Los Angeles assignment manager Ken Levine received a call from store manager Hugh Skinner, a hostage who was later to die during the gunman's escape attempt and capture, saying the gunman wanted to appear on KTLA(TV) and wanted a monitor delivered so he could see himself. The gunman then got on the line. It was the first of several calls the station would receive from the gunman during the day.

The police were contacted in each case. Both Mutual and UPI were instructed to "ease out" of their conversations, as they did. According to Fuss, Mutual immediately gave the police a description of the conversation. "They didn't ask to listen to the tape, or to withhold any information," said Fuss. KTLA remained in touch with a police negotiating team throughout the day. According to Wald, the police requested that no commitments be made to the gunman, who repeatedly asked to appear on television. Wald said he volunteered equipment as a cover for police to gain entrance to the store, but said he had "no intention" of endangering a crew from the station.

From its 20-25 minutes of taped conversation, Mutual culled six or seven actualities to insert into its Mutual News radio broadcasts, beginning with its 3:30 p.m. NYT newscast. Among others who used portions of the Mutual conversation actualities were ABC's and CBS's evening news, ABC's *Good Morning America* and CNN.

UPI first broadcast actualities in its 5 p.m. NYT newscast. The spot featured the gunman's assertion, which later proved true, that he had killed a hostage: "He was a security guard in here. He was talking back to me. I asked him to keep his mouth shut. He kept on talking, so I killed him. I stabbed him. I stabbed the man in the back." UPI provided a tape both to *NBC Nightly News* Monday and to CBS News on Tuesday.

KTLA broke into regular programming with a report containing videotaped footage at 3 p.m. Pacific time. It also featured a report in its 10 p.m. news. □

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PROPOSED

**WNFI(FM) Palatka, Fla.** □ Sold by Ronette Communications Corp. to Norman S. Drubner for \$8.5 million. **Seller** is owned by Carl Como Tuter and Ronald Samuels. It also owns KXYQ(FM) Salem, Ore. **Buyer** owns WNLC(AM)-WTYD(FM) New London, Conn., and WPAP(AM) Panama City, Fla. WNFI is on 99.7 mhz with 100 kw and antenna 1,249 feet above average terrain. **Broker:** The Holt Corp.

**WLDS(AM)-WYMG(FM) Jacksonville and WLRW(FM) Champaign, both Illinois** □ Sold by Joyner Broadcasting to Saga Communications for \$5.3 million. **Seller** is owned by A. Thomas Joyner, who owns WZFX-FM Fayetteville, N.C., and recently purchased KGTN-AM-FM Georgetown, Tex. ("Changing Hands," June 16), subject to FCC approval. **Buyer** is newly formed owner of two AM's and three FM's formerly owned by Josephson Communications is headed by former Josephson president, Ed Christian. It recently sold WZKC(FM) Rochester, N.Y. (Changing Hands, June 9). WLDS is daytimer on 1180 khz with 1 kw. WYMG is on 100.5 mhz with 50 kw and antenna 492 feet above average terrain. WLRW is on 94.5 mhz with 27.4 kw and antenna 400 feet above average terrain. **Broker:** Chapman Associates.

**WMGC(TV) Binghamton, N.Y.** □ Sold by Pinnacle Communications Inc. to Citadel Communications Co. Ltd. for \$5 million. **Seller** is owned by Phillip D. Marella, who has no other broadcast interests. **Buyer** is New York-based group of three TV's principally owned by Phillip J. Lombardo. WMGC is ABC affiliate on channel 34 with 676 kw visual, 67.6 kw aural and antenna 1,227 feet above average terrain. **Broker:** Avpro Inc.

**KNAN-FM Monroe, La.** □ Sold by Hope Communications to Love Broadcasting Co. for \$2,410,000, including \$350,000 noncompete agreement. **Seller** is owned by Roger Pinton, who has no other broadcast interests. **Buyer** is Biloxi, Miss.-based group of two AM's, two FM's and one TV, principally owned by James E. Love, Jo L. Little and Mary E. McMillan. KNAN-FM is on 106.1 mhz with 30 kw and antenna 452 feet above average terrain. **Broker:** Chapman Associates.

**KFIM(FM) El Paso** □ Sold by 92 KFIM Inc. to ELP Broadcasting Associates for \$1 million. **Seller** is owned by Ronald S. Marks, John A. Parry, John L. Thompson and Lewis Overstreet. It has no other broadcast interests. **Buyer** is owned principally by Les Roberson, former general manager of WSTF(FM) Cocoa Beach, Fla. KFIM is on 92.3 mhz with 100 kw and antenna 1,860 feet above average terrain. **Broker:** Donald R. Clark Inc.

**KQMS(AM) Redding, Calif.** □ Sold by Radio Redding Inc. to Redding FM for \$750,000, comprising \$300,000 cash and remainder note. **Seller** is principally owned by George Johnson. It also owns KMFR(AM) Phoenix and KTMT(FM) Medford and KTVZ(TV) Bend, both Oregon. **Buyer** is owned by Eugene L. Hill, his wife, Joy, his mother, Emma, and

Jerry McGee. It also owns co-located KSHA(FM). KQMS is on 1400 khz with 1 kw day and 250 w night.

**KNWZ(AM) Palm Desert, Calif.** □ Sold by Media Women Inc. to brothers, Keith and Kenneth Bass, for \$700,000. **Seller** is principally owned by Mary Neiswender, who has no other broadcast interests. **Buyers** own KBKB, computer consulting firm also involved in real estate development. They have no other broadcast interests. KNWZ is daytimer on 1270 khz with 1 kw. **Broker:** Hogan-Feldman Inc.

**KLAR(AM) Laredo, Tex.** □ Sold by KLAR Radio Inc. to Crystal Media Inc. for \$450,000. **Seller** is subsidiary of Hicks Communications Inc., Austin, Tex.-based group of four AM's and four FM's principally owned by R. Steven Hicks, president. **Buyer** is owned by Mary Furrh Gomez, Marshall, Tex.-based investor with no other broadcast interests. KLAR is on 1300 khz with 1 kw day and 500 w night. **Broker:** Norman Fischer & Associates Inc.

**WCNH(AM)-WWSD(FM) Quincy, Fla.** □ Sold by Big Bend Broadcasting Corp. to Capital Broadcasting Inc. for \$400,000. **Seller** is principally owned by William S. Dodson. It also owns WBSC(AM) Bennettsville, S.C. **Buyer** is owned by Bruce A. Houston and Stanley Karas. It also owns WIKX(FM) Immo-

kalee, Fla. WCNH is on 1230 khz with 1 kw day and 250 w night. WWSD is on 101.7 mhz with 3 kw and antenna 200 feet above average terrain.

**KZIQ-AM-FM Ridgecrest, Calif.** □ Sold by Space/Time Broadcasting Co. to Bel Air Broadcasting Corp. for \$335,000. **Seller** is owned by John T. Murray and Forest W. Ogan. It has no other broadcast interests. **Buyer** is owned by Robert M. Rosenthal, Beverly Hills, Calif.-based attorney with no other broadcast interests. KZIQ is daytimer on 1360 khz with 1 kw. KZIQ-FM is on 92.7 mhz with 3 kw and antenna 183 feet below average terrain.

CABLE

**System serving Hoboken, North Bergen, West New York, Weehawken and Union City, all New Jersey** □ Sold by Prime Cable Corp. to Riverview Cablevision Inc. for approximately \$75 million. **Seller** is Austin, Tex.-based group of 10 systems headed by R. W. Hughes, president. **Buyer** is subsidiary of Sutton Capital Associates Inc., New York-based group of eight systems owned by William H. Ingram and Cathy M. Brienza. System passes 75,000 homes with 30,000 subscribers and 250 miles of plant. **Broker:** Daniels & Associates.

**System serving Fort Smith, Ark.** □ Sold by Rogers Cablesystems of America to Communications Services Inc. for approximately \$25 million. **Seller** is subsidiary of Toronto-based, publicly traded, Rogers Communica-

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tions Inc. It is headed by E.S. Rogers, chairman. Buyer is Junction City, Kan.-based MSO serving over 185,000 subscribers, principally owned by Tele-Communications Inc. It is headed by Bruce R. Plankington, president. System passes 32,000 homes with 28,000 subscribers and 520 miles of plant.

**System serving Walla Walla and College Place, both Washington** □ Sold by Group W Cable to McCaw Communications Companies for approximately \$10 million. Seller is cable subsidiary of Westinghouse Electric Corp. Sale was originated before recent divestiture of all but two of Group W's cable

properties ("In Brief," June 23). Buyer is Belleview, Wash.-based MSO serving over 380,000 subscribers. It is principally owned by Craig O. McCaw and family. System passes 14,869 homes with 9,235 subscribers and 171 miles of plant. Broker: Communications Equity Associates.

## The Media

### Arbitron in court battle over ADI move

#### Alabama broadcaster is suing ratings company for \$10 million for ADI change

Anniston Broadcasting Co. Inc. has gone into U.S. district court in Alabama in an effort to prevent Arbitron Ratings Co. from denying ABCI's WJSU-TV Anniston, Ala., its Area of Dominant Influence. Arbitron intends to transfer, for its rating purposes, Calhoun County, the only county within the Anniston ADI, to Birmingham, Ala. ABCI is seeking \$10 million in punitive and compensatory damages in addition to injunctive relief. The Arbitron plan, ABCI says in the complaint, will cause it "irreparable" harm.

Television stations in small markets regard identification with an ADI as crucial to their efforts to sell to national and regional advertisers, who look to identifiable mar-

kets. Anniston is the 193d market, consisting of Calhoun County with its 44,000 homes. (Birmingham, the 46th market, would jump to the 43d if Calhoun County were added to the market.) Losing an ADI is loss of status to a small-market station, according to ABCI's counsel, Richard Hildreth. "Selling to a national advertiser becomes difficult for them; they disappear. And even if a station regains an ADI status, it has been tarred with the brush of an inconsequential operation."

ABCI, which owns one other television station and 12 radio outlets, says that Arbitron has already notified the advertisers and advertising agencies of the proposed shift, which would show up in the December rating book. Such a shift, ABCI adds, would constitute a breach of the contract Arbitron

signed with it. ABCI also says it would be a "misuse of the monopoly power" it says Arbitron enjoys in the Birmingham and Anniston ADI's. An Arbitron spokesman said the company had not seen the complaint.

According to ABCI's complaint, Arbitron would make the change in the face of statements in Arbitron's methodology that would, ABCI says, dictate a different result. Arbitron has said it will make the change because the average viewer shares for WBRC-TV and WVTM-TV, both Birmingham, have exceeded WJSU-TV's share in Calhoun County in the 1985-86 survey period. Arbitron uses only the two stations since, according to the Arbitron method, it only counts stations with at least a 5% share. But that, says ABCI, is one of the principal errors underlying the Arbitron plan to shift the Anniston ADI; it argues that Arbitron should have included WTTO-TV Birmingham's share in the average as well.

ABCI says WTTO-TV became available to the Calhoun County television audience late last summer, when cable television systems in the county began carrying it. That station, ABCI says, has a 5% share in the county. And if that share is factored into the average of the Birmingham stations' in share Calhoun county, ABCI maintains, the result would be less than WJSU-TV's share. In fact, ABCI says that analysis of Arbitron's May 1986 survey data shows that Anniston would retain its ADI designation, regardless of whether WTTO-TV's market share is included in the Birmingham average.

Arbitron's methodology, ABCI notes, says that Arbitron reserves the right, under "exceptional circumstances," to "exercise its professional judgment in county assignment policies." And, ABCI adds, the emergence of WTTO-TV as a station with a market share of more than 5% as a result of the initiation of cable carriage is an "exceptional circumstance" that Arbitron should have considered. Its failure to do so, ABCI says, constitutes a breach of contract.

The methodology also says Arbitron will consider "historical" factors in determining ADI locations. And Anniston, ABCI says, "has been designated as a separate ADI every year since 1972."

Unless Arbitron is barred from eliminating the Anniston ADI and adding Calhoun County to the Birmingham ADI, the complaint says "devastating loss of approximately 75% of the monitoring homes, or diaries, in Calhoun County." □

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# Intelsat board moves to face the competition

Enhanced version of business service, changes in Vista sector passed

The International Telecommunications Satellite Organization continues to gear up for the competitive market in the international communications satellite business that U.S. firms hope to create with the separate systems they are establishing. Intelsat's 67th board of governors meeting, in Rio de Janeiro last week, took a number of actions designed to improve service to Intelsat's customers.

For instance, the board authorized, in principle, the provision of an enhanced version of the Intelsat Business Service. The service, called Super IBS, will, according to Intelsat, provide a lower error bit rate and higher channel availability standard than basic IBS and thus provide Integrated Services Digital Network service quality that some business customers require.

The board also:

- Approved a new Super Vista Service that Intelsat said will improve the economy of low-traffic terminals in developing countries and those on thin routes. Intelsat said the improvements result from more efficient use of its space segment and the resulting lower charges to end-users. Super Vista will consist of Intelsat's existing Vista service coupled with a Demand Assigned Multiple Access system providing both international and domestic services.

- Approved in principle further expansion of services to small earth stations. This was said to be the "first step" in allowing small and lower-cost earth stations, such as Standard E-2 (K-band, 5.5 meters) and F-2 (C-band, 7.5-8 meters), to carry high quality fixed bit rate digital traffic over Intermediate Data Rate carriers compatible with the evolving ISDN service.

The board also took an action some saw as reflecting favorably on the reliability of satellite service when measured against fiber optic cable, which is expected to provide Intelsat with its most serious transoceanic competition. The board approved a new cable-restoration service designed for high-capacity, transoceanic fiber optic systems. It will be offered in addition to Intelsat's other cable restoration services.

Intelsat's new planned domestic satellite service continued to attract customers. Intelsat announced the sale of two transponders to Turkey, located at 66 degrees east longitude, to enable Turkey to increase its nationwide TV network. Intelsat also reported previously announced sales of transponders to Gabon and the People's Republic of China. Gabon signed a contract for one transponder on the Intelsat satellite at 359 degrees east and PRC, for two at 66 degrees east.

The board elected a Japanese, Tadashi Nishimoto, as chairman for a one-year term beginning this month. He had served as vice chairman. Nishimoto is the first Japanese to

serve as chairman of the board. The board meeting was notable for another first, as well. It was the first attended by the PRC as a member of the board. The PRC shares

representation by one governor with three other nations—Brazil, which will name the governor to represent the group, Portugal and Uruguay. □

## Bottom Line

**Rave ratings.** Control Data has filed for offering of \$250 million in senior notes due June 15, 1991; and \$100 million in convertible subordinated debentures due June 15, 2011. Net proceeds would be used to repay debt, including, possibly, roughly \$47 million in public debt and other obligations secured in part by Arbitron. Debt prospectus said ratings service had 1985 revenue of \$122 million. "Arbitron's revenues and profits have increased every year since 1975, and it has been the principal profit contributor to Financial Information and Commercial Services sector of Control Data." □

**Electronics bolts.** Directors of Adams-Russell Co. voted to adopt poison pill rights provision and to spin off electronics products operations into separate company apart from cable systems. Rights are similar to those recently adopted by many Fifth Estate companies, and become effective if person acquires more than 20% of Adams-Russell stock or announces tender offer for more than 30%. Rights do not apply to Adams-Russell Electronics Co., new name being given to aerospace products and electronics and instruments group, which includes microwave equipment. Cable systems serving 151,000 subscribers will constitute remainder of Adams-Russell Co. and will continue to trade on American Stock Exchange, while spin-off company will trade on NASDAQ. Officers of present company will continue to hold same titles in both companies. Both rights and stock of new Adams-Russell Electronics will be distributed on one-to-one basis to shareholders of record as of today, June 30. Distribution date will be July 14. □

**Rich get richer.** Reuters shareholders are selling roughly two million American depository shares, which represent 12.2 million limited voting "B" shares—about 4% of total—of financial information and general news service. Those selling include Australian Associated Press Proprietary Limited, news service owned by member daily Australian newspapers; and Anthony and Jerome A. Rich, who obtained holdings in April 1985, when company, Rich Inc., Chicago-based designer of financial information systems, was purchased by Reuters. Offering is through Merrill Lynch Capital Markets and S.G. Warburg. □

**Looking for big 'Splash.'** Initial public offering is being made for new television and film production company, Imagine Films Entertainment, headed and majority owned by Ron Howard and Brian Grazer, co-chief executive officers. Offering, to be sold through Allen & Co., is for 1,667,000 units, with each unit consisting of share of common stock and warrant to purchase additional one-third share of stock. Net proceeds will be used for development and production of theatrical films, television series, mini-series and made-for-television movies, although "the company does not presently intend to develop game shows or daytime soap operas." Prospectus said Imagine had "concluded negotiations with Paramount Television for a commitment from ABC for a half-hour pilot and five episodes for a comedy series based upon the feature film, 'Gung Ho.'" Imagine also has granted Tri-Star Pictures "right of first negotiation/last refusal" to syndicate any off-network shows produced by Imagine. Tri-Star also will have opportunity to distribute certain theatrical productions of Imagine and will pay company nonrefundable fee. Grazer and Howard founded company in November 1985 and collaborated on film "Splash." President and chief operating officer is Neil S. Braun, formerly senior vice president, film programming, for Home Box Office. Company is still looking for chief financial officer. IPO is expected to be priced within several weeks.

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# TELECASTINGS



## Production by CBS

With the promotion of Allen Shaklan to vice president, programing, news administration, and station services, for CBS/Broadcast Group Television Stations Division, the CBS-owned stations will attempt to become more involved with production of specials and series, eventually for syndication by an outside firm. Shaklan said production for syndication has been "targeted as a revenue source," but that productions will serve the stations' needs first.

Past productions of the station division have been syndicated by Syndicast Services, headed by Len Koch, former manager of CBS's KNXT(TV) Los Angeles (now KCBS-TV). CBS has no contract with Syndicast.

Shaklan said a good example of what the division hopes to do is *Upfront*, a talk/interview show with Greg Jackson, produced by WCBS-TV New York. There will be 13 *Upfront* programs for airing on CBS stations, and in syndication, this summer. Shaklan said it is hoped a series produced by CBS will be on the air by 1987. Ray Solley will continue to represent the CBS stations programing development interests on the West Coast as director, development and creative affairs.

Shaklan was formerly vice president and assistant to the president of the CBS stations.

## Piece of Prism

Fries Entertainment Inc. has announced an agreement with the principal shareholders of Prism Entertainment for acquisition of 65% of outstanding common shares of Prism. In an announcement, the purchase price of the controlling block of shares was valued at a maximum of \$18,132,000, consisting of \$8,619,000 in cash, 515,162 shares of Fries common stock and a contingent payment of up to \$4,619,000 based on Prism's future earnings. Fries will also ac-

quire control of Fox/Lorber Associates Inc., as part of the transaction (Fox/Lorber was recently acquired by Prism). Prism chairman and president Barry Collier will remain with the company in that capacity and will assume the new title of executive vice president and a director of Fries. Charles Fries will become chairman and a director of Prism. The deal will close on Aug. 15, and the new company will be named Fries/Prism Entertainment Inc.

## LBS limited partner

LBS Communications has purchased an interest and has become a limited partner in Chelsea Communications. Chelsea will act as a production arm for LBS. The two companies are currently involved in *The Group*, a first-run, half-hour strip for 1987-88, in which group therapy sessions are acted out. The two have also worked together on *The Canned Film Festival* and *The Making of...*

## Narrowcast widens

The National Narrowcast Service, which received a go-ahead and \$500,000 at the Public Broadcasting Service's latest board meeting (BROADCASTING, June 23), will offer three nationwide teleconferences next fall and a five-part industry program service in January 1987. The teleconferences will be available through public television stations or in the workplaces of NNS subscribers that sign up in advance of the January launch, and will focus on "issues of critical interest to business," said NNS Director Gail Arnall. The five segments offered through the service are management and supervision, sales and marketing, effective communications, basic computer literacy and advanced computer skills and applications. Ancillary offerings include a college credit, a new-product preview segment and industry-specific programs, with several more offerings anticipated over the next several months. The

cost of the service is based on the number of employees at a subscriber site. The suggested retail price for the first basic service runs from \$300 a year for companies of fewer than 100 employees to \$2,500 per year for companies with more than 20,000 employees. Additional basic units will be offered at discounts, and additional nonbasic programs are available at prices ranging from a low of \$75 to a high of \$2,500. NNS will continue to offer seminars and teleconferences "on subjects of vital interest to the business community, priced from \$50 to \$1,000 per seminar," said Arnall. NNS will also be offering programming to companies that already have satellite dishes, with the intent of making NNS programing available as widely as possible, she said.

NNS cannot be used on open broadcast or cable, but can be placed on addressable cable, as was done during the 15-week demonstration of national narrowcast service in 21 public television test markets, involving 101 businesses and 37 colleges, funded in large part by the Annenberg/CPB Project. Demonstration participants that will become NNS members in January include Chrysler, the Pennsylvania Civil Service Commission, Aetna, Burroughs, San Diego State University, Teledyne Ryan Electronics and Home Federal S&L. The NNS goal is 600 subscribers in place by the January launch.

## Western attention

NBC brought the half-hour comedy back to prominence with *The Cosby Show*. Whether it can do the same for the western, only time will tell. The network now has two westerns in development. One is from Elmore Leonard called *Duell McCall*, the other is *Independence*, from MTM. Costs are a problem with the MTM project, and the company is looking for a co-venturer before proceeding.

## Going private in France

The effort to privatize the French television industry continued with the government's introduction of a bill seeking the sale of the state-owned network, Television Francais 1. The bill, expected to be voted on by the French parliament in July, according to the French daily, *Le Figaro*, calls for the ownership of the network to be offered to a combination of public shareholders, private financiers and TF1 employees. The legislation also calls for the reassessment of an earlier grant given by the now-ousted Socialist government to the private national network of Italian TV magnate Silvio Berlusconi and two French industrialists, said one French source. La Cinq (Channel Five) became the first private TV channel in France when it went on the air last winter, but at least one key issue under scrutiny is the general entertainment network's airing of theatrical films, opposed by French film interests.

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## ANA, RAB offer media targeting tips

**Bruskin-conducted study unveiled at New York workshop details radio listening trends**

More adults 18 and older (49%) spend their media time with radio during the hours of 6 a.m. to 6 p.m. than with television, newspapers and magazines, according to a new Radio Advertising Bureau-commissioned study conducted by R.H. Bruskin & Associates. Results of the study, titled "Media Targeting for the 90's," were unveiled during the Association of National Advertisers/Radio Advertising Bureau's 19th annual Radio Workshop Day at New York's Waldorf-Astoria hotel.

The RAB study also showed radio as the first source of news and information in the morning (6-10 a.m.), accounting for 48% of the adults surveyed. (Television was named by 30% of the respondents, followed by newspapers with 16%. The remaining 6% had no response.)

Based on the study's other findings, R. H. Bruskin President Marvin Baiman, who presented the results, observed that adults 25-54 spend 53% of their media time—6 a.m. to 6 p.m.—with the aural medium while full-time working women "dedicate nearly two-thirds of their media time to radio, which is more than the time spent with all other media combined."

Of particular interest, said Baiman, is radio use among light users of other media. He noted that "Americans who spend only a few minutes with print media and barely an hour with television, spend a minimum of two-and-a-half hours listening to radio each day."

The study was conducted between April 15 and May 10 of this year, drawing upon a nationwide sample of 1,280 adults.

The agency keynote address at the day-long event, which attracted some 600 radio and advertising executives, was delivered by Charles Peebler Jr., chief executive officer of Bozell, Jacobs, Kenyon & Eckhardt, who described himself as part of the "vanishing breed of advertising executives who grew up watching the radio." Peebler said his firm "is the only major advertising agency in America that commits 15% of its advertising to radio," which translates into more than \$150 million. "Our heavy radio clients are action-oriented. When they advertise, they expect something to happen—now—at the counter and at the cash register," Peebler said.

The client keynote address was given by Thomas Mason, marketing manager of Chevrolet's passenger car division, who told the group his company spends nearly \$15 million a year on radio advertising. By placing 80% of the radio commercials in AM or PM drive time and 20% in evening and weekend time slots, Chevrolet reaches 60% of its target audience in each of its key markets (those with traditionally large sales vol-



Harvey, Stakelin and Freberg (umes), said Mason.

The Chevrolet advertising executive said radio was used as a "primary reach medium" by the company to introduce the 1984 Corvette line in California. And, according to Mason, radio, long before the television ads began, created "an unprecedented demand for the car." There were several other client case history presentations testifying to radio's strength as an advertising vehicle.

Miles Laboratories will join the ranks of network radio's top 10 advertisers this year when it commits over 50% of its total GRP's to sell four major brands, said Mitchell Streicker, vice president and director of media operations for Miles.

Miles Labs' increased use of radio, said Streicker, can be traced to the firm's marketing plans in spring/summer 1983 when "we converted all advertising for Bactine to radio because we could not afford magazines or television to reach our target audience . . . Business always picked up when radio was part of the mix and didn't do as well when radio was dropped."

Allan Marcy, director of advertising for the Dial Corp., said Dial has expanded its use of radio "for more brands in more different ways than ever before." He noted that the firm employs network radio as a "secondary medium" for its Dial Soap product line "to

extend its reach to light TV viewers."

As for the Purex laundry brands, Marcy said the firm selected network radio as the "primary consumer motivating medium." Radio ads allow Purex "to reach over 50% of the target audience [women 25-54] during each advertising flight with a minimum of two commercial message impressions during each week of national advertising." Throughout 1986, the company is advertising over both wired networks and nonwired rep sales networks. Other radio case history speakers included Randy Smith, general manager, People Express, and Gregory King, assistant advertising director, Hartford Insurance Group.

Also on hand was Stan Freberg, who, in reflecting upon his 28-year career in the advertising business, posed the following question: "If television commercials are supposed to be getting better, how come it isn't apparent?" Freberg said he believes in the power of radio because "it's dedicated to man's imagination."

RAB President Bill Stakelin announced the winners of the association's first annual Orson Welles Creative Awards contest, designed to recognize the best station-written-and-produced radio commercial in 12 business categories. Choosing from among 1,200 entries, Stakelin said, the association has witnessed "a tremendous increase in the quality of commercials." □

## Sports advertising is name of game at New York conference

**Representatives from networks and advertisers talk about high cost of low-rated sports programming at first sports conference**

"The Sports Conference" was born last week in New York. The two-day gathering (June 23-24) of executives in the business of

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|--|--------------------------|--------------------------|---------------|-------------------|--------------|--|
| <b>BROADCASTING</b>                            |                          |                          |               |                   |              |  |
| N Capital Cities/ABC                           | 246                      | 243                      | 3             | 1.23              | 27           | 3944                                       |
| N CBS  | 146 3/4                  | 136                      | - 10 3/4      | - 7.90            | 27           | 3441                                       |
| O Clear Channel                                | 14 3/4                   | 15 1/8                   | - 3/8         | - 2.47            | 21           | 43   |
| O Jacor Commun.                                | 7 3/4                    | 8 1/2                    | - 3/4         | - 8.82            |              | 44   |
| O LIN  | 49 3/8                   | 49 3/8                   |               |                   | 37           | 1307                                       |
| O Mairite                                      | 15                       | 15                       |               |                   | 18           | 125  |
| O Mairite 'A'                                  | 15 1/4                   | 15 1/2                   | - 1/4         | - 1.61            | 21           | 64   |
| A Price Commun.                                | 12                       | 12 5/8                   | - 5/8         | - 4.95            |              | 117  |
| O Scripps Howard                               | 73                       | 67                       | 6             | 8.95              | 26           | 753  |
| O SunGroup Inc.                                | 3 1/2                    | 3 1/2                    |               |                   | 35           | 5  |
| N Taft   | 108                      | 105                      | 3             | 2.85              | 51           | 978  |
| O TVX Broadcast Group                          | 10 1/4                   | 10 1/4                   |               |                   | 42           | 60   |
| O United Television                            | 34 1/8                   | 33 1/8                   | 1             | 3.01              | 32           | 373  |
| <b>BROADCASTING WITH OTHER MAJOR INTERESTS</b> |                          |                          |               |                   |              |  |
| N A.H. Belo                                    | 56 1/8                   | 55 3/4                   | 3/8           | 67                | 28           | 648  |
| A Adams Russell                                | 40 3/4                   | 40 1/4                   | 1/2           | 1.24              | 26           | 252  |
| A Affiliated Pubs                              | 56 1/4                   | 55                       | 1 1/4         | 2.27              | 32           | 1003                                       |
| O American Comm. & TV                          | 3/32                     | 3/32                     |               |                   |              | 7  |
| N American Family                              | 32 1/2                   | 31 1/8                   | 1 3/8         | 4.41              | 21           | 1299                                       |
| O Assoc. Commun.                               | 50 1/2                   | 49                       | 1 1/2         | 3.06              |              | 240  |
| O Business Men's Assur.                        | 29                       | 28 5/8                   | 3/8           | 1.31              | 17           | 306  |
| N Chris-Craft                                  | 72 1/2                   | 72 1/2                   |               |                   | 32           | 473  |
| N Dun & Bradstreet                             | 119 7/8                  | 115                      | 4 7/8         | 4.23              | 29           | 9112                                       |
| N Gannett Co.                                  | 85                       | 84 3/8                   | 5/8           | .74               | 26           | 6824                                       |
| N GenCorp                                      | 75 1/2                   | 74 7/8                   | 5/8           | .83               | 18           | 1687                                       |
| N General Cinema                               | 56 3/4                   | 51 3/4                   | 5             | 9.66              | 23           | 2066                                       |
| O Gray Commun.                                 | 139                      | 138                      | 1             | .72               | 24           | 69   |
| N Jefferson-Pilot                              | 53 3/4                   | 54 3/4                   | - 1           | - 1.82            | 12           | 1498                                       |
| N John Blair                                   | 29 5/8                   | 29 1/2                   | 1/8           | .42               |              | 239  |
| O Josephson Intl.                              | 10 5/8                   | 10 1/8                   | 1/2           | 4.93              |              | 50   |
| N Knight-Ridder                                | 55 7/8                   | 56                       | - 1/8         | - 0.22            | 25           | 3137                                       |
| N Lee Enterprises                              | 26 1/4                   | 26 5/8                   | - 3/8         | - 1.40            | 21           | 664  |
| N Liberty                                      | 42 5/8                   | 42 1/4                   | 3/8           | .88               | 17           | 430  |
| N McGraw-Hill                                  | 59 1/2                   | 58 5/8                   | 7/8           | 1.49              | 20           | 2999                                       |
| A Media General                                | 98 1/4                   | 98 3/8                   | - 1/8         | - 0.12            | 21           | 691  |
| N Meredith Corp.                               | 75                       | 76 5/8                   | - 1 5/8       | - 2.12            | 15           | 710  |
| O Multimedia                                   | 42 1/2                   | 40                       | 2 1/2         | 6.25              | 94           | 466  |
| A New York Times                               | 80 1/4                   | 76 1/4                   | 4             | 5.24              | 27           | 3246                                       |
| O Park Commun.                                 | 29                       | 28 1/2                   | 1/2           | 1.75              | 27           | 400  |
| N Rollins Commun.                              | 38 7/8                   | 38 3/4                   | 1/8           | .32               | 43           | 567  |
| T Selkirk                                      | 24                       | 24                       |               |                   | 52           | 194  |
| O Stauffer Commun.                             | 150                      | 155                      | - 5           | - 3.22            | 24           | 150  |
| A Tech/Ops Inc.                                | 33 1/4                   | 32 3/8                   | 7/8           | 2.70              | 6            | 72   |
| N Times Mirror                                 | 67 1/2                   | 66                       | 1 1/2         | 2.27              | 19           | 4350                                       |
| O TM Communications                            | 3                        | 3 1/8                    | - 1/8         | - 4.00            | 300          | 22   |
| O TPC Commun.                                  | 7/16                     | 3/8                      | 1/16          | 16.66             |              | 4  |
| N Tribune                                      | 76 1/4                   | 76 1/2                   | - 1/4         | - 0.32            | 24           | 3096                                       |
| A Turner Bcstg.                                | 24 5/8                   | 26                       | - 1 3/8       | - 5.28            | 55           | 536  |
| A Washington Post                              | 175 1/2                  | 169                      | 6 1/2         | 3.84              | 22           | 2280                                       |
| <b>PROGRAMING</b>                              |                          |                          |               |                   |              |  |
| O All American TV                              | 14 1/2                   | 14 1/2                   |               |                   |              | 17   |
| O American Nat. Ent.                           | 2 1/2                    | 2 7/16                   | 1/16          | 2.56              | 12           | 6  |
| O Barris Indus                                 | 24 7/8                   | 22 3/8                   | 2 1/2         | 11.17             | 41           | 220  |
| O Birdfinder Corp.                             | 1 1/8                    | 1 1/16                   | 1/16          | 5.88              |              | 4  |
| N Coca-Cola                                    | 120 1/4                  | 119 1/8                  | 1 1/8         | .94               | 21           | 15471                                      |
| N Disney                                       | 53 1/4                   | 50                       | 3 1/4         | 6.50              | 37           | 6889                                       |
| N Dow Jones & Co.                              | 56 1/4                   | 53 1/2                   | 2 3/4         | 5.14              | 26           | 3628                                       |
| O Financial News                               | 15 3/4                   | 17                       | - 1 1/4       | - 7.35            | 196          | 169  |
| O Four Star                                    | 5 1/2                    | 5 7/8                    | - 3/8         | - 6.38            | 5            | 4  |
| A Fries Entertain.                             | 8 1/4                    | 8                        | 1/4           | 3.12              | 15           | 42   |
| N Gulf + Western                               | 68 1/4                   | 65 1/4                   | 3             | 4.59              | 20           | 4219                                       |
| O Hal Roach                                    | 16                       | 14                       | 2             | 14.28             |              | 89   |
| A Heritage Entertain.                          | 10 3/8                   | 11                       | - 5/8         | - 5.68            | 11           | 29   |
| O King World                                   | 48 1/4                   | 41 3/4                   | 6 1/2         | 15.56             | 30           | 494  |
| O Laurel Entertainment                         | 7 7/8                    | 7 3/8                    | 1/2           | 6.77              | 30           | 19   |
| A Lorimar-Telepictures                         | 31 3/4                   | 30                       | 1 3/4         | 5.83              | 32           | 1077                                       |
| N MCA  | 50 7/8                   | 50                       | 7/8           | 1.75              | 23           | 3971                                       |
| A New World Pictures                           | 19 7/8                   | 19                       | 7/8           | 4.60              | 38           | 211  |
| N Orion Pictures                               | 16 7/8                   | 17                       | - 1/8         | - 0.73            |              | 161  |
| O Peregrine Entertain.                         | 28 1/2                   | 25                       | 3 1/2         | 14.00             |              | 39   |
| N Playboy Ent.                                 | 6 7/8                    | 6 7/8                    |               |                   |              | 64   |
| O Reeves Commun.                               | 13 3/4                   | 11 7/8                   | 1 7/8         | 15.78             |              | 171  |
| O Republic Pictures 'A'                        | 13 1/2                   | 11                       | 2 1/2         | 22.72             | 96           | 39   |
| O Republic Pictures 'B'                        | 11 3/4                   | 10 1/2                   | 1 1/4         | 11.90             | 83           | 8  |
| A Robert Halmi                                 | 4                        | 3 7/8                    | 1/8           | 3.22              | 36           | 75   |
| O Sat. Music Net.                              | 10 1/2                   | 10 1/8                   | 3/8           | 3.70              |              | 71   |
| N Warner Communications                        | 54 1/2                   | 54 1/4                   | 1/4           | .46               | 18           | 3362                                       |
| O Westwood One                                 | 33 1/2                   | 31 3/4                   | 1 3/4         | 5.51              | 52           | 273  |

|                     | Closing<br>Wed<br>Jun 25 | Closing<br>Wed<br>Jun 18 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capital-<br>ization<br>(000,000) |
|---------------------|--------------------------|--------------------------|---------------|-------------------|--------------|--|
| <b>SERVICE</b>      |                          |                          |               |                   |              |  |
| O Ally & Gargano    | 11 1/4                   | 11 1/4                   |               |                   | 9            | 24   |
| O BBDO Inc.         | 28 3/4                   | 30 1/4                   | - 1 1/2       | - 4.95            | 18           | 370  |
| O Compact Video     | 5 1/4                    | 5 5/8                    | - 3/8         | - 6.66            | 52           | 22   |
| N Comsat            | 33 3/4                   | 36                       | - 2 1/4       | - 6.25            |              | 611  |
| O Doyle Dane B.     | 23 1/4                   | 24 1/8                   | - 7/8         | - 3.62            | 20           | 132  |
| N Foote Cone & B.   | 63 1/8                   | 63 3/4                   | - 5/8         | - 0.98            | 15           | 240  |
| O Grey Advertising  | 119                      | 115                      | 4             | 3.47              | 16           | 143  |
| N Interpublic Group | 27 3/4                   | 58 1/2                   | - 30 3/4      | - 52.56           | 16           | 605  |
| N JWT Group         | 40                       | 39 3/8                   | 5/8           | 1.58              | 17           | 362  |
| A Movielab          | 7 5/8                    | 7 5/8                    |               |                   |              | 12   |
| O Ogilvy Group      | 34 1/2                   | 34 1/4                   | 1/4           | .72               | 16           | 471  |
| O Saatchi & Saatchi | 35 3/4                   | 35 3/4                   |               |                   | 17           | 1849                                       |
| O Telemation        | 6 1/2                    | 5 1/4                    | 1 1/4         | 23.80             | 6            | 7  |
| A TEMPO Enterprises | 19 3/8                   | 19 7/8                   | - 1/2         | - 2.51            | 49           | 111  |
| A Unitel Video      | 10                       | 9 1/2                    | 1/2           | 5.26              | 21           | 21   |

|                          | Closing<br>Wed<br>Jun 25 | Closing<br>Wed<br>Jun 18 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capital-<br>ization<br>(000,000) |
|--------------------------|--------------------------|--------------------------|---------------|-------------------|--------------|--|
| <b>CABLE</b>             |                          |                          |               |                   |              |  |
| A Acton Corp.            | 2 1/8                    | 2 1/4                    | - 1/8         | - 5.55            |              | 12   |
| A Cablevision Sys. 'A'   | 19 5/8                   | 18 1/2                   | 1 1/8         | 6.08              |              | 412  |
| O Cardiff Commun.        | 2 1/16                   | 2 1/4                    | - 3/16        | - 8.33            | 5            | 4  |
| N Centel Corp.           | 57 1/4                   | 55 5/8                   | 1 5/8         | 2.92              | 12           | 1583                                       |
| O Century Commun.        | 14 1/4                   | 13 3/4                   | 1/2           | 3.63              | 285          | 276  |
| O Comcast                | 26 7/8                   | 27 7/8                   | - 1           | - 3.58            | 35           | 572  |
| N Heritage Commun.       | 27                       | 26 3/8                   | 5/8           | 2.36              | 62           | 469  |
| O Jones Intercable       | 15 3/8                   | 14 1/2                   | 7/8           | 6.03              | 37           | 199  |
| T Maclean Hunter 'X'     | 19 1/2                   | 18 3/4                   | 3/4           | 4.00              | 27           | 718  |
| O Rogers Cable of Amer.  | 15 5/8                   | 14 7/8                   | 3/4           | 5.04              |              | 80   |
| T Rogers Cable Systems   | 17 3/4                   | 17 1/2                   | 1/4           | 1.42              |              | 416  |
| O TCA Cable TV           | 21 1/4                   | 21                       | 1/4           | 1.19              | 36           | 229  |
| O Tele-Commun.           | 54 1/4                   | 53 7/8                   | 3/8           | .69               | 208          | 2606                                       |
| N Time Inc.              | 88 1/2                   | 87 1/4                   | 1 1/4         | 1.43              | 27           | 5555                                       |
| O United Artists Commun. | 18 1/2                   | 18 3/8                   | 1/8           | .68               | 54           | 759  |
| N United Cable TV        | 30 3/4                   | 31 1/8                   | - 3/8         | - 1.20            | 76           | 714  |
| N Viacom                 | 30 1/2                   | 31                       | - 1/2         | - 1.61            | 29           | 1044                                       |
| N Western Union          | 6                        | 6 1/8                    | - 1/8         | - 2.04            |              | 146  |

|                                  | Closing<br>Wed<br>Jun 25 | Closing<br>Wed<br>Jun 18 | Net<br>Change | Percent<br>Change | P/E<br>Ratio | Market<br>Capital-<br>ization<br>(000,000) |
|----------------------------------|--------------------------|--------------------------|---------------|-------------------|--------------|--|
| <b>ELECTRONICS/MANUFACTURING</b> |                          |                          |               |                   |              |  |
| N 3M                             | 111 1/8                  | 111 3/8                  | - 1/4         | - 0.22            | 18           | 12711                                      |
| N Allied-Signal                  | 43 1/2                   | 43                       | 1/2           | 1.16              |              | 7620                                       |
| O AM Cable TV                    | 1 1/2                    | 1 1/2                    |               |                   |              | 5  |
| N Anixter Brothers               | 11 5/8                   | 11 3/4                   | - 1/8         | - 1.06            | 21           | 422  |
| N Arvin Industries               | 33 7/8                   | 34                       | - 1/8         | - 0.36            | 14           | 547  |
| O Birdview Satellite             | 1/2                      | 5/8                      | - 1/8         | - 20.00           |              | 4  |
| O Burnup & Sims                  | 6 1/8                    | 5 1/2                    | 5/8           | 11.36             | 306          | 54   |
| O C-Cor Electronics              | 7 1/4                    | 6 5/8                    | 5/8           | 9.43              |              | 21   |
| O Cable TV Indus.                | 2 3/8                    | 2 5/8                    | - 1/4         | - 9.52            |              | 7  |
| A Cetec                          | 7 1/8                    | 7 1/4                    | - 1/8         | - 1.72            |              | 14   |
| O Chyron                         | 5 3/8                    | 5 1/2                    | - 1/8         | - 2.27            | 25           | 54   |
| A CMX Corp.                      | 1 1/2                    | 1 3/8                    | 1/8           | 9.09              |              | 7  |
| A Cohu                           | 7 7/8                    | 7 3/4                    | 1/8           | 1.61              | 16           | 14   |
| N Conrac                         | 15                       | 16 3/8                   | - 1 3/8       | - 8.39            | 13           | 99   |
| N Eastman Kodak                  | 58 3/8                   | 59 7/8                   | - 1 1/2       | - 2.50            | 49           | 13186                                      |
| O Elec Mis & Comm.               | 3 3/4                    | 4 1/8                    | - 3/8         | - 9.09            |              | 15   |
| N Gen. Instrument                | 20 3/8                   | 22                       | - 1 5/8       | - 7.38            |              | 660  |
| N General Electric               | 81 3/4                   | 81 1/4                   | 1/2           | .61               | 15           | 37276                                      |
| O Geotel Inc.                    | 1 3/8                    | 1 1/2                    | - 1/8         | - 8.33            | 5            | 4  |
| N Harris Corp.                   | 31 1/8                   | 31 1/2                   | - 3/8         | - 1.19            | 21           | 1252                                       |
| N M/A Com. Inc.                  | 17 1/8                   | 17                       | 1/8           | .73               |              | 745  |
| O Microdyne                      | 5                        | 5 3/8                    | - 3/8         | - 6.97            | 45           | 22   |
| N Motorola                       | 39                       | 38 1/2                   | 1/2           | 1.29              | 61           | 4980                                       |
| N N.A. Philips                   | 45 3/8                   | 43 1/4                   | 2 1/8         | 4.91              | 19           | 1312                                       |
| N Oak Industries                 | 1 5/8                    | 1 5/8                    |               |                   |              | 54   |
| A Pico Products                  | 2 1/4                    | 2 1/2                    | - 1/4         | - 10.00           |              | 7  |
| N Sci-Atlanta                    | 10 3/8                   | 10 3/8                   |               |                   | 18           | 243  |
| N Sony Corp.                     | 20 1/2                   | 20                       | 1/2           | 2.50              | 12           | 4738                                       |
| N Tektronix                      | 59 3/8                   | 60 1/2                   | - 1 1/8       | - 1.85            | 19           | 1161                                       |
| N Varian Assoc.                  | 25 1/8                   | 23 7/8                   | 1 1/4         | 5.23              | 35           | 535  |
| N Westinghouse                   | 54 3/8                   | 53 1/8                   | 1 1/4         | 2.35              | 14           | 8354                                       |
| N Zenith                         | 25 1/8                   | 25                       | 1/8           | .50               |              | 581  |
| Standard & Poor's 400            | 277.89                   | 274.13                   |               | 3.76              |              | 1.37                                       |

T-Toronto, A-American, N-N.Y., O-OTC. Bid prices and common A stock used unless otherwise noted. "O" in P/E ratio is deficit. P/E ratios are based on earnings per share

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING's own research. Notes: \* 2-for-1 split, June 24.

buying and selling advertising time in sports broadcasts on television, radio, and cable, heard a leading network executive declare that the television networks were the only place for major sports leagues, and a leading advertising executive say that the current advertising costs and audience delivery problems in television sports will increasingly be attacked through sponsorships.

CBS/Broadcast Group executive vice president, Neal H. Pilson, said in a luncheon address on Monday, June 23, that even coming off some bearish television sports seasons, network television should continue to be the leading sports outlet in the country. But Pilson added that while CBS will still bid aggressively for NFL games after the network's contract with the league expires at the end of this year, "our position will be based on sound business judgment. The days of high-priced loss leaders are over. "The hard fact is none of the networks can afford to invest \$150 million to \$175 million a year in rights and production and lose money," he said.

Pilson said that CBS was interested in getting back into covering baseball, and predicted that a three-network package will "definitely" be explored when the next contract is negotiated "because baseball will be looking for three networks to pay what two are paying now." That, he said, is the only way Major League Baseball "has any chance of staying even with its current levels of network TV revenue."

From an advertisers' point of view, Michael J. Roarty, executive vice president for major sports advertiser, Anheuser-Busch, said that given "more than a casual concern in the decline of ratings" in sports, the brewer was interested in holding down costs. Roarty mentioned as a "turning point" in the placement of advertising in sports the lack of any auto makers in last year's *Super Bowl*. With changes in the workplace, namely more income-earning women buying cars, the heavy male-skew of sports has become a less attractive place for auto makers.

"The real test" of Anheuser-Busch's continuing involvement in network football broadcasts, Roarty said, would be the outcome of the renegotiation of the networks' rights fee contracts with the NFL at the end of this year.

Roarty said that to get around the cost and audience delivery problems in network sports, Anheuser-Busch would not only continue to pursue syndicated and cable television, as well as local radio broadcasts, but would also increase its sponsorships of games—the purchase of 25% or more of a broadcast. For advertisers, sponsoring an event holds the allure of greater visibility in an event, and of not having to compete with a crowd of advertisers. At CBS, sponsorships have already been sold in a variety of telecasts, particularly equestrian events.

Last Thursday, CBS announced that its Christmas day telecast of the *Sun Bowl* this year will be known as *The John Hancock Sun Bowl*, since the insurance agency has purchased 26% of the game's advertising time in a three-year deal totaling \$1.5 million. Richard C. Goldstein, vice president of marketing CBS/Broadcast Group, said that CBS is working on other sponsorships. □

## Coen lowers ad forecasts

**Network TV billings will rise 4%;  
local billings will show healthy gains**

McCann-Erickson's semiannual foray into advertising projections came up for midyear review last week and produced a so-so report for network television. It prophesied that network TV billings in 1986 would edge up about 4%, to \$8.6 billion, below the projected rise of almost 6% in the general economy.

Robert J. Coen, senior vice president and director of forecasting for McCann (a subsidiary of the interpublic Group of Companies), who prepares the reports in midyear and in December, said the decline in network TV revenues could be attributed to the sluggish economy and some unexpected weakness in the scatter market. He said there were signs that the third quarter would be robust for the TV networks.

In contrast, Coen predicted that both local and spot TV would show comfortable gains of about 8% each.

By McCann's calculations, total U.S. advertising in 1986 will reach \$102 billion, a jump of 7.6%. Figures for broad categories for 1986 are as follows: national broadcast advertising, up 7% to \$19.39 billion; national print, up 6.5% to \$9.03 billion; other na-

tional, up 8.4% to \$30.95 billion. McCann said total national advertising would climb to \$57.37 billion, up 7.7%, and total local would increase to \$45.34 billion, up 8.5%.

Coen noted the figures were slightly lower than those he had put out in December 1985. He blamed the economy and a lower-than-expected inflation rate for the lower estimates figures.

Aside from network television, McCann rates 1986 as a reasonably strong year for broadcast media. The agency estimated that spot TV would climb 8%, to \$6.48 billion; network and spot radio would grow 7.5%, to \$1.83 billion; cable TV would gain 13%, to \$720 million and direct mail would rise 10%, to \$17.05 billion.

The study points to the continuing strength of local broadcast media. It shows that in 1986, local television will jump an estimated 13% over 1985 and radio.

In McCann's estimation, print media will not grow as rapidly as broadcast this year.

McCann looked into the progress of 15-second television commercials in network prime time and found their usage increasing. It reported that in April 1985, there were 274 15-second spots on networks; the figure rose to 750 in April 1986. □

## For the Record

As compiled by BROADCASTING, June 19 through June 25, and based on filings, authorizations and other FCC actions.

### New Stations

#### AM

■ Oakhurst, Calif.—Larry Ward Gamble seeks 1090 khz; 500 w-D. Address: P.O. Box 1791, 93644. Principal has interest in KAAT(FM) Oakhurst, Calif. Filed June 16.

#### FM's

■ Oakridge, Ore.—Nanette Markunas seeks 92.1 mhz; 575 w; HAAT: minus 830 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal has no other broadcast interests. Filed June 12.

■ \*Sacramento, Calif.—California State University seeks 88.9 mhz; 50 kw; HAAT: 152.4 ft. Address: 3416 American River Dr., Suite B, 95864. Principal is educational institution headed by Ronald E. Arnall. Filed June 13.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## Studio Systems for AM \* FM \* TV Audio



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- Financing Available.



## Ownership Changes

- **WAJO(AM)** Marion, Ala. (1310 khz; 5 kw-D)—Seeks assignment of license from William H. Dilday to Marion Radio Inc. for \$115,000. Seller is receiver for Marion Communications. He is general manager of WJTV(TV) Jackson, Miss. Buyer is owned by Paul Reynolds, William A. Gunter and James H. Denis. Denis has interest in WKLF(AM)-WEZZ(FM) Clanton, Ala. Filed June 9.
- **KZIQ-AM-FM** Ridgecrest, Calif. (AM: 1360 khz; 1 kw-D; FM: 92.7 mhz; 3 kw; HAAT: minus 183 ft.)—Seeks assignment of license from Space/Time Broadcasting Co. to Bel Air Broadcasting Corp. for \$335,000. Seller is owned by John T. Murray and Forest W. Ogan. It has no other broadcast interests. Buyer is owned by Robert M. Rosenthal, Beverly Hills, Calif.-based attorney with no other broadcast interests. Filed June 10.
- **KQMS(AM)** Redding, Calif. (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Radio Redding Inc. to Redding FM for \$750,000, comprising \$300,000 cash and remainder note. Seller is principally owned by George John-

son. It also owns KMFR(AM) Phoenix, and KTMT(FM) Medford and KTVZ(TV) Bend, both Oregon. Buyer is owned by Eugene L. Hill; his wife, Joy; his mother, Emma, and Jerry McGee. It also owns collocated KSHA(FM). Filed June 16.

- **WCNH(AM)-WWSO(FM)** Quincy, Fla. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 101.7 mhz; 3 kw; HAAT: 200 ft.)—Seeks assignment of license from Big Bend Broadcasting Corp. to Capital Broadcasting Inc. for \$400,000. Seller is principally owned by William S. Dodson. It also owns WBSC(AM) Bennettsville, S.C. Buyer is owned by Bruce A. Houston and Stanley Karas. It also owns WIKX(FM) Immokalee, Fla. Filed June 11.
- **WZGA(TV)** Rome, Ga., and **WSQY-TV** Forest City, N.C. (WZGA: ch. 14; ERP vis. 86.1; aur. 8.6 kw; HAAT: 884 ft.; ant. height above average terrain.; WSQY-TV: ch. 66; ERP vis. 1,919 kw; aur. 192 kw; HAAT: 1,967 ft.)—Seeks assignment of license from Rome Television Inc. and Forest City Television Inc. to Sudbrink Broadcasting Co. for \$250,000. Seller is subsidiary of American Communications and Television Inc., Gainesville, Fla.-based group owning KOOG-TV Ogdon, Utah; WTGS(TV) Hardeeville, S.C., and WGGG-AM-FM Micanopy, Fla. Buyer is owned by

Robert W. Sudbrink and his wife, Marion. It also owns WCBF(FM) Seffner, Fla.; KAAY(AM) Little Rock, Ark.; WBIX(AM) Jacksonville, Fla.; WCEE(TV) Mount Vernon, Ill.; WVRN-TV Richmond, Va. It has also purchased WSTG(TV) Providence, R.I., subject to FCC approval. Filed June 16.

- **WCRG(FM)** Wickliffe, Ky. (95.9 mhz)—Seeks assignment of license from Charles R. Geveden to Purchase Sound Inc. for \$65,000. Seller owns collocated WBCE(AM). Buyer is owned by Ronald E. Gentry and his wife, Judy. It also owns WYMC(AM) Mayfield, Ky. Filed June 13.
- **WLIF(FM)** Baltimore (101.9 mhz; 13.5 kw; HAAT: 960 ft.)—Seeks assignment of license from American Media Inc. to JAG Communications Inc. for \$25,045,000 cash. Seller is Patchogue, N.Y.-based group of one AM and three FM's headed by Art Kearn, chairman, and Alan Beck, president. It bought station in September 1984 for \$5.75 million. Buyer is New York-based group of three AM's and three FM's principally owned by radio personality, John A. Gambling. Filed June 13.
- **WACR-AM-FM** Columbus, Miss. (AM: 1050 khz; 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 204 ft.)—Seeks assignment of license from William H. Dilday to T&W Communications for \$628,151.25. Seller is receiver for Marion Communications (see above). Buyer is owned by Bennie L. Turner, Gary Turner, Randolph Walker and Robert J. Williams. It has no other broadcast interests. Filed June 10.
- **KYTY(AM)-KATM(FM)** Hardin, Mont. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 95.3 mhz; 1 kw; HAAT: minus 12 ft.)—Seeks assignment of license from Custer Communications Co. to California Broadcast Group for \$103,783.12, with \$100 for FM [CP]. Seller is principally owned by Art Collins, who has no other broadcast interests. Buyer is owned by George Beaudet and Bryan H. Kennedy. It has no other broadcast interests. Filed June 13.

■ **WIBG(AM)-WSLT(FM)** Ocean City, N.J. (AM: 1520 khz; 1 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Ocean Communications to Shore Broadcasting Inc. for \$1,162,500. Seller is owned by William L. Koplovitz and Steven L. Sinn. It has no other broadcast interests. Buyer is owned by Robert A. Fox, Philadelphia-based businessman with no other broadcast interests. Filed June 13.

■ **WTYN(AM)** Tryon, N.C. (1550 khz; 1 kw-D)—Seeks assignment of license from Polk County Broadcasting Corp. to Benington Park Broadcasting Inc. for assumption of liabilities. Seller is debtor-in-possession with no other broadcast interests. It is owned by Kenneth C. Smart. Buyer is owned by John F. Calure and his wife, Cathy. It has no other broad-

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readers per copy

## Summary of broadcasting as of Feb. 25, 1986

| 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.

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## At the FCC

**Transmitter rules.** FCC has launched rulemaking proposing to eliminate requirement that licensees seek commission approval for minor or electrical modifications to authorized broadcast transmitters. Under proposal, licensees would be permitted to modify and improve their transmitters if they made tests to insure continued compliance with FCC rules. Licensees would be required to retain results of those tests at transmitter site as long as equipment is in use.

□

**Fees.** FCC has launched notice of proposed rulemaking aimed at implementing legislation mandating its collection of fees for certain commission applications and filings (BROADCASTING, April 14). Among other things, rulemaking proposes that full fee payments must accompany filings and applications when submitted to commission. FCC also said collections would begin no later than April 2, 1987, and that it had "tentatively concluded" that application or filing on file on date of implementation would not be subject to fee unless designated for hearing that would require additional fee. Comments will be due 30 days after publication of notice in *Federal Register*.

□

**Review Board to rescue.** Blunting force of blow administered by Administrative Law Judge Edward Kuhlmann, FCC Review Board has dismissed application of Stearns County Broadcasting for new FM in Albany, Minn., but asserted that company would be free to file again. In initial decision, Kuhlmann, alleging various violations of *ex parte* rules, had found Stearns County, sole remaining applicant for FM after settlement agreement and licensee of daytimer KASM(AM) in same market, unqualified and denied application (BROADCASTING, March 24). Board, in decision written by member Norman Blumenthal, said it agreed that licensee "willfully and repeatedly" violated *ex parte* rules. "However, because the record lacks the substantial evidence to prove that the culpable principal of Stearns County was sufficiently familiar with the *ex parte* rules, and then knowingly violated those rules, we will reverse the ALJ's conclusion that Stearns County must be disqualified," board said. "Notwithstanding, because the *ex parte* rule violations here were serious, willful and repeated, and because Stearns County was found recently to have violated the *ex parte* rules in connection with its prior FM application and expressly warned by the full commission that 'future violations will be met with appropriate administrative action,' we dismiss its instant FM application to purge any appearance or taint of improper political influence in this adjudicatory case."

□

**Window clarification.** FCC has announced that it will give seven-day notice of date public may file applications for FM allocations when all applications filed for them during window-filing periods have been rejected for being defective.

cast interests. Filed June 16.

■ WBEM(AM) Windber, Pa. (1350 khz; 2.5 kw-D)—Seeks assignment of license from Baughman Media Inc. to Greater Johnston Radio Inc. for approximately \$140,000. Seller is owned by Hank Baughman. It has no other broadcast interests. Buyer is principally owned by David R. Wolf and family. It also owns WRIA(AM) Altoona, Pa. Filed June 10.

■ KTGC(TV) Nederland, Tex. (CP)—Seeks transfer of control of Texas Gulf Communications from Beverly Parker (25% before; 5% after); Marian Johnson Fells (10% before; 2% after); Cheryl Ann Doyle (10% before; 2% after); Tom Vance (17.5% before; 3.5% after); Herschel Raymond Matthews (17.5% before; 3.5% after); estate of Al McKay (16% before; 3.2% after) and Michael Chicowsky (4% before; .8% after) to Southwest Multimedia Corp. for assumption of liabilities. Seller has no other broadcast interests. Buyer is principally owned by Billy B. Goldberg and Lester Kamin. It also owns KVEO(TV) Brownsville, KTXS(TV) Sweetwater and KPEJ(TV) Odessa, all Texas. Kamin is station broker. Filed June 16.

■ KKF(AM) Seattle (1250 khz 5 kw-U)—Seeks assignment of license from Ronald L. Lien to BSB Inc. for approximately \$987,000. Seller is receiver for North Star Broadcasters Inc. It has no other broadcast interests. Buyer is owned by Bingham Broadcasting, Seattle-based group of two AM's and two FM's owned by Robert R. Bingham, Edwin J. Schneebach and Michael O. Barry. Filed June 11.

## Call Letters

### Applications

Call Sought by

#### New FM's

KCEZ 195 Radio, El Dorado, Ark.

KWHB KTCT LESEA Inc., Tulsa, Okla.  
WHKE WKRW-TV Le Sea Broadcasting Corp., Kenosha, Wis.

### Grants

Call Assigned to

#### New FM's

WSWG-FM Ron J. Grantham Broadcasting Inc., Greenwood, Miss.  
KZBC Polly A. Hays, Kearney, Neb.  
WFTN-FM Northeast Communications Corp., Franklin, N.H.  
\*WCNF Family Stations Inc., Cincinnati  
KTIJ Women, Handicapped Americans and Minorities for Better Broadcasting Inc., Elk City, Okla.  
KLSB Reynolds-Palmer Media Inc., Winfield, Tex.

#### Existing AM's

KSHO KKAR Mount Wilson FM Broadcasters Inc., Hesperia, Calif.  
WLTO WRUS Keymarket Communications of Kentucky Inc., Russellville, Ky.  
WAES WROQ Radio Inc., Charlotte, N.C.  
KZUN KGWB 4-K Radio Inc., West Richland, Wash.

#### Existing FM's

\*WYJD WJDT Jefferson Davis State Junior College, Brewton, Ala.  
KTHO-FM KZFR Emerald Broadcasting Co., South Lake Tahoe, Calif.  
KZBA KWBG-FM KZBA Inc., Boone, Iowa  
WMGB WRMA Maycourt Co., Georgetown, Ky.  
WIGL WBVR Keymarket Communications of Kentucky Inc., Russellville, Ky.  
WMRQ WHTT CBS Inc., Boston  
WGTB WKQJ Catholic Engineering Equipment Co., Hattiesburg, Miss.  
KZBB KZZE-FM Audiophase Communications Inc., Poteau, Okla.  
KQQK KKKX Marr Broadcasting Co., Galveston, Tex.  
WMQC WJCF WUNN Inc., Westover, W.Va.

#### Existing TV's

KSHO-TV KSHO Mauna Kea Broadcasting Co., Honolulu  
KMOV KMOX-TV Viacom Broadcasting of Missouri Inc., St. Louis

WHOB Gateway Broadcasting Associates, Nashua, N.H.

#### Existing AM's

KONC KFLR Affiliated Broadcasting Inc., Phoenix  
KDIF KPRO Inland Empire Communications, Riverside, Calif.

#### Existing TV's

KWHE KDSC-TV Le Sea Broadcasting Corp., Honolulu

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|---------------|---|---|------------|
| New York      | \$588.5   | \$603.9   | 2.6%       |
| Los Angeles   | 587.4   | 587.4   | 0.0%       |
| Chicago       | 319.2   | 335.9   | 5.2%       |
| Philadelphia  | 229.7   | 232.9   | 1.4%       |
| San Francisco | 285.4   | 281.8   | 1.3%       |
| Washington    | 174.2   | 173.2   | 0.1%       |

<sup>1</sup> As compiled by the Broadcast Financial Management Association.  
<sup>2</sup> Investing in Television 1986 estimates, based on 1980 FCC data.

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## Addenda to the 1986 YEARBOOK

Following are additions and corrections to the BROADCASTING/CABLECASTING YEARBOOK 1986. They appear by page number in the same order as the YEARBOOK.

**Page A-14.** For the Minimum Distance Separation tables, the first table should be headed U.S. to Canadian stations. The second table should be deleted. For U.S. stations, please refer to the 1985 Yearbook.

**Page A-41.** Insert a new listing under Group Ownership. Joyner Broadcasting, Stns: 1 AM, 3 FM. WLRW(FM) Champaign and WLDS(AM)-WYMG(FM) Jacksonville, both Illinois; and WZFX(FM) Whiteville, N.C. Executive: Tom Joyner, pres. Hqrs: 875 Walnut St., Suite 265, Cary, N.C. 27511. (919) 469-8383.

**Page B-5.** Move the listing for \*WGSN(FM) from Geneva Ala. to Gadsden, Ala. (actual city of license).

**Page B-11.** Change the address for KWHQ(FM) to: Rte. #2, Box 852, Soldolna (99669).

**Page B-12.** Change the address for KSRM(AM) to: Rte. #2, Box 852, (99669).

**Page B-18.** Insert a new heading above radio station KYXZ(AM) in Brinkley, Ark. The new heading should read "Cabol."

**Page B-39.** Please move listing for KJAZ(FM) from San Jose to San Francisco. Station is licensed to Alameda.

**Page B-40.** Insert missing part of listing for KSRO(AM) in Santa Rosa, Calif. After Box 1598, add: (95402), (707) 545-3313, Finley Bcstg. Co. See Nwspr. Also delete this information from end of KRJB(FM) listing directly above KSRO(AM).

**Page B-44.** Insert a new listing for KKDD(FM) in Brush, Colo.

**KKDD(FM)**—Co-owned with KKGZ(AM). 1978: 107.1 mhz; 3 kw. Ant 91 ft. (CP: Ant 111 ft.) Format: Pop.

**Page B-56.** Change calls and insert new listing for WVTY(AM) in Dunedin, Fla.:

**WLVU(AM)**—1955: 1470 khz; 5 kw-D, Box 421 (34296), (813) 447-0571. Pasco Pinellas Bcstg. Co. (acq 1-31-86). Format: Adult contemp. ■ Arthur Arkelian, pres; Gregory Cohane, VP; Jim Shields, gen sls mgr; Jeff Donovan, prog dir; Skip Willis, opns dir; Paul Martin, chief engr.

**Page B-58.** Change calls and insert new listing for WVTY-FM in Holiday, Fla.:

**WLVU-FM**—Sep 1, 1978: 106.3 mhz; 3 kw. Ant 300 ft. Stereo. 1473 Springer Dr., Port Richey (33568), (813) 849-1065. Pasco Pinellas Bcstg. Co. (acq 1-31-86). Format: Adult contemp. ■ Arthur Arkelian, pres; Gregory Cohane, VP; Jim Shields, gen sls mgr; Jeff Donovan, prog dir; Skip Willis, opns dir; Paul Martin, chief engr.

**Page B-60.** Move the listing for WLBE(AM) from Lehigh Acres, Fla. to Leesburg, Fla. (actual city of license).

**Page B-75.** Change calls for WMBQ(AM) in Savannah, Ga. to WBMQ(AM).

**Page B-83.** Insert new information for WLRW(FM) under Champaign, Ill. Insert new license: Atlantic Bcstg. Co. (acq 12-31-85). Insert new personnel: Tom Joyner, pres; Norm McDonald, gen mgr; Matt McCann, prog dir; Anita Roth, news dir; John McKeighan, mus dir; Terry Poe, chief engr. Rates: \$35; 32; 35; 29.

**Page B-92.** Insert new address for \*WQNA(FM) under Springfield, Ill.: 2201 Toronto Road, (62707).

**Page B-178.** Change calls for KROY(FM) in Sparks, Nev. to KROI(FM).

**Page B-180.** Insert new listing for WCNL-FM under Newport, N.H.:

**WCNL-FM**—1971: 101.7 mhz; 2.8 kw. Ant 2006 ft. Dups Am 100%.

**Page B-211.** Change calls for WQTR(FM) under Whiteville, N.C. to WZFX(FM). Insert new listing:

**WZFX(FM)**—Feb 21, 1962: 99.1 mhz; 100 kw. Ant 984 ft. Stereo. Net: Sheridan. Rep: Hillier, Newmark, Wechsler, and Howard. Format: Urban. ■ Tom Joyner, pres; Larry Williams, sls mgr; Tony Lype, prog dir; Ste-

ven McDaniel, chief engr. Rates: \$50; 40; 50; 30.

**Page B-261.** Change calls for WLRQ(FM) in Franklin, Tenn. to WLRQ-FM.

**Page B-262.** Delete listing for \*WLCH(FM) under Lebanon, Tenn. CP was cancelled.

**Page B-272.** Change calls of KSTE-FM in Corpus Christi, Tex. to KSTE(FM).

**Page B-293.** Change calls for WCVB(AM) in Bluefield, Va. to WCBV(AM).

**Page C-15.** Delete the Palm Beach heading and ADI No. The new TV listed under this heading belongs in Orlando.

**Page C-21.** Insert new on air date for WQEC under Quincy, Ill.: March 9, 1985. Delete the acquisition date.

**Page C-44.** Change TWX number for WROC-TV under Rochester, N.Y. to: 510-253-5407.

**Page C-65.** Change address for KSL-TV under Salt Lake City to: 5 Triad Center, 84180-5555.

**Page C-74.** Insert town heading for "White Court" immediately after CKHP-TV-1, in Slave Lake Alberta. CFRN-TV-3 should be listed under White Court.

**Page D-175.** Under Highland Falls, N.Y., insert new address for Orange County Cablevision: 230 Main St., Box 215, 10928.

**Page E-3.** Under Satellite Resale and Common Carriers and Teleports, insert new listing:

Crawford Satellite Services, 535 Plasamour Dr., Atlanta 30324. (404) 876-7149 or (800) 831-8027. Jesse C. Crawford, pres & owner; Candy L. Alger, VP; Ruben Diaz, chief engr.

Teleport—C & Ku band, satellite networking, special event broadcasting, ad-hoc teleconferencing, news feeds, private networking, satellite time, program distribution, transportable uplink and post-production services.

**Page E-9.** Under Basic Cable Services, change address for the National Jewish Television Network to: 2621 Palisades Ave., Riverdale, N.Y. 10463.

**Page F-7.** Under Producers, Distributors and Production Services, insert new listing for Crawford Productions:

Crawford Post Production Inc. 535 Plasamour Dr., Atlanta 30324. (404) 876-7149 or (800) 831-8027. Jesse Crawford, pres & owner; Mickle Greene, exec VP; Charlie Willis, account rep.

**Page H-6.** Under Equipment Manufacturers and Distributors, the listing for Burden Associates appears incorrectly. Please move to page I-26, under Engineering and Technical Consultants.

**Page H-11.** Under Equipment Manufacturers and Distributors, replace Delcom Corp. listing with below, and delete last six lines of third column.

Delcom Corp. 6019 S. 66th Ave., Tulsa, Okla. 74145. (918) 494-9500 or (800) 331-5461. Sam Pate, pres. St. Louis 63146: 2349 Grissom, (314) 432-1164. Jerry Koerner.

Total video systems, bcst, industrial; full range of professional video equipment. Consulting and design services.

**Page I-8.** Under Station and CATV Brokers, insert a new address for Margaret Haney and Associates: 2363 Van Ness Ave., Suite 204, San Francisco 94109.

**Page I-12.** Under Station and CATV Brokers, insert a new address for The Montcalm Corporation: 311 Norton Building, 801 Second Ave., Seattle, Wash. 98104.

**Page I-13.** Under Station and CATV Brokers, insert new listing:

Stan Raymond & Associates Inc. 1795 Peachtree Rd. N.E., Suite 220, Atlanta 30309. (404) 897-1418. Stan Raymond, pres; Nick Imbornone, VP.

Longboat Key, Fla. 33548: Box 8231. (813) 383-9404.

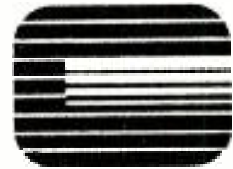
**Page I-16.** Under Consultants, insert a new address for The Deer River Group: 2000 L St. N.W., Suite 200, Washington, D.C. 20036.

**Page I-20.** Under Consultants, insert new address for Gary Willson Broadcast Consultants: 690 Market St., Suite 105, San Francisco 94104. (415) 788-1515.

**Page I-21.** Under Research Services, insert a new address for The Deer River Group: 2000 L St. N.W., Suite 200, Washington, D.C. 20036.

It takes professionals who know how to handle ideas . . . technical artists with creativity at their fingertips.

It takes you and the people who are the Crawford companies.



Crawford Post Production, Inc.  
Crawford Satellite Services  
Crawford Communications, Inc.

535 Plasamour Dr.  
Atlanta, Georgia 30324  
1-800-831-8027

# STAN RAYMOND & ASSOCIATES, INC.

**MEDIA BROKERS,  
APPRAISERS,  
CONSULTANTS**

**Years of experience will help you  
make the right decision**

**Stan Raymond & Associates, Inc.**  
1795 Peachtree Rd., N.E., Suite 220  
Atlanta, Georgia 30309  
(404) 897-1418

**Stan Raymond  
Nick Imbornone**



# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details

## RADIO

### HELP WANTED MANAGEMENT

**West Coast, Eastern and Southern regional sales managers wanted** Broadcasting's oldest, internationally known, 32-year old radio/TV/cable sales promotion company, Community Club Awards (CCA), looking for west coast, eastern, southern regional managers to call on station presidents, managers and GSMS in five state area. Media sales experience required. Full time, Monday/Friday, planned travel. Expense advance against substantial commission. Send resume, including references, recent picture. Complete confidentiality assured. Include prior earnings. Personal interview arranged. Immediate openings John C. Gilmore, President, CCA, Inc., P.O. Box 151, Westport, CT 06881, 203-226-3377.

**General manager:** Southwest group owner needs station manager with strong administrative and sales skills for top 100 market. Growing company with excellent potential. Broadcast management or sales management experience a must along with ability to make your plan work. Send detailed resume, salary history to Box E-82.

**General sales manager.** Exceptional opportunity for experienced man or woman who knows radio sales, can deal with agencies, and can lead a young, aggressive six member sales department. Applicants must have successful management experience, be a motivator and be available by July. The right applicant will receive an excellent salary, commissions, bonuses and other fringes. Send resume and references immediately to Box E-112.

**FM station manager:** Responsible for day-to-day supervision of top-rated CPB qualified public radio station in North Central Florida. Works with GM developing policies and budgets. University licensee with heavy use of communication students in production and news. Requires: Bachelor's degree Master's preferred. Minimum 4 years' public broadcast management. Demonstrated expertise in personnel supervision, development and budgeting. Salary: minimum \$28,000. Send resume and 3 reference letters to: FM Manager, Search Committee, WUFT-FM, 2000 Weimer Hall, University of Florida, Gainesville, FL 32611 by July 17, 1986. AN EOE/AA employer.

**Ground floor opportunity** for person ready to move up...needed general manager/sales manager...now!! 205-233-3000.

**General manager:** for great Nevada FM. Must have solid sales track record and history of motivating staff to high levels of achievement. Competitive base salary plus super performance incentives. Rush resume and letter stating how you make things happen to Broadcast Media, 316 California Ave., Reno, NV 89509. EEO/M/F.

**GM wanted now** for small market eastern Nebraska AM/FM in growing county seat college town. Equity available. Salary plus incentives. 402-721-9723.

### HELP WANTED SALES

**Salesperson:** WJON/WWJO radio stations wants stable, creative radio salesperson. Submit resume, including three years of sales track records, sample presentations, sales philosophy, impeccable personal recommendations to Jack Hansen, WJON/WWJO, Box 220, St. Cloud, MN 56302. EOE.

**The whole world is getting rich** sell jingles. Radio sales reps (its a secret but production people have done it too) join in the fun. We'll show you how. 1-800-446-7344.

**Aggressive salesperson** with PBP sports experience sought by southern California medium market FM. Send tape and resume to R. Thomas, P.O. Box 2231, Redwood, CA 91335.

**Suburban Washington D.C. station** needs dynamic sales professional. If you can really handle a local list plus follow up at the agency level then we should talk. Earn metropolitan money without the hassles. Call Michael Burns. 301-934-1300. EOE.

**Join a professional sales team** with a client oriented approach. Make money right away with established list and territory. Send me your resume and let's talk. Frank Zezza, WCFR, Box 800, Springfield, VT 05156. M/F. EOE.

**Florida Someday?** Do it now! Need experienced radio street salesperson, who will, if a pro, make more than up North on the same billing. My figures will prove it! Ft Myers, Gulf Coast, 300,000 metro and booming...If you have what it takes to sell, sell... send short resume to P.O. Box 216, Ft. Myers, FL 33902. Replies in strict confidence. EOE.

**West-central country FM** needs aggressive, hard-working sales manager. Carry list, direct efforts of five sales people. Compensation based on results. Call Ron Kight, 305-464-1330. EOE/MF.

**General sales manager** for aggressive, highly promotional CHR in Southwest top hundred market. Solid history of strong ratings. Excellent advertiser relations. If you can train, motivate, and manage salespeople to success, you can earn \$55-\$60,000 in the next twelve months. Send resume, billing record, and sales philosophy to Box E-137. EOE, MF.

**New 50,000 watt FM** radio station will air in August between Albany and Utica NY. Interviews now being scheduled for experienced broadcast salespeople and announcers. Please send letter of introduction, resume & work references to: Bob Penrod, VP GM, WITU-FM, P.O. Box 370, Cobleskill, NY 12043.

**Coastal areas North and South Carolina.** Jobs available for experienced sales people in Wilmington and Charleston. Resume to Atlantic Broadcasting Company, Box FM-106-X, Florence, SC 29501

**Growing central Connecticut AM** station needs one more self-motivated account executive. If you're willing to work hard for our clients and yourself, send resume to WCNX, Box 359, Middletown, CT 06457.

**Excellent list:** excellent growth. Looking for experienced salesperson. Must be professional. Sell dominant AM/FM combination in medium midwest market. Send letter with qualifications to WJZQ, Box 659, Kenosha, WI 53141.

**Growing company** in large and medium markets needs salespeople. Excellent lists with superior income potential. If you're ready to make a positive career move, write us. Box E-146. EOE.

### HELP WANTED ANNOUNCERS

**Wanted: Older stable, mature announcer** for our station in northern California. Small town, high power. P.O. Box 8125, Klamath Falls, OR 97602.

**One to one communicator** needed for mornings at adult contemporary, number 2 overall in top 50 south-eastern market. High visibility position, excellent production skills a must. Work with the best equipment and professional staff. Also production whiz needed for evening shift. If you care about quality and attention to detail, and want a great place to settle, send cassette and resume today to Jeff Bowen, P.O. Box 2808, High Point, NC 27261. No calls.

### HELP WANTED TECHNICAL

**Metroplex Communications** seeks engineers with EE degree or minimum 5 years related experience for East Coast markets. Contact Doug Holland, Uplink Engineering, 1635 South 21st Ave., Hollywood, FL 33020. 305-920-6438.

**Chief engineer.** 100,000 watt FM seeks take charge full time engineer. Must have hands on working experience with combined RCA BTA 20 E-1s and state-of-the-art audio chain. Knowledge FCC regulations. No beginners please. Send resume to KXGO, P.O. Box 1131, Arcata, CA 95521. EOE, M/F.

### HELP WANTED NEWS

**Wanted for quality AM/ FM:** Hard-working news person who can gather, write, and broadcast local news. Excellent EOE opportunity. Claire, P.O. Box 2770, Sierra Vista, AZ 85636.

**Newsman for number one AC** news and information station. Experienced Tape and resume to Ed Huot, WTRC, Elkhart, IN 46515. EOE.

**Summer interns:** programing, news, and news-sports combo! Work hard, learn and earn in beautiful Vermont! Send tape and detail your experiences and interests to Bob Flint, WCFR, Box 800, Springfield, VT 05156. M/F. EOE.

**Immediate opening for news person** in New England small market. Commercial experience or Journalism degree required. Resume to Box E-142. M/F. EOE.

**News reporter.** Bachelor's degree and minimum of one year broadcast news experience required. Experience in public broadcasting preferred. Responsible for anchoring afternoon newscasts, covering a regular news beat, covering regular meetings, producing features for morning edition. Good writing and production skills essential. WNKU-FM is a new public radio station serving northern Kentucky. WNKU has a folk music format with a heavy emphasis on northern Kentucky news. The station is CPB qualified and is a member of NPR and APR. The letter of application must be accompanied by a professional resume and a list of at least three references plus a demo tape (preferably cassette). Send applications postmarked by July 21, 1986 to: Personnel Services, Northern Kentucky University, Highland Heights, KY 41076. NKU is an AA/EOE and actively seeks the candidacy of minorities and women.

**News personality needed.** Wanted: A news personality with excellent writing skills and strong delivery. Join the top-rated morning show in a top fifty market in the South. Send resumes to Box E-93. EOE.

### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Production/ Announcing.** WJCT-FM, a community-licensed public station serving north Florida/ south Georgia, has immediate opening for producer talent with strong classical music programming skills. Must have pleasing voice and personality, proficiency in classical music pronunciation, knowledge of composers and artists. Salary negotiable. Demo tape should include several minutes demonstrating pronunciation skills, and two minutes ad lib on any subject. Send tape resume to Norman Vincent, Director/ Radio Operations, WJCT, 100 Festival Park Ave., Jacksonville, FL 32202. EOE-M/F.

**Continuity director:** WJON/ WWJO radio station wants experience, creative, organized copy chief. Must have top people skills, deal creatively with clients, work under pressure, produce spec spots that sell. Stability a must. Excellent salary and recommendations to Jack Hansen, WJON/ WWJO, Box 220, St. Cloud, MN 56302. EOE.

**Accountant/traffic manager:** Louisiana radio station seeking experienced person to handle all facets of bookkeeping, general ledger, A/P, payroll and financial statement preparation along with supervision of traffic. Columbine experience preferred. Salary commensurate with experience. Send resume and references to Box E-134.

### SITUATIONS WANTED MANAGEMENT

**Fifteen years in radio,** including station manager, sales manager and programming. Looking for entry level general manager. Box E-40.

**Hands on aggressive** major market general manager, employed, seeks top 30 market opportunity. Can prove success and stability with documentation on strong sales and ratings for turnaround situations in varied formats. People-oriented. Highly visible. Your reply held in strictest confidence. Box E-33.

**General Manager/ GSM:** Strong local, regional and national sales background. Excellent management and motivation skills. An experienced broadcasting professional looking for the right situation. References will affirm abilities and character. Calif. only. 728 E. Cole, Fresno, CA 93710. 209-435-9455.

**Major Group GM** with three successful turnaround experiences ready for another. Currently employed. Will relocate. Can invest. Box E-115.

**Sales manager:** Aggressive pro seeks first class opportunity to train, motivate and lead your sales team to profit. Box E-127.

**Management:** 40-years small/medium markets Street sales plus staff direction Retirement didn't take. Prefer short-term arrangement but consider all offers John Powell, 2228 Batemen, Hastings, NE 68901.

**Experienced manager,** employed, radio, cable, TV, seeks sales or management opportunity Background includes major groups and markets. Great track record, references. 415-731-0395.

**Current GSM major market.** Billings and collections up sharply Station profitable, being sold Will consider right opportunity Family, responsible Replies confidential Box E-152

**For several years** I've had the opportunity of acquiring, developing and managing a broadcast group for diversified investors. Time has come to seek another challenge If you have an opportunity for corporate responsibilities or major to medium market management let's talk. Box E-147

**Experienced working general manager** seeks position in AM/FM radio station with potential for buy in and ownership—future participation or purchase a must. Contact Ted Smith, 97 Haverstraw Rd., Suffern, NY 10901 914-356-7060 or 914-357-9425

#### SITUATIONS WANTED SALES

**Professional, experienced** salesman, announcer! Seeks air shift plus sales and production at country, MOR or oldies station in Southeast, Midwest, or Southwest Box E-132.

**I'm tired of management politics.** I want a sweet list in top 60 market 11 years GSM with top 50 track record. I want to go where the money is back to the streets. Reply quickly, top producer going fast Southeast and mid-Atlantic Box E-151.

#### SITUATIONS WANTED ANNOUNCERS

**Two years' commercial experience** in small market. Want to move up Adult, top 40 MOR. Want to be creative, not just push buttons Call Dave anytime. 201-777-0749

**Good female DJ** experienced in all facets of small market Hard-working and dedicated, wishes to relocate to medium market AJ, 212-923-2061

**Miss the Midwest...**Eight years experience PD, PBP (including hockey), morning drive, news, remotes and all formats. Small to medium markets. Available immediately. Call Bruce, 907-479-4762 anytime

**Experienced announcer,** copy writer and production man seeks Country, MOR or Oldies format. Would consider operations manager or program director position. Small to medium market. Box E-107.

**Seven year pro,** ready to go! Loyal, dedicated, with mucho talent and potential Rick, 305-672-4890

**4 years exp.** BA Telecom Announcer, sales. Call Scott after 4 p m CDT 601-446-7032. Will relocate anywhere

**Broadcaster, experienced,** hard working, need fresh start. R&B format or contemporary. Write Robert Alexander 4580 Ohio St., #24, San Diego, CA 92116 Will consider all responses. 619-584-1391, after 5 p m.

**Highly motivated announcer** with 2 years experience, looking for a full-time position. Hard working and enthusiastic Call Don Brinkley, 414-375-4055.

**EZ listening music,** automation, and me A natural combination. I'm 33 with 3 years broadcast and print experience. Interested? Bob Dale, 309-788-4093, 309-798-5249, weekends 319-322-2607

**Fifteen years experience,** speech trained, college graduate Creative writing skills, non-smoker, good habits. Bill 804-253-5889.

**Experienced announcer,** copywriter and production man seeks Country, MOR or Oldies format Would consider operations manager or program director position. Small to medium market Box E-107.

#### SITUATIONS WANTED TECHNICAL

**I could be a valuable man** to your station. I am experienced as chief engineer and as announcer. Call Lynn at 812-336-8306.

**Marty Walker,** former chief engineer of LA based satellite network—12 years experience San Francisco, Los Angeles. Programming operations background. Recording studio design, construction. Seeking quality station(s) as chief, and/or ops mgr.—eventually GM. Prefer coastal areas. 213-659-0874.

**Mothballed engineer making comeback.** Young retiree seeks easy MOYL airshift Unhassled maintenance. Southern town, prefer South FL. 305-791-7027.

#### SITUATIONS WANTED NEWS

**Experienced sportscaster,** with solid news background, seeks PBP and/ or news position anywhere Currently employed. Box E-60.

**Sports pro:** 10 years experience, major college, PBP, radio-TV Looking for break, medium or major market Mike 703-434-2896

**I do sports PBP because a** )I used to coach, b.)I own the station, c.)I own the team, d.)I'm just damn good! For sportscasting excellence choose d.) and choose me! Ivy grad, pressure performer, impeccable credentials. Barry, 802-885-9428, or call my boss, Frank, 802-885-4555.

**Voice of the 1985 Division III** college baseball champions looking for sports or news position in small market. Call Grif, 206-284-7799.

**Seeking a news position.** Experienced with #1 market station in news production, writing and sports writing. Delivery skills tape available Box E-143

**I've done it all well:** News director, anchor, editor, reporter and talk show host First place wire service award winner more than once. 801-364-3241.

**Dedicated sports workaholic** looking to take step up. Two years commercial experience. Can write, anchor, PBP. Also DJ, copywriting/production Box E-157

**Sports director,** ready for medium market, ready to relocate PBP minor league Baseball, junior college basketball, playoff football Enthusiastic hard-working. David 618-627-2844.

**Sportscaster available.** Make the "free agent acquisition of the year." Sophisticated, exciting PBP and solid anchoring skills. A winner. Bob, 201-546-5546

#### MISCELLANEOUS

**Our present production** music SFX contract expires in September Need samples of what you have to replace it Small market, small to mid price range Send demo to: Production Director, KMYI radio, 250 Waiehu Beach Rd., Wailuku, HI 96793.

**Sales manager for AM/FM station** in Florida. Must have solid background demonstrating leadership, stability and performance. Group ownership. Attractive opportunity! Media Marketing, P.O. Box 1476, Palm Harbor, FL 34273-1476 813-786-3603.

## TELEVISION

#### HELP WANTED MANAGEMENT

**News director.** Applicants must have prior news director or other newsroom management experience. Creative, people skills a must, along with staffing, budgeting and organizational abilities. Fast growing, dynamic market in Southeast. Group owned, NBC affiliate Send resumes to: Lee Brantley, GM, WAFF-TV, P.O. Box 2116, Huntsville, AL 35804.

**Local sales manager:** KRIV-TV, Fox Television, Houston, has an opening for a local sales manager. Prior television sales management required. Vendor and cop experience preferred. Send resume to KRIV-TV, 3935 Westheimer Rd., Houston, TX 77027. Attn: G Brammer, VP/ GSM, EOE

**KITN-TV, Minneapolis,** Minnesota, a two year old UHF independent needs a heavyweight to take over and handle major account list Must be a creative genius with strong agency as well as direct experience and have a minimum of 3 years' experience in TV sales. Knowledge of Product Target Aid and all marketing tools helpful. Send resume to: General Sales Manager, KITN-TV, 7325 Aspen Lake North, Minneapolis, MN 55428. EOE.

**Promotion manager's position** immediately available with aggressive, highly regarded top 50 independent station candidate should have at least 3 years hands-on experience in on-air, print and radio. Responsible for graphics, station image, animation and community activities EOE M-F. Send resumes to, GM, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526

**Director of Engineering.** Exciting opportunity in Las Vegas for engineer with management skills and long term planning expertise. Minimum of five years television experience. An excellent position for an assistant chief who wants to move up Degree in electrical engineering desirable Contact Rolla Cleaver, General Manager, KVBC (TV), 1500 Foremaster Lane, Las Vegas, NV 89101

**Membership director** Wanted, person ambitious enough to be the best membership director in the country. Successful applicant will have p&l responsibility for public broadcasting state network's individual and corporate support (not including program underwriting) The ideal membership director will provide leadership in selection and scheduling of programs for on-air events, set an example as a terrific on-air talent for pitching and be able to train and motivate others to measure up: will run a customer-responsive membership computer database; will maximize return on investment in each component of the fund-raising tool kit, direct mail, telemarketing and personal contact; and will lead special campaigns, including major donors, corporate memberships and ad hoc efforts. We're looking for someone who is willing to experiment with non-traditional approaches to building and maintaining donor support, someone who will lead the process of innovation The ideal candidate will be a self-starter, aggressive enough to become development director He/she will communicate effectively, orally and on paper and will be able to communicate with a variety of constituencies, from in-house clerical support people to sophisticated consultants and vendors. He/she will develop detailed plans for on-air, direct-mail, and other activities and, upon approval, will see those plans through to completion. He/she will have an important role in determining the state network's annual income budget and will be a part of the management team which allocates resources. The ideal candidate will be paid handsomely (by public broadcasting standards) in salary and bonus and will report to the VP Development & CFO Resumes should be directed to Maureen Davin, Administrative Assistant, CT Public Broadcasting, 24 Summit Street, Hartford, CT 06106, Connecticut Public Broadcasting is an equal opportunity employer. M/F.

**Commercial manager** with proven ability for South Texas VHF, EEO, Write Box E-141

**TV sales:** KSAS-TV Kansas' only independent TV station is looking for a good experienced sales person—\$40,000+ — potential for a proven performer. Good working environment—good station—good opportunity. Send resume and track record to John Friend, KSAS-TV, 316 N West St., Wichita, KS 67203

**Production manager.** Midwest, VHF network affiliate on the move is looking for a take-charge individual to lead our production department Must be a capable director, organizer, and leader. Great opportunity for individual with solid television production background to move up to management Send resume/ tape to Ray Cole, KCAU-TV, 7th & Douglas Sts., Sioux City, IA 51101. EOE/ MF

**Station manager:** English language Caribbean Island TV station seeks aggressive seasoned take charge individual. Send resume to Box E-154

**Assistant promotion manager:** Network affiliate in the 15th market looking for energetic, innovative, quality-conscious individual to join creative promotion team 2 years experience in television promotion required Strong writing skills, editing and producing skills a must. Should be familiar with print, radio and outdoor advertising Ideal opportunity for promotion writer producer to learn management skills. If promotion is your life, send tape and writing samples to Promotion Manager, WTSP-TV, P.O. Box 10,000 St. Petersburg, FL 33733. EOE.

#### HELP WANTED SALES

**Aggressive local sales executive** needed for Long Island's only commercial TV station, 1-2 years minimum sales experience required Radio/TV sales preferred. Handle established account list Send resume to: Shar, Reisman, Local Sales Manager, P.O. Box 272, 175 Crossways Park West, Woodbury, NY 11797



**Regional account person** needed to handle exceptional list for group owned affiliate. Management and growth oriented, tough, street-smart, upwardly mobile persons with television experience are the only ones who need apply. All others, don't waste your time. EOE. Brad Worthen, WVNY-TV, Box 22, Burlington, VT 05402.

**Media buyer** wanted for large direct marketing firm. Strong in sales with ability to evaluate and negotiate TV and radio time purchases. Send resume with salary history to General Manager, Multi Market Media, 8080 N. Central Expressway, Suite 266, Dallas, TX 75206. Good position for aggressive sales manager, with strong negotiating skills in media.

**Syndication salesperson:** wanted, individual with strong TV and syndication sales background to develop national syndication for large media marketing firm. Salary commensurate with experience. Send resume with salary history to General Manager, Multi Market Media, 8080 N. Central Expressway, Suite 266, Dallas, TX 75206.

**Sales account executive** for TV station. 1-3 years of broadcast experience recommended. Send resume to General Sales Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. We are an equal opportunity employer.

**Marketing specialist** for TV station. Applicant must have sales/marketing experience and some research experience. Send resume to General Sales Manager, WJAR-TV, 111 Dorrance Street, Providence, RI 02903. We are an equal opportunity employer.

**Local/regional sales manager** for sunbelt group owned affiliate, top 100. This requires leadership, training, and organizational skills. Minimum 3 years TV sales management experience required. All replies will be confidential, send resume and track record to Box E-144. EOE.

**TV Sales: KSAS-TV,** Kansas' only independent TV station is looking for a good experienced sales person—\$40,000+—potential for a proven performer. Good working environment—good station—good opportunity. Send resume and track record to John Friend, KSAS-TV, 316 N. West St., Wichita, KS 67203.

#### HELP WANTED ANNOUNCERS

**Staff announcer:** Forward-thinking, aggressive company seeks a television staff announcer with a great voice! A voice that communicates more than just words...a voice that communicates feeling. It's a great opportunity for a strong male radio voice to break into television. Send demo tape and resume: NTV Network, P.O. Box 220, Kearney, NE 68848.

#### HELP WANTED TECHNICAL

**Maintenance engineer** San Jose UHF TV needs engineer familiar with 2, 1 and 3/4 inch tape machines and other studio equipment. UHF transmitter helpful. Reply to: Chief Engineer, 2349 Bering Dr., San Jose, CA 95131.

**Maintenance engineer,** KDAF-TV/ Dallas has opening for a maintenance engineer. 3-5 years' experience in all phases of broadcast television maintenance. FCC General Class or SBE certification. Applicant must possess knowledge and ability to maintain and repair 3/4", 1" and 2" video tape equipment and peripheral broadcast television equipment. Send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**Assistant chief engineer,** KDAF-TV/ Dallas has an opening for an assistant chief engineer. Candidate must be able to trouble-shoot, on a component level, both analog and digital equipment. Maintenance experience on television studio and transmitter equipment is necessary. Present employment as maintenance supervisor or chief engineer at a commercial television station with EE degree or equivalent work experience required. Please send resume to: Joseph A. Maggio, CE, KDAF-TV, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**Broadcast maintenance engineer.** 3-5 years' experience, operation and repair on state-of-the-art broadcast equipment. Send resume to Ed Murphy, VP-Engineering, WXEL-TV, 505 S. Congress Ave., Boynton Beach, FL 33435. 305-732-7850.

**Studio and UHF transmitter** maintenance technician. Must have UHF transmitter maintenance experience. Contact Ken Preston, KSEE, 209-237-2424, P.O. Box 24000, Fresno, CA 93779. EOE, M/F.

**TV broadcast transmitter engineer:** Must have extensive experience with broadcast transmitters and hold valid FCC operators license. RCA "F" line experience a plus. Must have ability to troubleshoot and maintain terminal gear, STL, ENG/ EFP microwave, digital systems and earth station hardware. Experienced only, please. EOE. Contact William Seaman, Manager of Engineering, WTVN-TV, 1261 Dublin Road, Columbus, OH 43216. 614-481-6663.

**Maintenance engineer** for Christian TV station. FCC license required. 4 years experience in maintenance of studio cameras. Quad & helical VTRs, switcher, etc. UHF transmitter experience helpful. Reply to Dale Osborn, CE, WDLI-TV, 6600 Atlantic Blvd., NE, Louisville, OH 44641. EOE.

**Transmitter supervisor** needed to work on one of the nation's largest, state-of-the-art UHF transmitters. Must have a minimum of three years experience on UHF transmitters, possess FCC General Class license...Have strong electronics education or equivalent experience. Must be self-starter and able to work unsupervised in this "hands-on" opportunity at one of the nation's best UHF facilities. Resume to Chief Engineer, KPTM-TV 42, 4625 Farnam St., Omaha, NE 68132. EOE/M-F.

**Broadcast television engineer.** Experienced broadcast television engineer for the Space Shuttle Program. Individual must have a minimum of five years of experience at the system and circuit design level. A BSEE in mandatory. Send resume and salary history to: Taft Broadcasting Corporation, 1022 Hercules Ave., Houston, TX 77058. EOE.

**Studio maintenance engineer** wanted by WPOE-TV, Florence/Myrtle Beach, SC a well-equipped network affiliate. AAS degree in electronics or equivalent and FCC General Class license required. Minimum of two years studio maintenance experience preferred. Send resume to Jimmy Gamble, WFOE-TV, P.O. Box F-15, Florence, SC 29501. EOE, M/F.

**Chief engineer:** For major market independent television station. Applicants must possess a minimum of five years of TV maintenance experience. Must have maintenance experience on UHF transmitters. Send resumes and salary requirements to William Cunningham, Station Manager, WQTV-TV, 1660 Soldiers Field Road, Boston, MA 02138. An equal opportunity employer.

**Growing broadcast company** is looking for a solid maintenance and operating engineers for their VHF station in the Midwest. Maintenance candidates should have 1-2 years experience in all phases of broadcast engineering. TCR-100 and Sony 1" experience helpful. Operating candidates should have 1 year minimum experience in TV control room operations. General FCC license preferred. Send resume to Box E-149. EOE/ M/F.

**Maintenance engineer:** GPTV, a nine station statewide network, located in Atlanta, Georgia, has two immediate vacancies due to retirement and expansion. Incumbent will maintain all electronic and mechanical equipment used in the production, transmission and reception of television programs. Orders parts as needed and maintains a large inventory of spare parts. Travels with regional remote production vehicle. Incumbent must have completed technical school in electronics, or completed four college courses in electronics, or possess an FCC General Radio/ Telephone Operator's license. Additionally, incumbent must have a minimum of four years experience in the maintenance and repair of a variety of studio and remote TV equipment. Equipment to be maintained includes: BVH 2000 Sony VTRs, Ikegami 357 Color Cameras, CMX 3400 Editor, a 6 camera and 4 VTR remote truck, state of the art engineering equipment, aurora computer graphics and 1680 grass valley switchers. Must have the ability to trouble shoot state of the art equipment to the component level—factory authorized training provided. Salary competitive. Excellent fringe benefits. To apply, contact Linda Hall at 404-656-7006 by July 7, 1986, to request an application for principal engineer. Completed applications must be postmarked no later than July 11, 1986. EOE/ AA.

#### HELP WANTED NEWS

**Wanted: A weekend sports anchor**-weekday reporter. Also a weekend weathercaster/ weekday reporter. EOE. Box E-70.

**Assignment editor.** Beautiful Northwest medium market. Experienced, aggressive, strong people manager. Resume with salary needs to Box E-118. EOE.

**Co-anchor/ reporter.** Top 30 Midwest network affiliate has opening for co-anchor/ reporting for prime time evening newscasts. Must have 3-5 years' anchor experience, excellent on-air skills, Strong writing and reporting abilities. An equal opportunity/ affirmative action employer. Resume to Box E-124.

**Co-anchor.** Western mid-sized network affiliate. Main anchor position to complement our male anchor. Excellent, experienced communicator, good journalist. Resume, salary. Box E-119.

**Producer.** Aggressive station looking for the same in a producer. We are already number one. You can learn and grow with us. Successful candidate will need B.A. degree plus minimum of two years producing experience. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/ M-F.

**Executive producer.** We're the number one station in the market, and intend to stay there. If you are creative, energetic and a top-notch producer, then we should talk. Send recent air check, resume and a letter reflecting goals and objectives to A.R. Sandubrae, News Director, KWTW, P.O. Box 14159, OKC, OK 73113. EOE/ M-F.

**Sports director.** Medium market with excellent quality of life and sports. Strong, experienced communicator. Strong reporting and live shoot ability. Shooting/ editing helpful. Resume with salary required to Box E-120. EOE.

**Anchor-reporter.** Western medium market, great lifestyle. Strong anchor skills to work with female co-anchor. Good reporter. Send salary and resume to Box E-121. EOE. No beginners.

**Producers** for top 50 net affiliate, major group owner, SNG, multiple live, multiple feeds. Ratings are up, need strong producers with two years experience to achieve next stage. EOE. Box E-135.

**Assignment editor,** number three position in large department in top 60 with satellite truck and live. Award winning reporting and photo staff. Strong news commitment. Eighteen months experience. EOE. Box E-136.

**Assignment manager.** WFSB, a Post-Newsweek station, is seeking an assignment manager whose primary responsibilities will include the selection of stories to be covered, assignment of reporters and photographers and coordination of their efforts and supervision of other assignment editors. Responsibilities also include: keeping current on regional news developments, story innovation and maintaining budget control records. Three to five years experience in newsroom operations is helpful and a degree in Communications/Journalism is desirable. Send resume to: WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Oklahoma city thinks we're their farm club!** Now we need a replacement for our experienced, creative, demanding producer who handled our 10 p.m. show. If you're that person, rush tape, resume, writing samples and salary history to Duane Wallace, WMBD-TV, 3131 N. University, Peoria, IL 61604. EOE, M/F.

**News Director.** Experienced, research and production oriented. Medium size market in Midwest. Need management and leadership qualities. A people person who wants to lead a team. An EOE. Box E-74.

**Editor/senior camera operator:** Acts as primary videotape editor for weekly legislative news broadcast; also performs as remote and studio camera person, audio technician, and floor manager, as required. Job demands commitment to public affairs and excellent visual ability. Minimum three years experience with ENG or EFP techniques and videotape editing. Send resume and cover letter by July 21; Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Reporter:** Two positions. Research, write and deliver on-air studio and remote reports and commentary for weekly legislative news broadcast. Minimum three years experience as broadcast and/or print news reporter; background in legislative coverage preferred. Send resume and cover letter (no tapes) by July 21; Manager of Human Resources, WMHT-TV, Box 17, Schenectady, NY 12301. EOE.

**Reporter.** Public television station in 43rd market, serving Pennsylvania's state capital, seeking general assignment reporter with at least two years experience and strong writing skills. Send resume to: Personnel, WITF, P.O. Box 2954, Harrisburg, PA 17105. EOE.

**Weathercaster.** Be #1 at a #1 NBC midwest affiliate. AMS seal, 2+ years on-line, and strong delivery required. Send resume to Box E-158

**Meteorologist wanted** by aggressive affiliate in smaller market. Must make professional presentation, but will consider those with little TV experience. 2 shows daily. Box E-156.

**Producer/co-anchor.** America's 2nd largest MSO, American Television and Communications, is searching for an experienced news producer/co-anchor for a local cable newscast. Strong writing, production, organizational skills; warm, credible on-camera personality. Superb news judgement, commitment to local news. Produce fast-paced, visually exciting show; strong on substance. Generate stories, motivate and supervise staff (including interns). If you have what we want, send resume, cover letter stating news philosophy, salary requirement, references and tape to: Donna Fowler, News Director, Cable Newscenter 7, 517 W. State St., Ithaca, NY 14850. EOE/MFH.

**Weathercaster:** west coast network affiliate with strong news commitment seeking weather candidates. If you have a strong, personable on air delivery and a minimum of one year broadcast experience, send tape and resume to News Director, P.O. Box 5455, Fresno, CA 93755.

**Sports anchor.** Group owned Great Lakes television station seeking weekend sports anchor/announcer. Excellent position with dominant news station. Knowledge of and familiarity with all areas of sports required. Send your confidential reply to Box E-150. Equal opportunity employer.

**Morning show producer:** Looking for a hungry producer willing to work some rough hours for a chance to move to a top 40 station. This Southeast network affiliate wants a strong fast writer with 2 years experience looking for a break. Box E-145.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Art director,** KDAF-TV/ Dallas has opening for an art director. 3-5 years' experience in television broadcast. Responsibilities include design and execution of print advertising, sales promotion materials, supervision of computer graphics production and provide needed graphic materials for the production of client television commercials. Ability to work under pressure and meet deadlines. Send resume to: Craig Miller, Promotion Director, 8001 Carpenter Freeway, Dallas, TX 75247. EOE, M/F.

**Production manager.** West Coast production facility and UHF independent. Progressive and expanding organization with four studios and daily live programming. Must have strong leadership and organizational skills. Excellent opportunity in friendly, professional environment. Compensation based on experience. Send resume to Box E-79.

**Central Florida's leading news station** needs an experienced show producer with strong writing skills and demonstrable creativity. Send resume and a sample of two recent broadcasts on a non-returnable tape to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. Strong writing skills and a creative flair are what we're looking for. No phone calls, and absolutely no beginners, please. WFTV is an equal opportunity employer.

**Prodcer-WTOL-TV,** Toledo's number one news station, needs a producer for a major newscast. Successful applicant must have one year's experience at a commercial television station. Please send resume, references, tape, and salary requirements to Rick Gevers, News Director, WTOL-TV, 730 N. Summit St., Toledo, OH 43604. No phone calls, please. EOE, M/F.

**Senior producers.** Anticipated openings at major market public television station with a national reputation. We are looking for innovative senior producers who are looking for a place to do outstanding work. One position concentrates in major local and national dramatic production. Another position concentrates in national information & entertainment series production. Must have solid experience. Send resume and reel to KTCA-TV, Box 400, 1640 Como Avenue, Saint Paul, MN 55108. Deadline: July 15. An equal opportunity employer.

**TV producers (2) and TV program manager.** WOSU-TV of the Ohio State University currently has vacancies for two TV producers and a TV program manager. TV producer duties: one producer will produce and supervise production of public/community affairs television programming, the other will produce and supervise the production of public/community affairs and promotional, fine arts, cultural, performance and other television programming and off-air video productions. Both will conceive, write, direct and edit programs, draft proposals for program funding, and prepare and monitor budgets. Qualifications: for both producers, a bachelor's degree in communications or related field or an equivalent combination education and experience, significant experience in production, writing, and directing of both field productions and studio and remote multi-camera productions and editing experience are required. Previous supervisory experience and experience managing budgets are also required. Previous PBS production experience is preferred. Starting salary: \$20,280-23,040. TV program manager duties: Plans and supervises the scheduling of TV programs and productions, establishes policies, supervises staff. Qualifications: Bachelor's degree in communications or a related field or equivalent combination of education and experience. Significant experience in public broadcasting with several years experience in TV programming and production, and experience in supervising the work of others in media are required. Starting salary: \$24,480-27,960. To apply, state position of interest and send resume by July 7, 1986 to: Professional Employment Services, The Ohio State University, Lobby, Archer House, 2130 Neil Ave., Columbus, OH 43210. An EOE/AA.

**Associate director,** Children's and cultural programming wanted for San Francisco PTV to supervise local and national production planning, contracts, management, budgeting and financial management. Minimum 5+ years related experience as producer/executive producer in major market TV. Some performing arts experience preferred. Excellent human relations skills. Reply by 7-18-86 to Theresa Timpson, Personnel, KQED, 500 8th St., San Francisco, CA 94103. EOE.

**Program manager:** Public TV station WIPB seeks aggressive professional to direct and oversee programming and production and growing university/community oriented station. Have best of both worlds—excellent growth opportunity and stable employment plus outstanding benefits. Requires BS degree in broadcasting or related field or equivalent (MS preferred), 2-3 years experience in programming public broadcasting and demonstrated leadership in developing unity oriented programming. Salary depends on experience. Application deadline 7-15-86. Send resume, cover letter and copy of college transcripts or other degree verification to: Human Resources Dept., Ball State University, Muncie, IN 47306. An EEO/AA.

**Are you an experienced film editor?** Are you interested in working in independent TV? Are you interested in working in Tampa, Florida? If you said "yes" to all three questions, send your resume to: Joseph Logsdon, WFTS, 4501 E. Columbus, Dr., Tampa, FL 33605.

**Commercial director/editor,** 3 years experience required, experience with 1" and 2" helpful. Send resume and tape to KOLO-TV, Production, P.O. Box 10,000 Reno, NV 89510. EOE.

**Production/ film department supervisor.** Minimum five years successful television experience to supervise feature bookings, film editing and coordinate all technical, production, talent and other personnel during the planning, set-up, production and rehearsal of all studio and remote productions. Also, work directly with news, public affairs and promotion directors to insure communications on matters relating to on-air image of each of these departments. Please forward complete resume and salary requirements to: Charles Bradley, WPVI-TV, 4100 City Line Avenue, Philadelphia, PA 19131. EOE.

**Promotion/assistant manager:** Network affiliate in the 15th market looking for energetic, innovative, quality-conscious individual to join creative promotion team. 2 years experience in television promotion required. Strong writing skills, editing and producing skills a must. Should be familiar with print, radio and outdoor advertising. Ideal opportunity for promotion writer/producer to learn management skills. If promotion is your life, send tape and writing samples to Promotion Manager, WTSP-TV, P.O. Box 10,000 St. Petersburg, FL 33733. EOE.

**Videographer:** Idaho PTV seeks experienced EFP shooter/editor for statewide PA magazine program. We need someone who can tell a story through pictures. Salary: \$15,700. Phone (208—385-3727) for application form which must be returned by July 11, 1986, to: IEPBS, 1910 University Drive, Boise, ID 83725. No tapes, please. EOE/AA.

**Field producer:** We need a highly creative field producer with lots of production background, imagination, and writing ability to produce field segments for a new national series on parents and children. Send resume and reel to: KTCA-TV, Box 300, 1640 Como Avenue, Saint Paul, MN 55108. Deadline: July 15. An equal opportunity employer.

#### SITUATIONS WANTED MANAGEMENT

**Tired of red ink?** Need a quick turn-around? If you've got the guts, I've got the gameplan for building viewers and profits. Box E-126.

**Major market program manager** looking for job with future potential with group or as GM of small market station. Box E-103.

**Promotion/production manager.** I'll deliver timely, creative promotions, commercials and programming. Five yrs. affiliate/independent experience. Award-winning spots, programming reflect creative abilities. Excellent team attitude, people skills, references. 617—879-4908.

#### SITUATIONS WANTED ANNOUNCERS

**If your TV station needs** a talkshow host with personality, glamour, and style, call Debbie. I'm experienced in TV and radio. Eager to relocate. 412—378-3520.

#### SITUATIONS WANTED TECHNICAL

**Give me a break!** Sharp broadcast graduate with eight months network maintenance experience needs a chance to learn all television maintenance. Right attitude, hard working, determined, will relocate. Contact: Pete Sloat, 298 Lafayette Ave., Peekskill, NY 10566, 914—737-6666.

**Chief engineer.** I clean up systems and procedures to make a smooth operation, not just point blame. Experience, knowledge and ability to make your station run better. Box E-138.

#### SITUATIONS WANTED NEWS

**News director** presently employed seeks move to top 30 or above. Strong start-up experience if need. Multi news award winner. All replies answered. Write Box E-76.

**Standout veteran anchor/reporter.** 7 year veteran. Can also back up weather and sports. 609—567-0134.

**Dull weather blues gotcha down?** Let a creative meteorologist help bring your ratings around. 214—581-4403.

**Female-Hispanic top-10 anchor** available this summer. Will consider right situation in any market. Box E-140.

**Weather,** award winning, certified, experienced, currently employed #1 V-Net, medium market. Computer graphics wiz. Ram, Radar, Satellite. Looking for community involved quality station with long term commitment, medium or large market. Box E-153.

**Stellar director.** Capable of switching flawless shows or producing dynamite spots. Currently directing weekend shows in top 50 market, ready to move up. Box E-148.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Director/producer.** Fresh approach, mature attitude, six years experience, spots, shows, promos. Currently employed. 412—683-7712.

#### MISCELLANEOUS

**California, Washington, Oregon** TV newsletter, monthly job listings, articles, \$35 annually. The West Coast Edition, Box 136, San Luis Obispo, CA 93406.

**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.



**Primo People** now seeking outstanding sportscasters. Must appeal to non-sports fans too. Send tape and resume to Steve Porcelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

**Reporters/anchors/producers:** Join job bank, receive evaluation by NYC producers. Anderson Productions, 51 W 81 Street, NYC 10024. Send tape, \$49.00.

## ALLIED FIELDS

### HELP WANTED INSTRUCTION

**Ohio University** seeks a broadcast news teacher. Rank and salary competitive, negotiable depending upon qualifications. Professional experience required, MS preferred, Ph.D. favored. Teaching in reporting and broadcast news sequence courses. Applications to Dr. Dru Riley Everts, E.W. Scripps School of Journalism, Ohio University, Athens, OH 45701. Applications of women and minorities encouraged.

**Reopened R-TV position.** Prefer Ph.D. Accept ABD or Master's. Deadline July 15. Application, resume and references to Robert Payne, ECU, Ada, OK 74820.

### HELP WANTED MANAGEMENT

**BPME resource center manager.** Full-time opportunity to direct, organize and market the broadcasting industry's only complete promotion resource center. BPME seeks self-starting top flight promotion pro for Resource Center in San Diego. Be part promotion, part producer, part administrator, part marketer. Minimum of three years radio/TV promotion experience. Salary: \$25-\$30,000. High energy, strong track record and desire to build a new enterprise are critical. Apply in confidence to BPME, Employment Service, 402 East Orange St., Lancaster, PA 17602. EOE.

**VP of station services:** NAB seeks VP to manage this important department. Responsibilities include development and implementation of marketing plans for sale of products and services, manage the NAB insurance programs, and budget and staff. Experience should include 5 years in broadcasting sales and marketing. BA degree in Business and Management. Send resume to Ann Miller, NAB, 1771 N St., NW, Washington, DC 20036. EOE M/F.

### 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 TECHNICAL

**Corporate chief engineer.** Experienced in the design and construction of new teleproduction facilities is desired for stable, expanding company in the southeast. Extensive background in state-of-the-art equipment and willingness to provide leadership and administration to a maintenance staff is a must. Send detailed resume and references to Box E-38.

### HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

**Editors needed** for rapidly expanding post-production facility. Experience in multi-format computerized editing and digital effects essential. Competitive salary with excellent benefits. If you are a quality-oriented professional with management growth potential, contact Larry R. Hart, GM, Florida Production Center, 4010 N. Nebraska Ave., Tampa, FL 33603. 813-237-1200 or 1-800-237-4490 outside Florida.

### 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.

**Live nighttime talk radio** is on the air, Barry Farber and Sonny Bloch. 2 shows, 6 hours. Barter basis (no cash). To clear your market exclusive, call now 1-800-422-5552.

**For sale-MDS transmission time.** Single channel MDS stations in San Antonio, Killeen, Victoria, Texas. Any time slot available for video and/or data programs. For info call Judi at 512-223-6383.

**Country music library** After 25 years as country, we've changed formats, library for sale. Thousands of cuts from 50s thru 80s. 919-753-4122.

## EMPLOYMENT SERVICES

**Television recruiter:** Positions nationwide. 16 years' descreet company paid recruitment. James LLOYD, Box 3, Ashland, OR 97520, 503-488-1405.

## MISCELLANEOUS

**Professional resume services.** Complete resume preparation. Mailing services available. Call toll free anytime. 1-800-6-CAREER, in PA 215-433-4112.

**Increase morning ratings** with proven comedy material. 11 scripts/\$10. Free samples. Ghostwriters, 2301 Unity Ave. North, Dept BR, Minneapolis, MN 55422.

## 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 LPTV transmitter** tunable to channel 51, 100w or 1000w. Five years old or less. DGE, 512-478-3400.

**16mm Eastman telecine projectors wanted:** Models 25, 25B, 250, 275 & 285. Price based on condition. Essex Systems, 2 Ridge Rd., Essex, NY 12936. 518-963-7080.

## 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), Sinteronics 1.5 FM (1980), Collins & Gatest 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: \$185,000. 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.

**RCATK-28 color film island** including two TP-66 projectors, TP-15 Multiplexer, TP-7 slide. Just removed. Maze Broadcast 205-956-2227.

**Cetec 7000/GLS** priced to sell! Includes Audiofile, 2 Cartel/Carousels, 1 Instacart, 3 Otari Playbacks, CRT Logging Package, Live Assit Package. Dale Hendrix, Holt Technical Services, 215-866-2131. A division of the Holt Corporation.

**Schafer Electronics** stereo automation system, includes 3 cart carousels, 5 Ampex reel-to-reels, works great! 919-753-4122.

**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.

**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.

**3/4 evaluated videotape!** Guaranteed to look and work as new. Prices: Field mini KCS-20 minute cassettes \$6.99, 30 minutes \$9.49, 60 minutes \$12.49. ELCON evaluated, shrink wrapped and delivered free! Master broadcast quality at half the price. Hundreds of thousands sold to professional users. To order call Carpel Video, Inc., collect, 301-845-8888 or toll free 800-238-4300.

**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.

**Film islands available.** 3/4", 1" and 2" VTRs available. TK-44 and 45s available. One new TEK 1420 available. Still have Sony sio-mo controllers. We need Sony 5800/5850/440 systems. Call Media Concepts, 919-977-3600.

**Schafer 7000 automation.** 3-Audiofiles, 4-Otari reel-to-reel, 2-carousels. 18 months old. Assume \$650/mo payment. Call WDNV, 716-335-2273.

**Over 100 AM & FM transmitters.** AM—50kw, 10kw, 5kw, 2.5kw, 1kw. FM: 40kw, 25kw, 20kw, 10kw, 5kw, 3kw, 1kw. All our own inventory. Besco Internacional, 5946 Club Oaks Dr., Dalls TX 75248. 214-630-3600.

**Collins 820-D-2 AM transmitter,** 1000 watts. Had power increase, dial location change. Compatible tower also for sale. Excellent condition, available immediately. Make an offer! Box 1290, Leesburg, VA 22075. Call 703-777-1200.

**Sony BVU-800** editing suite with 3-800s plus BVT-2000 TBCs. RCA TK-46 studio cameras. RCA TCR-100 cart system only \$5500.00. Maze Broadcast. 205-956-2227.

## RADIO

### Consultants

Introducing...

## NEWS HORIZONS

Fred Walters  
Radio News Consultant  
No. Hollywood, CA  
818-506-5793  
Mt. Kisco, NY  
914-241-3120

### Help Wanted News

## MORNING DRIVE ANCHOR

Strong local staff needs news pro; contemporary writer, conversational style to inform A/C audience and have some fun with morning team. Send tape and resume to: Ron Davis, WFYR-FM, 130 East Randolph St., Chicago, IL 60601-6206. EOE, M/F.

## Help Wanted Management

### RARE CAREER OPPORTUNITY, KATZ

Program manager, perennial full service leader. 57 WSYR. Match the community with a great mix of news, personality, sports and talk. Talents and traits: customer focus attitude; research; music; formatics; compatible leadership and strong planning abilities.

Resume, tape. Please describe what strengths you would bring to the situation and how this position can help you attain your career goals. Hugh Barr, VP-GM. WSYR-WYYY, 2 Clinton Sq., Syracuse, NY 13202. Equal opportunity employer.

## Help Wanted Technical

### CHIEF ENGINEER

needed for PTV station with major construction project. Five years in maintenance and studio operations for TV FCC General Class required. Send salary history and resume to General Manager, WNIN, 9201 Petersburg Rd., Evansville, IN 47711. EOE.

## Situations Wanted Management

### GM-GSM

Radio-TV, exp. in all phases of operation. Good trainer. Currently radio GSM. Would prefer station on the way up. ACT NOW! Box E-117.

### LOOKING

for the right person to trust with your station? Solid 20+ year radio manager/owner whose background includes full ownership, strong sales, programming, and excellent people skills. Bottom line oriented. Not a "mover". Let's make money together. Reply Box E-139.

## TELEVISION

### Help Wanted Management

## PROGRAM MANAGER America's Finest City San Diego, California

Experienced programmer with strong sales and promotion background. Thorough movie knowledge required. Ability to supervise the production of live local shows a plus. Send resumes to Personnel Department KUSI-TV, P.O. Box 11985, San Diego, CA 92111.

An equal opportunity employer M/F



## Help Wanted Management Continued



**WSOC-TV  
CHARLOTTE**

## GENERAL SALES MANAGER

WSOC-TV in Charlotte, North Carolina is looking for a sales management leader with a successful track record in local and national sales, retail services and vendor support. A research oriented background and sales creativity are also essential for this position.

If you have the management experience for this important challenge, please contact:

Greg Stone  
VP & GM  
WSOC-TV  
P.O. Box 34665  
Charlotte, NC 28234  
(704) 333-4785

WSOC-TV is a Cox Enterprises Station  
EEO/MF

### PROMOTIONS MANAGER

We're looking for a highly creative, people-oriented manager, to head up our promotions department at WTVF/Nashville, a CBS affiliate. Excellent opportunity for an experienced manager in a small or medium market, or a #2 person in a large market. This is a hands-on position. Interested? Rush your resume and tape to: Operations Manager, WTVF, 474 James Robertson Pkwy., Nashville, TN 37219. No phone calls, please! WTVF is an EOE. M-F.

### GENERAL MANAGER

Independent UHF start-up in Virginia Beach.

Hands-on person with experience in TV start-ups preferred. Start immediately. Send resume, references and salary history in confidence to Dan Goldman, President, Virginia Beach Television, Inc. PO Box 61734, Virginia Beach, VA 23462

## Help Wanted Programing, Production, Others

### TELECINE OPERATOR

Video mastering and duplication facility located in Hollywood has immediate opening for an experienced Telecine Operator

Candidates must be proven colorists with a verifiable track record of working with major clients in all types of video and film formats.

Excellent benefits package. Salary negotiable depending on experience. For confidential consideration, send resume and salary requirements to.

**PERSONNEL  
P.O. Box 128  
Hollywood, Calif. 90078**

### NATIONAL PROGRAM DEVELOPMENT DIRECTOR

KERA-TV seeks experienced professional to expand program development effort: to develop documentaries, series and dramatic productions for national teiecast on PBS. Candidate must have 10 years experience in production and program development. Salary range \$40-60,000.

Resumes to:

Gilda Jones  
KERA TV-FM, 3000 Harry Hines Blvd.  
Dallas, Texas 75201

### GRAPHICS DESIGNER CHYRON OPERATOR

If you're a highly motivated, versatile electronics graphics designer with strong Chyron IV experience (or similar character generator), and if you have the creative ability to handle a variety of graphics projects, then rush your resume and tape to.

Graphics Director, WTVF  
474 James Robertson Pkwy.,  
Nashville, TN 37219  
EEO employer. M-F. No phone calls, please!



**ASSOCIATE PRODUCER**

San Francisco network affiliate looking for tireless, self-motivated AP for top-rated talk/variety show. Min. 2 years experience in entertainment oriented TV-talk format. Send resume and salary requirements to:

Human Resources,  
855 Battery Street  
San Francisco, CA 94111  
No phone calls please. EOE.

**RESEARCH ASSOCIATE  
PBS**

We presently have an excellent opportunity in our audience research department for a research associate. Position requires graduate degree or equivalent in broadcast or communications field with some statistics background. Candidates must have strong analytical and writing ability. One year in broadcast audience research methods preferred. Qualified candidates must understand survey and broadcast research methods and have computer processing skills. Responsibilities of position include: assisting in the collection of national audience and program carriage data, preparing analyses and providing audience information and interpretation. If you are seeking a challenging position in a major broadcast operation, please respond with resume, letter of interest and salary requirements, to:



ATTN: Sheila E. Humphrey  
1320 Braddock Place  
Alexandria, VA 22314  
EEO/AA

**CHIEF ENGINEER  
UHF Start Up**

Exceptional career opportunity in growing broadcast group for construction-experienced engineer with impeccable credentials. Become key member of winning management team, enjoy rewarding compensation and benefits package. All replies in confidence; our employees know of this ad. EEO Box 6095, Boston, 02114.

**CAREER OPPORTUNITY  
OF A LIFETIME**

- Anchors (News, Weather, Sports)
- Producers
- Reporters
- Photographers

Now completing staffing of complete news department for soon-to-be network affiliate in beautiful mid-size market. This Lorimar Telepictures showcase station going first-class with facilities, equipment, personnel. Looking for creative, experienced, aggressive team players only.

Send resume and brief recap of news philosophy to: Jerry Fisher, News Director, KSPR-TV 3754 South Glenstone Street, Springfield, MO 65804. No tapes or phone calls, please. EOE/AA Employer

**ALLIED FIELDS**

**Help Wanted Sales**

**SALES MANAGER**

BROADCASTING Magazine has an opening for an experienced advertising space salesperson to sell and service accounts in New York City and the Midwest. Headquartered in New York, the successful candidate will be required to travel an average of one week a month. Challenging opportunity for the right person. Send resume and salary requirements to David Whitcombe, Broadcasting Magazine, 1735 DeSales St., NW, Washington, DC 20036.

**TV TIME SALES**

Small but rapidly-growing television syndicator seeking aggressive New York-based sales rep to work NY area, selling time in syndicated shows to major advertisers. Minimum 2 years ad agency experience and top communications skills a must, sales experience preferred. Draw against commission pay structure. If you're a self-starter interested in financial reward and growth, this is your job. Send resume to: Box E-133.

**Public Notice**

**PUBLIC NOTICE**

The Board of Directors of National Public Radio will meet in open session on Thursday, July 17, 1986, beginning at 9:30 a.m. in the Board Room of National Public Radio, 2025 M Street, NW, Washington DC. Subject to amendment, the agenda includes: Chairman's Report, President's Report, and committee reports. The committees will meet on July 16 at the same location.

**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.

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THE EARS?**

"To work in radio, you need experience. To gain experience, you need to work in radio."  
It's true! You need a place to start. B.T.A. can help you find that first job... And that's the first step toward reaching your goals. For complete details and registration, send \$2.00 postage / handling to:



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Talent  
Agency**

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Suite 9B

Palm Desert, CA 92260  
(619) 341-0225

**Employment Service  
Continued**

**JOBS**

for people in tv and radio **NEWS, ENGINEERING, PRODUCTION, PROMOTION, SALES, PROGRAMMING.** Whether you're in front of the camera & mike or behind the scenes, you'll get fresh job leads daily with **MediaLine.** Sample **MediaLine** by calling 312-855-6779.



Help Wanted Programing, Production, Others

**Saudi Arabia  
EDITOR**

The King Faisal Specialist Hospital and Research Centre in Riyadh, Saudi Arabia offers exceptional opportunities for an experienced and qualified Editor. The Hospital, a 500-bed specialty referral complex, is the Kingdom's premier hospital dedicated to providing high quality health care to the citizens of Saudi Arabia.

Responsibilities include editing programs, maintaining a current catalogue of all entertainment programs and preparation of a weekly T.V. Guide. Requirements include two years of general college education and three years of experience in editing and related audio visual services.

Commitments are single status for a 24-month commitment. Benefits are excellent and include: free furnished housing, air transportation, 30 days paid annual leave, bonus pay, tax advantages and more.

The selected candidate will be employed by and have a contract with the Government of the Kingdom of Saudi Arabia.

For further information and/or to apply, please call our toll-free number (800) 251-2561 or send your resume to: **HCA International Company, Dept. B-0630, P.O. Box 550, Nashville, TN 37202.** HCA is an Equal Opportunity Employer.

**HCA  
International  
Company**

**Radio Programing**

**Attention Managers & Owners;  
CONTEMPLATING A  
FORMAT CHANGE?**

Our **STARROCK** format attracts adults 25-49 with **REAL ROCK 'N ROLL!** **STARROCK** is a new **LIVE** format that's **NOT AC, NOT AOR, NOT Top-40 & NOT Oldies!** Call 512-448-1873 for free demo.



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Are Back**

... piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

**For Sale Stations**

**FOR SALE AM/FM**

Tired of the hassles. Take advantage of my weakened state. Buy my AM/FM combo in Colorado. Small market. Only Stations in town. Tremendous potential. Billing over \$300,000 annually. Make profit your first month. Price \$690,000. \$135,000 down a must. Bernie, 303-761-0540, Ext. 255.

**OWNER RETIRING**

Only station in university town in county seat serving 360,000 county population in south-eastern Pennsylvania. Small AM. Real estate. Positive cash flow. \$250,000, terms available. Write to Radio, P.O. Box 4467. Boca Raton, FL 33429-4467.

**AUCTION:**

By Order of Secured Creditor

Fully Equipped In-Operation

**RADIO STATION WMTG-AM**

**24 HOUR FCC LICENSE  
(Washington, D.C. market)**

TO BE SOLD IN BULK ONLY

Auction to take place at:

**MARRIOTT - GAITHERSBURG**

620 Lakeforest Blvd./Gaithersburg, Maryland

(Just North of Washington, D.C.)

**WEDNESDAY, JULY 9 at 12:00 NOON**

**FCC Broadcast Specs:** Frequency - 1150 kHz AM

Nominal power 1000 watts, daytime/500 watts nighttime; 24 hour FCC license.

**Terms of Sale:** Deposit of \$75,000 in cash or Certified Check at time and place of sale. For complete terms of sale contact auctioneer.

**Inspection:** Studio and transmitter located at 20201 Watkins Mill Road, Gaithersburg, Maryland 20879. Tuesday, July 8 from 10 am - 3 pm or by appointment with auctioneer.

For illustrated brochure contact:

**Michael Fox Auctioneers,**

**Executive Offices • 3835 Naylor's Lane inc.**

**Baltimore, Maryland 21208 • 301/653-4000**

| Location  | Size | Type  | Price   | Terms  | Contact          | Phone          |
|-----------|------|-------|---------|--------|------------------|----------------|
| Mid.All.  | Met  | FM    | \$2200K | Terms  | Mitt Younts      | (202) 822-8913 |
| Rky. Mtn. | Maj. | AM/FM | \$2000K | \$500K | Greg Merrill     | (801) 753-8090 |
| TX        | Sm   | AM/FM | \$1400K | Cash   | Bill Whitley     | (214) 680-2807 |
| CO        | Sm   | AM/FM | \$1150K | \$300K | David LaFrance   | (303) 234-0405 |
| Plains    | Med  | AM/FM | \$975K  | \$230K | Bill Lytle       | (816) 941-3733 |
| NY        | Sm   | FM    | \$750K  | Terms  | Ron Hickman      | (401) 423-1271 |
| IL        | Med  | AM/FM | \$725K  | \$175K | Bill Lochman     | (816) 941-3733 |
| AZ        | Sm   | AM/FM | \$700K  | Terms  | Peter Stromquist | (818) 366-2554 |
| UT        | Sm   | AM/FM | \$495K  | \$50K  | Greg Merrill     | (801) 753-8090 |
| MS        | Sm   | FM    | \$400K  | \$100K | Ernie Pearce     | (404) 998-1100 |

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<sup>TM</sup>**

nationwide media brokers



For Sale Stations Continued

**BOB KIMEL'S  
NEW ENGLAND MEDIA, INC.**

**FREE APPRAISAL**  
If you're a station owner and wonder what the fair market value of your property is—we'll tell you—no charge!

8 Driscoll Dr., St. Albans, VT 05478  
802-524-5963

 **R.A. Marshall & Co.**  
Media Investment Analysts & Brokers  
Bob Marshall, President

**This Class C FM station located in a growing south-western market is ripe for a turn-around. Recently reduced to \$490,000.**

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

 **305-453-3311**  
Box 1065, Merritt Island, FL 32952

**Donald K. Clark, Inc.**  
Media Broker

Two Texas Markets. One AM & two FMs.  
All three - \$325,000!

**512/327-9570**  
**JAMAR RICE CO.**  
110 Wild Basin Rd. # 245 • Austin, TX 78746

- Class C. Good market in SE Texas. \$2.8 million.
- AM/FM in middle Tenn. \$510,000. Terms.
- AM in small Virginia town. \$45,000. \$9,000 downpayment.


**Business Broker Associates**  
**615-756-7635, 24 hours**

**WISCONSIN  
CLEAR CHANNEL**

Fulltime AM in one of Wisconsin's fastest growing cities. Hot format, great quality sound. \$425,000; 125K down. '85 gross sales \$220,000. Easy terms...financing available. Box E-114.

**EASTERN NORTH CAROLINA**

Top rated AM/FM combo in growing, attractive market. Good real estate. Asking \$1.2 million—Terms. Contact Milt Younts 202-822-8913

 **CHAPMAN ASSOCIATES**  
nationwide media brokers

**2500 WATT SOUTH ALABAMA &  
NW FLORIDA AM (ON AIR SINCE 1955)**

Exclusive format covers 4-counties. Holding "CP" for 10kw. RE includes 5-plus acres, building, tower site. Great potential. 142,000 cash & assume notes. Call 205-296-5366. M-F.

**BROADCASTING'S CLASSIFIED RATES**

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Cash, check, or money order. Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields; Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday, & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be ad-

ressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTR's to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTR's are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: \$1.00 per word, \$18.00 weekly minimum. Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All others classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations Wanted (personal ads): \$50.00 per inch. All other classifications: \$100.00 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space, Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

# Fates & Fortunes

## Media



Tinning

**Kenneth Tinning**, VP, station manager, KUSA-TV Denver, named VP, general manager of station, succeeding **Charles Leasure**, who will become general executive with licensee, Gannett Television.

**Michael Brandt**, Western regional manager, R&R Syndications, Los Angeles, joins KI

KI(AM)-KMAI-FM Honolulu as general manager.

**Judith Currier**, national sales manager, Davis-Weaver Broadcasting, San Jose, Calif., joins KLZE(FM) Los Altos, Calif., as general manager.

**Mark Conrad**, VP and general manager, WGGT-TV Greensboro, N.C., joins Metro-Crescent Communications, Belmont, N.C., as general manager of its independent station on channel 46 there. It is scheduled to go on air in December 1986.

**Robert Paxson**, general manager, WCHS-TV Charleston, W.Va., named senior manager and will continue in that position until his retirement at end of year. **Dennis Adkins**, general sales manager, succeeds Paxson.

**David Sanks**, operations manager, WISC-TV Madison, Wis., named station manager.

**Chris Kampmeier**, station manager, KMGR-AM-FM Orem, Utah, named general manager. **Sunny Lindsay**, business manager, Orleans Inn, Salt Lake City, joins KMGR-AM-FM as business manager.

**John E. Olney**, general sales manager, WRAP (AM) Norfolk, Va., named general manager. **Chester Benton**, program director, named operations manager.

**Phil Redo**, program director, WLTW(FM) New York, joins WJMX(FM) Boston as operations manager.

**John Carr**, news director, KHSL(AM) Chico, Calif., joins KEYT-TV Santa Barbara, Calif., as operations director.

Post of VP, operations, for Connecticut Public Broadcasting, Hartford, Conn., held for past 25 years by **Jack Lennhoff**, has been eliminated.

**Greg Pavlis**, personnel manager, sports and television stations divisions, NBC-TV, named director, personnel, Olympics.

**Glenn Britt**, senior VP and chief financial officer, Home Box Office, New York, named treasurer of parent, Time Inc. there.

**Alan Buder**, director of finance, Tri-Star Pictures Inc., New York, joins American Media Inc., San Francisco-based group owner of

three FM stations, as director of development.

**Richard Blake**, VP, and general counsel, SFN Communications, and assistant secretary and assistant general counsel, SFN Companies, Glenview, Ill., named VP, secretary, and associate general counsel, SFN Companies. SFN Communications is group owner of one AM, two FM's and three TV's.

**Trudy Fowler**, associate director of development, WETA-TV Washington, joins KRMA-TV Denver, as development manager, in charge of fundraising.

## Marketing

**Bill Germano**, manager, sales development, ABC-TV, named director, marketing and new business presentations.

**Tom Clark**, president-chief operating officer, BBDO International, New York, named chief executive officer. **Phil Dusenberry**, vice chairman and executive creative director, named chairman of board and chief creative officer.

**Harry W. Clark**, from Young & Rubicam, New York, joins Bozell, Jacobs, Kenyon & Eckhardt there as senior VP, group director.

**Mel Rustom**, from Doyle Dane Bernbach, New York, joins Biederman & Co., New York, as VP, senior art director.

**Mike Agate**, director of client service, Pacific region, Grey Advertising, Hong Kong, joins HCM, Los Angeles, as senior VP, client services director.



Martel

**Edmund F. Martel**, senior art director, D'Arcy Masius Benton & Bowles, St. Louis, named VP and creative director.

**Stephen Segal**, media director, Lowe Marschalk, New York, named executive VP.

**Joseph T. Donovan**, senior vice president/director of operating

services, D'Arcy Masius Benton & Bowles,

St. Louis, retires after 38 years with company. He will continue to work as consultant to agency.

**Eric Meyer**, creative group supervisor, DFS Direct, New York, named VP.

**John Glorieux**, director of client services, and **Tim Pollak**, worldwide account director and group director, Young & Rubicam, New York, named executive VP's. **Christine Jones Lawrence**, VP, executive producer, Y&R, New York, named senior VP.

**Dennis Begley**, from WPEN(AM)-WMGK(FM) Philadelphia, joins CBS Radio Representatives there as account executive.

**Jacqui Rossinsky**, VP and regional manager, Hillier, Newmark, Wechsler & Howard, New York, named Eastern division manager, overseeing New York, Philadelphia and Boston offices. **Ashley Manning**, account executive, named regional manager of Charlotte, N.C., office.

**Eric Kirsch**, VP, market research services, RAC Information Systems, New York, joins Cablevision, Woodbury, N.Y., as director of marketing research.

**Eric Roos**, media assistant, Foote, Cone & Belding, San Francisco, named media planner.

Appointments, Bohbot & Cohn, New York-based media buying service: **Robin Silverman**, computer consultant, New York, to director of information services: **Sylvia Piersa**, from McFarland Drier, Miami-based advertising agency, to account executive: **Lucille Taddeo**, from Media Buying Services Inc., New York, to media buyer, and **Tom Kenney**, from Ed Libov & Associates, New York, to network negotiator. Kenney will also oversee research department.

**Thomas Hadlock**, account director-supervisor, Grey Advertising, New York, joins Cunningham & Walsh there as account management supervisor.

**Eric S. Meyer**, production manager, Montague-Sherry Advertising, Kansas City, Mo., joins Cramer Krasselt Co., Milwaukee, as production manager.

**Diana Murray**, media planner, and **Deborah Diers**, senior media planner, W.B. Doner & Co. Advertising, Detroit, named media su-

**Sports shuffle.** Ted Shaker, 36, executive producer of CBS-TV's *The NFL Today*, *The College Football Report* and National Basketball Association games, has been named executive producer, CBS Sports, in a reorganization of the division by Peter Lund, CBS Sports president. Coordinating producers of individual sports will report to Shaker. Coordinating producers will be: Frank Chirkinian, golf and tennis; Bob Dekas, college basketball; George Veras, *The NFL Today*; Ric Lacivita, college football, and Mike Burks, NBA games. Coordinating producers of *CBS Sports Saturday*, *CBS Sports Sunday* and National Football League games are to be announced. Terry O'Neil, last year's executive producer of NFL games, resigned from CBS Sports with six months left on his contract. According to Robert V. Tassie, VP, communications, CBS Sports, O'Neil chose to spend more time with his production company when Shaker was picked over him for executive producer's job.



pervisors, planning.

**Lori L. Wright**, account executive, WLYH-TV Lancaster, Pa., joins Agnew & Corrigan Advertising, Lancaster, as account coordinator.

**Peter Dunn**, national sales manager, WHEC-TV Rochester, N.Y., joins Harrington, Righter & Parsons Inc., New York, as account executive.

**Donna Bradfield**, from Robert Brandt & Associates, Chicago, joins Abramson & Associates, Washington, as assistant account executive. **Norman Mallard**, from Peter Wong & Associates, Richmond, Va., and **Leslie Young**, from The Maddox Agency, Roanoke, Va., join Abramson & Associates, Washington, as junior art directors.

**Mary Croke**, assistant account executive, D'Arcy Masius Benton & Bowles, Chicago, named account executive.

**Katherine Taylor**, account executive, ABC-TV, joins Satellite Music Network, Dallas, as central division account executive, Chicago.

**Kathy Iskow**, account executive, Republic Radio, Los Angeles, named manager, Seattle office.

**Martin Sherrod and Lawrence Vodak**, account executives, Needham Harper Worldwide, Chicago, named account supervisors.

**Suzanne Banks**, from Sheridan Broadcasting Network, New York, joins CBS Radio Networks there as account executive.

**Janie Roling**, sales assistant, Eastman Radio, Atlanta, named account executive.

**Doreen Cappelli**, account executive, Westinghouse, New York, joins Katz Radio Group there as account executive.

**Pamela Fiore**, from KLTR-FM Houston, joins Katz Radio, Dallas, as account executive.

**Mary Lynn Tangi**, salesperson, Derby City Lithographing, Louisville, Ky., named account executive, Creative Media Management Cable Representatives, Cincinnati.

**Ron Strauss**, from Katz, New York, and **Larry Most**, from Seltel, New York, join MMT Marketing there as account executives.

**Susan Hurst**, from WIYY-FM Baltimore, joins Katz Radio, San Francisco, as account executive.

**Jennifer North**, copywriter, Leo Burnett, London, joins Henry J. Kaufman & Associates Inc., Washington, as senior copywriter.

**Lewis Cohn**, from Ally & Gargano Inc., New York, joins HBM/Creamer there as senior copywriter.

**Lee Stacey**, director of sales, CBS RadioRadio, joins WVBF(FM) Framingham (Boston), Mass., as general sales manager.

**Johnny Hart**, account executive, WMYK(FM) Elizabeth City, N.C., joins WRPI(AM) Norfolk, Va., as general sales manager.

**Charles Bishop**, senior account executive, KOA(AM)-KOAQ(FM) Denver, joins McGavren Guild Radio there as sales manager.

**Sandra Evenson**, assistant local sales manager, KWCH-TV Wichita, Kan., named national sales manager.

**Jim Prain**, retail sales manager, WRIF(FM) De-

triot, named local sales manager.

**Robert Eger**, account executive, WTAJ-TV Altoona, Pa., named national sales manager.

**Michael Forosisky**, WTAJ-TV's Johnstown, Pa., sales representative, named local sales manager.

**Mark Oborn**, director of retail sales, KSL-TV Salt Lake City, named local sales director.

**William A. Becker**, salesman, KTHT(TV) Alvin, Tex., joins sales staff of KRBE-AM-FM Houston.

**Mari-Aala Massakas**, from KVEA(TV) Corona, Calif., joins KMEX-TV Los Angeles as director of research.

**Tim Griggs**, coordinator of sales development, NBC-TV, joins sales department of KUSA-TV Denver.

**Kathryn Bridgman**, account executive, TeleRep, New York, joins WLVI-TV Boston as account executive.

**Michelle Marie Powers**, account executive, Ousset & Co., San Antonio, Tex., joins KTSA-AM-FM there as account executive.

**Anne Ramsey**, account executive, KEDS(AM)-KEZO(FM) Omaha, joins KMTV(TV) there as account executive.

**Rocky Wagonhurst**, account executive, KTXL(TV) Sacramento, Calif., joins KOVR(TV) there as account executive.

**Michael Barg**, from WEEI(AM) Boston, and **Edward Bayer**, from WAQX(AM) Syracuse, N.Y., join WINS(AM) New York as account executives.

**Barbara Recko-Kasliwal**, account executive, KMEX-TV Los Angeles, joins KTTV(TV) there as local sales account executive.

**Christine Weinberg**, from WINZ-FM Miami, joins WTM(FM) there as account executive.

**Robert Schuck**, account executive, WCHS-TV Charleston, W.Va., joins WCPO-TV Cincinnati, with same title.

**Manzel Olea**, Southwest regional manager, affiliate relations, NBC-TV, joins WNYT(TV) Albany, N.Y., as account executive.

**Nancy Graham**, from KMST(TV) Monterey, Calif., joins KSBW-TV Salinas, Calif., as account executive.

## Programing

**Tony Barr**, VP, current dramatic program production, named VP, CBS Entertainment Productions. **Herb Gross**, VP, program services and assistant to president, CBS Entertainment, named VP, program planning and current programs.

**Chad S. Hoffman**, executive producer, motion pictures for television, ABC Entertainment, named VP, dramatic series development.

**Karen Cooper**, program executive, CBS-TV, joins Warner Brothers Television, Burbank, Calif., as VP, special projects.

**Randal A. Falco**, director, strategic planning, NBC corporate planning, named VP, finance and administration, NBC Sports.

**Jim Thebaut**, television producer, Los Angeles, joins Carson Productions there as VP,

development, and executive producer.

**Gus Reininger**, television writer-producer, New York, has signed exclusive contract to create, write and produce programming for Columbia Pictures Television, Los Angeles.

**Rick Mittleman**, television producer, joins 20th Century Fox, Los Angeles, as co-producer of new CBS series, *Wizard of Elm Street*.

**Jim Warner**, director of Home Box Office Enterprises, New York, named VP, HBO Enterprises. **Bart Swift**, regional director of HBO's Florida region, Fort Lauderdale, Fla., named VP, affiliate operations there.



Warner



Swift

**William Padalino**, VP, affiliate relations, Eastern region, Lifetime cable TV network, New York, named VP, affiliate sales and administration.

**Paul Calame**, director, planning and administration, domestic syndication, Viacom Enterprises, New York, named director, financial planning, Viacom's entertainment group.

**Peter Schmid**, VP, stations sales, Orbis Communications, New York, joins Fries Distribution Co., Los Angeles, as senior VP, marketing and sales. **Richard H. Askin**, supervisor of domestic sales, named senior VP, special projects.

**Fran Reiter**, salesperson, Orbis Communications, New York, named regional manager, station sales.

**Peter Brickman**, executive director, network production and operations, Lifetime, New York, named VP, network production and operations.

**Nancy Mitchell**, general manager, United Television Corp., Tulsa, Okla., joins Tempo Productions, Tulsa, as production manager.

**JoAnn Giacalone**, administrative assistant to president, All American Television, New York, named account executive, media sales division.

Appointments at Meridan Entertainment Corp., Beverly Hill, Calif.: **E.B. Goldman**, president of Professional Marketing Consultants Inc., Beverly Hills, to VP, finance; **Victoria Quinn-Stephens**, special projects coordinator, to director of corporate communications, and **Merril Goldman**, accountant, to operations manager.

**David DiManna**, freelance producer/director of commercials, joins D'Elia-Wittofski Productions, Pittsburgh, as producer/director.

**Janice Ginsberg**, producer, DIR Broadcasting Corp., joins United Stations Programing, New York, as director, artist relations.

**Gary Moss**, afternoon drive personality, WZEZ(FM) Nashville, joins WKRM(AM)-

WKOM(FM) Columbia, Tenn., as program director.

**Larry Martin**, air personality, WFMG(FM) Richmond, Ind., named program director.

## News and Public Affairs

**Thomas B. Ross**, senior VP, corporate affairs, RCA, New York, joins NBC News as senior VP. He will be responsible for planning and editorial coordination in news division.

**Mat Tiahr**, anchor-reporter, WFMD(AM)-WFRE(FM) Frederick, Md., named assistant news director. **Kate Ryan**, from WMAL(AM) Washington, joins WFMD-WFRE as anchor-reporter.

**Craig Miller**, from Group W's KDKA-TV Pittsburgh, joins co-owned KPIX(TV) San Francisco as financial and business reporter.

**Monica Hart**, general assignment reporter, KIRO-TV Seattle, named co-anchor of noon news.

**Velma Scaife**, anchor, WCYB-TV Bristol, Va., joins WVEC-TV Hampton, Va., as reporter.

Appointments at WMAQ-TV Chicago: **Marc Goldberg**, sports anchor/reporter, WTVJ(TV) Miami, to weekend sports anchor/reporter; **Rick Sallinger**, reporter, KUSA-TV Denver, to general assignment reporter, and **Deborah Pinkney**, assignment editor, WBBM-TV Chicago, to general assignment/news researcher.

**Dan Dierdorf**, former St. Louis Cardinals football player and KMOX(AM) St. Louis sports anchor, named sports anchor, KMOX-TV St. Louis.

**Marty Matthews**, from KCRA-TV Sacramento, Calif., joins WISN-TV Milwaukee as weekend meteorologist.

**Steve Esposito**, sports reporter and anchor, WBRC-TV Birmingham, Ala., joins WCPO-TV Cincinnati as sports reporter.

**Rich Roberts**, sports director, WCIS-TV Charleston, W.Va., joins WFMY-TV Greensboro, N.C., as weekend sports anchor.

**Joel Nichols**, legislative assistant to Wisconsin state Representative Lolita Schneider, joins WMTV(TV) Madison, Wis., as weekend weather anchor.

**Scott Bradley**, from WSBA-AM-FM York, Pa., joins WLYH-TV Lancaster, Pa., as sports and weather anchor.

**Sam Gingerella**, news director, WSUB(AM)-WQGN(FM) Groton, Conn., joins WNLC(AM)-WTYD(FM) New London, Conn., as sports director and afternoon news anchor.

**Elizabeth Kay**, reporter, WTMJ(AM) Milwaukee, joins co-owned WTMJ-TV Milwaukee as consumer reporter.

**W.N. (Willie) Chriesman Jr.**, weekend news producer, WLS-TV Chicago, joins WDIV(TV) Detroit, as producer of 11 p.m. news.

**Keith Shipman**, sports reporter, KOMO(AM) Seattle, joins KCPQ(TV) there as producer, writer-editor and on-air reporter.

**Todd Epp**, producer-reporter, noncommercial KTWU(TV) Topeka, Kan., joins noncommercial South Dakota Public Television Network, Brookings, S.D., as public affairs producer.

**Larry Walker**, from WTLV-TV Jacksonville, Fla., joins WTVC-TV Chattanooga as news photographer.

## Technology

Appointments to technical operations task force established by NBC-TV for coverage of 1988 Olympics in Seoul, Korea: **Steven Seidenfrau**, VP, production operations, NBC operations and technical services, to VP, production operations, Olympics; **Philip Parlante**, manager, sports operations, to managing director, systems engineering, Olympics; **Charles Jablonski**, director, strategic and technical facilities planning, to managing director, systems engineering, Olympics; **Charles Spicer**, director, advanced technical development, to director, technical development, Olympics; **Vincent Vacca**, director, broadcast control and communications, to director, broadcast operations and communications, Olympics, and **Stephen M. Forman**, manager, financial controls, production, to director, finance and administration, Olympics, operations and engineering.

**Charles Rhodes**, principal engineer, Scientific-Atlanta, Atlanta, joins Philips Laboratories, Briarcliff Manor, N.Y., as research department head, advanced television systems.

**James L. Williamson**, VP and general manager, security division, Warner Cable Communications Inc., New York, joins Pioneer Communications of America Inc., Columbus, Ohio, as VP, operations. **Jerry Nelson**,

marketing director, Paralex, Winston-Salem, N.C., joins Pioneer as director, marketing and sales.

**Rena Winters**, VP, operations, United Video Industries Inc./Sunwest Studios, Los Angeles, joins West Coast Video Inc., Los Angeles, as VP, marketing.

**James Koehn**, from Tektronix, Beaverton, Ore., joins Harris Corp., Melbourne, Fla., as VP, general manager, broadcast division.

**Stan Lindsay**, national sales manager, Comm/Scope, M/A-Com cable home group, Hickory, N.C., named VP, sales and marketing, Comm/Scope division.

**Curtis Garris**, assistant chief engineer, WOIO(TV) Shaker Heights (Cleveland), Ohio, named chief engineer.

## Promotion and PR

**Tracey L. McCarthy**, account executive, Don Jagoda Associates Inc., New York, joins NBC Radio as manager, advertising and promotion.

**Carol Stanford-Stahl**, account executive, Design Group West/Alfrey & Associates, Del Mar, Calif., joins KJQY(FM) San Diego as advertising and promotion manager.

**Maura Lane**, account executive for Stewart Selection, Baltimore-based advertising firm, joins WGRX(FM) Westminster (Baltimore), Md., as promotions director.

**Bob Jackson**, account executive and air per-

# Broadcasting

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sonality, WRAP(AM) Norfolk, Va., named promotion director.

**Cheryl Lenzo**, from Margie Korshak Public Relations, Chicago, joins WFLD-TV there as director of public relations.

**Jack C. Stokes**, deputy general broadcast editor, Associated Press Broadcast Services, Washington, named deputy director, corporate communications.



Stokes



Binford

**Susan E. Binford**, VP, press relations, MTV Networks Inc., New York, named senior VP, press and public affairs.

**Joy Schoene**, media director, Seidel & Kayanan Advertising, Baltimore, joins WPOC(FM) there as promotion director.

**Michael Grant**, marketing and promotion manager, KXTV Sacramento, Calif., named director of creative services. **Sheila Guntow**, assistant marketing and promotion manager, succeeds Grant. **Steve Carpenter**, writer/producer, news promotion, named news promotion manager.

Appointments at Ingalls, Quinn & Johnson Public Relations, Boston: **Jeffrey von Freyman**, account executive, to senior VP; **James Casey**, VP, to senior VP; account supervisors **Debra Katz Wisberg**, **William B. Gurley**, **Charlie O'Brien**, and **Mark Richardson** to VP's; **Linda Rhault**, associate media director, to VP and group media director.

**Rebecca Squires**, senior associate, Neeham Porter Novelli, Washington, named VP.

**David Adrian**, managing editor, *Air Conditioning News*, Troy, Mich., joins R.J. Baker Advertising Inc., Troy, as director of public relations.

**Jeannie MacDonald**, promotion manager, WQTV(TV) Boston, joins Los Angeles-based Jacobs & Gerber Inc. as copywriter.

## Allied Fields



Wussler

**Robert J. Wussler**, executive VP, Turner Broadcasting System, Atlanta, elected chairman of board, National Academy of Television Arts and Sciences. His term will extend through June, 1988.

Named to affiliate advisory board, The Source, NBC Radio's young adult network, New York: **Peter Cavanaugh**, Reams Broadcasting, Toledo, Ohio, president and chairman; **Tom Sherman**,

WVIN-AM-FM, Bath, N.Y., vice chairman; **Tom Thon**, WLWQ(FM) Columbus, Ohio, secretary-treasurer; **David Berry**, WRDU(FM) Wilson, N.C.; **Dallas Cole**, WKT(FM) Milwaukee; **Michael Craven**, WMMR(FM) Philadelphia; **John Fullam**, WRKI(FM) Danbury, Conn.; **Gale Johnson**, KJET(AM)-KZOK(FM) Seattle; **Frank Newell**, KJMO(FM) Jefferson City, Mo.; **Tony Salvatore**, KFOG(FM) San Francisco, and **William Smith**, WMMS(FM) Cleveland.

**David Cohen**, deputy Midwest bureau chief, ABC News, Chicago, joins JFORUM, journalism database owned by CompuServe Inc., Chicago, as assistant systems operator.

**Jay Oxtan**, director, national accounts, First Data Resources, Omaha, named VP, general manager, cable sales division.

**Richard Ducey**, director of marketing and policy research, National Association of Broadcasters, Washington, named VP, research and planning.

**Thomas Albers**, assistant AM branch chief, Mass Media Bureau, FCC, Washington, named chief, AM branch.

Corporation for Public Broadcasting President **Martin Rubenstein** received Distinguished Alumnus award from Brooklyn College, New York, for "a distinguished career in radio and television, spanning 24 years" and for his "effective leadership" in broadcast industry.

**Elaine Jamieson**, research consultant to Royal Commission on Australian Government Administration, Canberra, Australia, joins Butterfield Communications Group, Cambridge, Mass.-based management and consulting firm specializing in broadcasting, as director of communications.

**Robert Lindsay** retires as professor, school of journalism and mass communication, University of Minnesota, Minneapolis. He will become professor emeritus, mass communication and international relations.

**John F. Gibbs**, member of law firm of Herbst & Thue Ltd., Bloomington, Minn., named corporate counsel for Continental Cablevision of California Inc.

**Reuben Gant**, national sales director, Cable SportsTracker, sports text information service, United Video, Tulsa, Okla., named corporate relations manager.

Ten California College students have been awarded International Broadcasting Award fellowships by Hollywood Radio and Television Society, North Hollywood, Calif.: **Ron Sellers** and **Michael Mann**, Pepperdine University; **Andre Burke** and **Peter Hutcheson**, UCLA; **Debbi Gordon**, **Steven Vincent**, **Susan Wilson** and **Eric Larson Young**, California State University; **Sandra Ortiz** and **Merlyn Reineke**, University of Southern California.

Elected officers, Vermont Association of Broadcasters, Burlington: **Thomas Pierce**, WEZF(FM) Burlington, VP; **Terry Boone**, WNHV(AM)-WKXE-FM White River Junction, secretary; **David Underhill**, WKVT-AM-FM Brattleboro, to member-at-large.

**Eric Petersen**, senior account representative, cable services division, First Data Resources, Omaha-based provider of data processing and management information services to cable in-

dustry, named sales representative. **Mike Carpino**, product manager, FDR, named sales representative.

## Deaths



Brace

**Clayton H. Brace**, 62, general manager, KGTV(TV) San Diego, and VP, McGraw-Hill Broadcasting Co., died June 20 of stroke at Sharp Memorial hospital, San Diego. "Ever since I can remember, I wanted to get into radio," Brace told BROADCASTING during 1964 interview.

"It never occurred to me that I might do something else." He began his career in 1941 as page at KLZ(AM) Denver to pay college expenses. After tour of duty in Europe as staff sergeant in U.S. Army Signal Corps during World War II, Brace returned to KLZ in 1946 as writer, producer and sound effects man. In 1948, he was named production manager. He played instrumental role in establishment of KLZ-TV, which signed on Nov. 1, 1953, and was named its first program director. Brace became executive with Time-Life Broadcast in 1954 when it acquired KLZ-AM-TV. In 1961-63, he was operations manager of CLT(TV) Beirut, Lebanon, which was partially owned by Time Inc. Brace returned to U.S. as VP, general manager, KOGO-AM-FM-TV, McGraw-Hill Broadcasting acquired KOGO-TV (later KGTV) in 1973 and Brace remained as general manager. He is survived by his wife, Jeanne, son and three daughters.

**Robert J. Dunne**, 64, 25-year NBC executive, died of cancer June 15 at Winthrop University hospital, Mineola, N.Y. He joined NBC-TV's talent and program administration department in 1960 and was named director of that department three years later. He was director, program and talent negotiations, NBC News and Sports, from 1976 until his retirement due to health reasons in 1984. Before joining NBC, Dunne was on legal staff of RKO Picture Corp. and assistant general attorney for CBS Radio. He is survived by his wife, Margaret, three sons and daughter.

**Freda Reiter**, 67, sketch artist, ABC News, died June 23 of cancer at University of Pennsylvania hospital, Philadelphia. She had worked for network for 21 years. Among her assignments were award-winning sketches for Supreme Court and U.S. House and Senate, Watergate hearings, William Westmoreland trial and Gary Gilmore execution. She won Emmy in 1981 for her work on *America Held Hostage: The Secret Negotiations*, for which she did more than 200 sketches. Survivors include her husband, Frank, son and two daughters.

**Harry T. Davey**, 47, general manager of WRNG(AM) Atlanta (now WCNN(AM)) from 1976 to 1980, died June 15 of brain hemorrhage at Crawford Long Hospital, Atlanta. Davey joined WRNG in 1973 as talk show host. He left station to begin his own interior remodeling company. Davey is survived by his wife, Laura, one son and four daughters.

## Fred Remley: Bearing broadcasting's standard

In the world of video technology, Fred Remley has emerged as a statesman of first rank. From an unlikely outpost in Ann Arbor, Mich., Remley has quietly piloted some of television's most talented, if disputatious, engineers through international squalls to help establish two of television's most important technical standards. Today's dominant studio videotape recording format, one-inch Type C, and what could well be tomorrow's, digital component D-1, owe no small measure of thanks to the 57-year-old standards veteran.

Remley's pursuit of perfection in TV recording began in television's early days when the University of Michigan was a major source of noncommercial programming, and he was the facility's manager of operations. He rapidly grew well beyond the academic environment, acquiring high-level responsibilities in preeminent domestic and international technical bodies and culminating with the chairmanship of the two key standards efforts.

Colleagues call him "a fine mind," "absolutely sensational," "an unsung hero." Remley accepts the praise modestly, attributing successes more to circumstance than skill.

Happenstance delivered Remley to the broadcasting field in the first place. When he arrived at the university shortly after World War II, he expected to emerge as a nuclear physicist. But the school was just completing a new FM radio station that Remley soon discovered. He quickly became enamored of the technology and the show business atmosphere. After graduation, Remley was hired by the school to install its first television studio and he has been there ever since.

A broadcast career was not all he gained at the university—he met his future wife, Anne, a fellow student, at WUOM(FM) in 1950. They were married two years later.

Remley got his first taste of standards work when National Educational Television (Public Broadcasting Service's predecessor), housed on the campus at the time, scheduled the then-record order of 40 two-inch Ampex VTR's, and established a group to evaluate the purchase.

Remley recalls how he was encouraged to participate in such industrywide engineering efforts by a former communications department faculty member and radio announcer, Garnet Garrison. "He pushed me in that direction and said it was important to be involved in the bigger picture."

Remley took the advice to heart. His activities in the 1960's and 1970's included increasingly prominent roles in standards bodies like the Society of Motion Picture and Television Engineers, for which Remley successively chaired the videotape recording committee, the parent standards committee



FREDERICK MARION REMLEY—director, Media Resources Center and technical director, broadcasting, University of Michigan. Ann Arbor; b. May 20, 1929, Washington, Pa.; BS, physics, University of Michigan, 1951; summer engineering assistant, Michigan Bell Telephone Co., 1947-1948; part-time radio engineer, University of Michigan and WKMH-AM-FM (now WNIC-AM-FM) Dearborn, Mich., 1949-1952; successively senior television engineer, studio TV engineer, TV studio supervisor and TV studio technical supervisor, 1952-58; technical director, 1958-present, all University of Michigan; current position since 1982; m. Anne Gardner, 1952; children—Paul G., 31; Catherine Anne, 27.

and the committee on new technology. He has also been a U.S. delegate to, and held key roles in, international standards organizations including the CCIR and European Broadcasting Union.

But it was his work on one-inch videotape in the late 1970's for which he is best known. With American, Japanese and European companies vying for dominance of what was believed would be a \$500-million market and already placing incompatible recorders on the market by 1976, the effort to standardize was recognized as difficult, if not impossible.

According to Kodak's Roland Zavada, SMPTE engineering vice president at the time, Remley was a natural choice as chairman of the controversial group, combining previous standards experience, technological competence, neutrality and a likable personality. The choice paid off, with Remley, helped by the strong backing of broadcasters, able to marshal committee members in an unusually short time to reach agreement by mid-1977.

When in 1979, SMPTE was honored with an Emmy citation for the standards effort, it was Remley who collected the award.

"Type C was one of the brightest spots in standards history," said Sony Broadcast President William Connolly, who was with CBS at the time. "He [Remley] performed superbly."

Charles Anderson, former SMPTE president and an Ampex executive until his partial retirement two years ago, said: "With Type C, Fred took on a job no one else wanted. I wouldn't have given a nickel for success. But he used extreme diplomacy and patience to get a group of bristly engineers to agree."

As a test of the standards process, Type C was a resounding success, but for Remley, it was not to be his last such challenge. Engineers were already looking at a digital video future. When the study of digital recording turned toward a standardization effort, and standards group chairman Connolly moved from CBS to Sony and gave up the post, Remley was a natural successor.

Again his diplomacy was put to the test. Agreement was obtained on the crucial choice of tape width (19 mm) in mid-1984. Final details were accepted last year, with the resulting D-1 format given the official international approval just last month.

Remley acknowledges, however, that standardization has become more difficult, with commercial "polarizations" worse than ever, even though the work is procedurally smoother. One-inch and digital video were standardized through carefully crafted compromises, but the well-publicized industry disagreement over half-inch video, by contrast, was an example, for Remley, of "failure due to commercial commitments quite independent of real engineering...there was an underlying investment in consumer work which tipped the balance."

But he has hopes for future standardization. "Given enough time and the proper context, standards can be worked out. Most of engineering is evolutionary. You don't often find totally divergent approaches...Solutions are achievable."

At 57, Remley has few qualms about remaining in Michigan during his entire career, despite job offers over the years from the networks and major manufacturers. "From my point of view there have been many advantages. When you work in a university context, it's generally an open-minded approach to most subjects and technology is no different," he said. "I've had a very good base of operation...I've never felt I was bound to this job, I haven't felt trapped."

He hasn't yet considered retirement, but admits to some envy of the free time retired colleagues have, time he would use to pursue avocations, such as photography (his office walls are covered with scenic photographs he has taken on trips to China, Japan, Hungary, etc.) or, more recently, his affection for computer programming, which he does purely for entertainment's sake.

"I like the idea of a computerlike blank slate," he explained. "It will do whatever you program it to do. It's probably amusing because it's always the same. People are never like that."



King World's **Wheel of Fortune** rolled on to its **10th consecutive win in Nielsen's May Cassandra report**. Show has 17 Nielsen Station Index rating, up from 16 in May, 1985. **Jeopardy**, also from King World, was second with 10.3 rating, up from third place eight rating last year. **M\*A\*S\*H** was third with 8.4, dropping from second place last year when it had 8.7. **New Newlywed Game** (7.7) and **PM Magazine** (7.7) rounded out top five. In animated shows, there were two first-place shows: **Thundercats** and **She-ra, Princess of Power**.

This week could see resolution of three-month-old **takeover battle for John Blair & Co.** Rival tender offers of **Reliance Capital Corp.** and **Macfadden Holdings Co.** both have withdrawal deadlines for mid-night, Wednesday, July 2. Reliance's offer will expire and be prorate at same time, but Macfadden, which last week increased stated cash component of its per-share offer, to \$32, has expiration and proration date of July 10. Arbitrageurs, which both sides estimate hold roughly 60% to 70% of Blair's stock, will sort out values of each offer. Governmental bodies also potentially hold key role in determining outcome. Hearing last week in Delaware's Chancery Court to rule on Macfadden's multipart suit against Blair management was delayed to this Tuesday, July 1. One of Blair actions suit is trying to prevent, spin-off of direct mail subsidiary, ADVO-Systems, became definitive agreement last week with signing by Blair management and Warburg Pincus Capital Partners. FCC last week continued to withhold approval of trustee arrangement proposed for Reliance tender offer.

According to **Nielsen's market by market data of May sweeps**, as massaged by **NBC**, network's affiliates delivered combined average 13,810,000 homes per average quarter hour in prime time. According to same analysis, ABC stations were second in homes delivered with average 12,340,000 homes and CBS was third with average 11,412,000 homes. Year ago, comparable totals were: NBC, 12,813,000; CBS, 12,275,000, and ABC, 11,047,000. NBC said that according to **Arbitron**, its affiliates delivered average 13,237,000 homes last May, compared to 12,027,000 homes by ABC stations and 10,886,000 homes by CBS stations. Year ago, May Arbitron totals were: NBC, 12,475,000; CBS, 11,976,000, and ABC, 10,840,000. CBS broke out Arbitron data only, and weighted totals by cleared quarter hours, and therefore home delivery totals varied somewhat. But by both accounts, Arbitron home delivery by CBS stations was down from year ago by about 9%. ABC was

up about 11%. NBC said it was up 6%, although by CBS's weighted methodology, NBC was up 7.3%. In Nielsen homes, said NBC its affiliate home delivery was up 8%, while ABC's was up 12% and CBS's was down 7%. ABC said that in Nielsen homes, 159 of its affiliates registered gains in May, compared to 139 of NBC's affiliates and only 33 CBS stations. ABC said only 15 of its affiliates registered declines in Nielsen sweeps while 136 CBS stations did compared to 27 NBC stations. In Arbitron sweeps, comparable gain/loss figures were: ABC, 152/15; CBS, 23/142, and NBC 119/35.

**CBS News launched its sixth and final regional news service** today (June 30), serving about 20 CBS TV affiliates in Maryland, Washington, Pennsylvania, New York and New England. Northeast regional cooperative will be coordinated by producers at CBS News headquarters in New York and at CBS News bureau in Washington. Stories from member stations selected for transmission will be fed from one of 10 feed points in Northeast, CBS said adding that cooperative will operate Monday through Friday. News and sports will be fed from 4:30 to 5 p.m., with late-breaking stories fed from 10:45 to 10:55 p.m. (NYT). CBS also has regional news services in Southwest, Southeast, West, Mideast and Midwest.

National Cable Television Association will file written testimony this week on **legislation** (S.2565) pending before Senate Commerce Committee that **would transfer federal courts' authority to regulate seven regional telephone companies to FCC**. NCTA is expected to oppose measure which, if adopted, could eventually lead to BOC's entrance into nontelephone businesses, including information and programming services. Legislation, introduced by Senate Majority Leader Robert Dole (R-Kan.), is being pushed by White House and FCC Chairman Mark Fowler. Bill is primarily opposed by coalition of computer manufacturers and computer services providers American Newspaper Publishers Association and AT&T.

**Board of Corporation for Public Broadcasting**, meeting in St. Paul last week (June 26-27), handled variety of minor issues. CPB mission and goals committee postponed consideration of proposed **content analysis study** until September board meeting, giving CPI staff chance to "develop a work scope and solicit proposals for conducting such a study." Board set **dates for its FY 1987 meetings**: Nov. 13-14 and next Jan. 8-9, March 5-6, May 14-15, June 18

## SAG-AFTRA negotiate

The deficit financing of prime time television programs has emerged as a major—and divisive—factor in negotiations between producers and the Screen Actors Guild and the American Federation of Television and Radio Artists. The current SAG-AFTRA pact with producers expires tonight (June 30) at midnight, and the two sides were far from agreement as of last Friday (June 27) but scheduled to continue marathon talks over the weekend. The two sides have agreed, however, to extend the current pact while negotiations continue. So far, no strike authorization has been called for by the union. The major outstanding issue concerns residual payments for series reruns on broadcast television and movies sold to pay television and home video. Currently, actors receive minimum payments on a per-play basis (for the second showing and beyond). In an effort to counter the high production costs, the producers want to roll back the residuals for repeat broadcasts until such time as programs become profitable. Program profitability often does not occur until a show goes into syndication. The producers also want to eliminate residuals for movies sold to pay television and home video. SAG says its members earned a total of \$73 million from domestic TV residuals in 1985 (accounting for about 75% of all residuals) and that those payments would "erode substantially" if it agreed to producer proposals to roll them back. While SAG says it "understands"

that producers have cost problems, it believes other steps could be taken to contain costs.

Producers also want to roll back payments for most extras. They have proposed a two-tiered wage system for extras. Only the first 10 extras hired for a project would receive the current \$91 per-day minimum. All others would receive a so-called "atmospheric" rate of \$45 per day. The unions have rejected that proposal as well. Another unresolved issue concerns payments for guest stars on television with billing at the top of programs. SAG and AFTRA contend that a sort of "unwritten ceiling" has been imposed by producers that has resulted in regular guest stars (who usually negotiate their rates) receiving less now than they did 10 years ago. They want to establish a separate scale for guest stars with a minimum of \$1,354 per day (\$6,769 per week). The current minimum for all SAG members is \$361 per day (\$1,256 per week). But guest stars complain that on average, they're able to negotiate only about \$3,500 per week now, compared to \$7,500 per week 10 years ago, a SAG spokesman said.

It's hard to say how long talks will continue. The union spokesman said its negotiators hope to have a new pact in hand to take back to membership by no later than the end of July, or the leadership would probably ask for strike authorization.



and Sept. 17-18 (annual meeting)—all in Washington except arch meeting, tentatively scheduled for Seattle. Board authorized **management to participate in AM radio proceedings at FCC**, and said it would look into role CPB could play in assisting national producers. Audit committee requested CPB management prepare **report summarizing policy and business issues** for September meeting. Board heard **presentations by American Public Radio, Minnesota Public Radio and KTCV-TV Minneapolis-St. Paul**, hosts of meeting. In public comments session, Sharon Maeda, chief executive officer of Los Angeles-based Pacifica Radio, updated board on **Pacifica's activities**.

While industry sources report that **Rupert Murdoch** is edging closer to finalizing purchase of **WXNE-TV Boston** from Pat Robertson's Christian Broadcasting Network ("In Brief," June 16), new rumors surfaced this week that Murdoch, through investment banker rexel Burnham Lambert, has expressed interest in purchasing **Providence Journal's WPML-TV Philadelphia**. Jon Intrater, VP, Broadcast Investment Analysts, Chantilly, Va., while cautioning that Morgan Stanley (Providence Journal's investment banker) had not completed offering for station, estimated Philadelphia UHF's value between \$125 million and \$150 million, with value likely to fall around \$140 million. "There will be a lot of buyers lining up for the station," said Intrater. "Murdoch will have some stiff competition." Murdoch presently owns six former Metromedia TV's covering 8.13% of country. If both acquisitions take place, Boston station will add 1.14% coverage and Philadelphia will add 1.475% (both with UHF discounts), bringing his total to 20.745%, moving Fox Broadcasting ahead of CBS and directly behind NBC and leader ABC for total U.S. TV coverage. As for Boston station, Intrater pointed out that while station had been drawing good share, CBN had refused to accept certain kinds of advertising it disapproved and those limitations had held down its profits, contributing to station's losses. "With a broadcaster like Murdoch, the station could do very well and could justifiably command the \$50-million prices that have been suggested," said Intrater. "Regardless, the price could easily fall in the high twenties to low thirty's [millions]." Diane Healy Linnen, senior VP, Communications Equity Associates, broker, said sale and principals could be announced midweek. If Murdoch does purchase station, he would have to sell or close Boston *Herald*, which has been money-loser. Murdoch had been given two years to sell **Chicago Sun-Times** after his purchase of WFLD-TV there. That **paper is reported to have been sold** to group including papers' management and several institutional investors for price in excess of \$130 million.

Not all public television news is bad news. Noncommercial **KCET-TV Los Angeles anticipates** finishing fiscal 1986 with **surplus of \$300,000** on budget of \$22.3 million—fourth straight year with money left in pot. Station President William Kobin announced at board meeting last Thursday (June 26) that **KCET will totally pay off long-term debt** on June 27—four months ahead of schedule—and fiscal budget is up 14%.

**Senate Majority Leader Robert Dole** (R-Kan.) last week called for **continuation of television coverage** of Senate during two-week period beginning July 15 when it is scheduled to go off air while **lawmakers "review the experiment."** Vote on whether to make broadcast coverage of chamber permanent is slated for July 29. "I don't believe dropping out of sight for two weeks will do much to enhance the study, but it very well could confuse the American people," Dole said.

**NBC correspondent Linda Ellerbee has rejected NBC's offer for new contract and has left network.** Ellerbee's last day was technically June 25, but she made her final appearance when she presented her regular Friday *T.G.I.F.* feature on NBC's *Today* show June 27, source at network said. NBC did not disclose terms of final offer, but according to report in *Washington Post* last week, it was three-year contract that included her continuing *T.G.I.F.*, as well as assuming "other" duties at NBC's WNBC-TV New York, and included \$50,000 pay cut. Ellerbee could not be reached for comment.

**Kevin O'Brien**, who resigned several weeks ago as VP-general manager of WNYW-TV New York, has **joined Cox Enterprises** as executive VP-independent group, for broadcasting division, and VP-general manager of Cox's **KTVU-TV San Francisco-Oakland**. He succeeds **Philip Press**, who resigned.



Disagreement over direction for home satellite earth station industry has resulted in **departure of Rick Brown from Satellite Television Industry Association (SPACE)**, which he helped found in 1979. Brown, former SPACE general counsel, will pursue legal approach as general counsel of Satellite Viewing Rights Coalition, organization spawned by Satellite Television Rights Superfund, "war chest" of major satellite earth station manufacturers and distributors created to fund legislative, regulatory and judicial efforts of SPACE. SPACE will turn efforts toward promotion of industry, developing closer ties with satellite programmers, as well as building annual trade show, and some legal issues such as zoning. Move was decided at SPACE board meeting in Dallas two weeks ago. Trade organization, meanwhile, still faces substantial debt, \$289,000 as of May 31, but has cut its annual budget from \$2.5 million to \$1.2-\$1.3 million and is banking on trade show to shrink debt further. One reason for extensive debt may be substantial legal fees—nearly \$600,000 to Brown's law firm, Brown & Finn—over last fiscal year, including \$62,627 for Brown's participation in Earth Station Day last fall.

**John Huddy**, executive producer of **CBS's Nightwatch**, resigned last week at conclusion of internal investigation into grievances by staff members (BROADCASTING, June 23). In statement, CBS News said there had been "several" specific allegations of misconduct. Vicki Sufian, *Nightwatch* staff producer, is serving as acting executive producer.

**New license.** Legislation was introduced in the House last week that would establish a compulsory license for satellite carriers to permit the sale of superstations to home earth station owners. The bill is sponsored by House Copyright Subcommittee Chairman Robert Kastenmeier (D-Wis.) and subcommittee members Mike Synar (D-Okla.), Frederick (Rick) Boucher (D-Va.) and Carlos Moorhead (R-Calif.) and House Telecommunications Subcommittee Chairman Tim Wirth (D-Colo.). It would establish a royalty fee of 12 cents per subscriber, per month, for each TVRO subscriber. The fees will be collected and distributed among copyright holders by the Copyright Office. (That 12-cent figure is the same amount Hollywood and the National Cable Television Association had agreed to in past negotiations on a flat fee for cable's compulsory license.) A controversial element of the bill is the sunset provision, eliminating the satellite license on Dec. 31, 1994. After Dec. 31, 1990, the statutory rate would be replaced with a voluntary one worked out by negotiations between satellite carriers and the copyright owner, or through binding arbitration. The sunset provision reportedly was included at the insistence of the Motion Picture Association of America. It appears to enjoy little support among superstations and the carriers. The National Cable Television Association also is concerned about the sunset provision because of the precedent it would set. However, NCTA has been assured that Congress will make sure the sunset will not affect cable's compulsory license. Under the bill, satellite carriers may sell distant signals to earth station owners "through a distributor, which could be an earth station dealer, a cable operator or any other business which has access to a minimum number of subscribers," Synar said in a statement on the bill.



## Editorials

**Well enough alone**

Some very responsible people, among them senior executives at CBS and other broadcasters, FCC Commissioner James Quello, Representative Al Swift (D-Wash.), are worried about the frenzy of broadcast station trading that has been induced by liberalization of the FCC's ownership rules. They fear that the debts assumed in the payment of escalating sales prices will be a drag on public service, that traditional broadcasters will be forced out by money people whose sole interest is the bottom line. There are cries for restitution of the FCC's three-year holding rule to prevent fast turnovers by traders interested only in speculation. The next cries may be for a return to lower limits on multiple ownership.

Nobody at this magazine pretends that the story beginning on page 27 will allay the stated fears or mute the cries for a return to regulation. The reporting does suggest that alarms are at best premature. If a thread of continuity runs through the several examples of transient ownership cited in the story, it is that stations have been undamaged, and in some ways improved, by speculators who bought with the intention to sell at a profit.

In the cases under study there is another common thread: The transient owners let trained broadcasters run the properties while waiting for the market to ripen. The investment bankers have stayed out of master control.

So far the principal effect of the speculative trading has been an inflation of station prices. That condition may be deplored by established broadcasters desiring to expand their holdings, but it is subject to the correction of the marketplace itself, at which point speculators will turn to other opportunities. Whether that will comfort a buffeted CBS, left with a billion-dollar debt accrued in fending off takeovers, is another matter.

Who will be left in control? It may not be pure coincidence that the stations examined in this issue's report wound up with broadcasters of such stable backgrounds as Tribune, Cox and Nationwide. As has been noted here before, for every KKR trading in and out, there are Tribunes and Hearsts trading up or Murdochs and Lorimars trading in for the clear purpose of intensifying program competition.

Absent developments so far unobserved, no rejiggering of FCC rules is needed.

**Order in the court**

It was a salubrious decision on libel that emerged from the Supreme Court last week. Lawyers generally agree (a condition rare in that calling) that the decision will readjust a balance between plaintiff and defendant that, in the opinion of the media, could have gotten out of whack.

The majority decision held that a public figure who sues for libel must provide "clear and convincing" evidence of actual malice to overcome a defense motion to dismiss a case. If the appellate court decision that the Supreme Court overturned had survived, suits of unworthy origin would have been guaranteed a jury trial, to the inevitable encouragement of speculative complaints. It is a settled fact in recent judicial history that juries have been more inclined than judges to sock it to the media.

That said, interest turns to the composition of majority and minority in *Anderson vs. Liberty Lobby*. Would the same 6-3 division prevail if the case were to be decided after Chief Justice Burger leaves the court, to be succeeded by Justice William Rehnquist, and Antonin Scalia, now on the court of appeals, moves up (BROADCASTING, June 23)? Probably. The majority

was written by Justice Byron White, who at the age of 69 shows no sign of wearing out. Presumably Rehnquist, as chief justice, would dissent as he did last week. The Burger dissent would hardly be turned to a vote with the majority by the arrival of the man whose appellate decision was overturned.

What can be said of White's stirring defense of the benchmark court decision in *Sullivan vs. New York Times* which established the need for public officials (later expanded to public figures) to prove that a libel was committed with willful or reckless disregard of truth? Not that there is any connection, but broadcasters may take some comfort in noting that the First Amendment in this case got a friendly reading from the man who wrote the hated fairness-doctrine bill of health in *Red Lion*. With new fairness cases headed toward the Supreme Court, any flicker of interest in the First Amendment on that bench is welcome.

**Cable turns up the gain**

Readers of this issue and its immediate predecessor may have been struck by the high volume, and intensity, of material dealing with the development of new programming for cable television. In the June 23 issue the locus was an "At Large" interview with TCI's John Sie, who's behind development of a program consortium that wants to effect a quantum leap in the amount of quality programming made exclusively for that medium, while this week it's the report of the annual convention of the Cable Television Administration and Marketing Society in Boston.

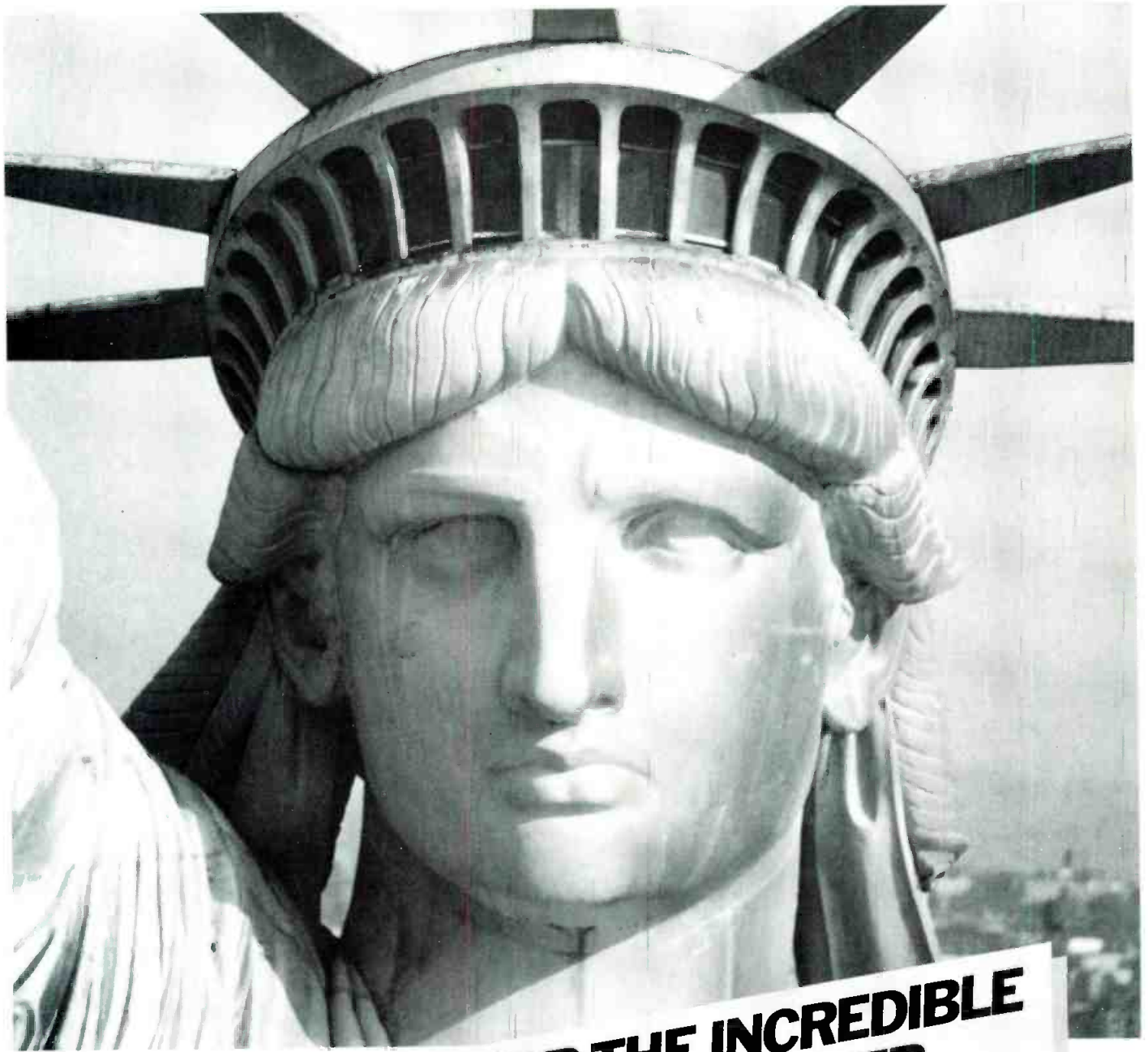
"It's the first [cable] meeting I've been to where programming and promotion have been the predominant topics," remarked Robert Alter, president of the Cabletelevision Advertising Bureau. "Broadcasters who thought it was safe to go back in the water should take another look," he said.

We doubt that challenge will keep many broadcasters awake at this stage of the game, but it may make them aware. The fact is that there's a sea change running in both the fortunes and the future of cable. The medium's concentration with building out cable's plant is being replaced by a determination to fill in the blanks. One by one, the missing metropolitan markets are coming into cable's camp. The medium that once would have settled for half the TV universe now wants it all.

From a media-watcher's point of view, it couldn't be a happier scenario. Whatever cable does to turn up the competitive volume will be countered in spades by the broadcasting community—to the inevitable benefit of their joint viewing audience.



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