

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 18

Fame

We're gonna live forever!

Cleared in over 85% of the country
entering our 6th hit season.



NATIONAL ADVERTISING SALES REPRESENTATIVE



Television

© 1986 MGM Entertainment Co. All Rights Reserved

AL 3612
7198
12364 ILK NCV/86
3612

MAKMELL
3L06 1405
R00M 122
AUL-SAS

55th Year 1986

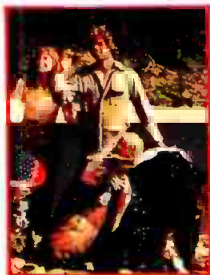
Taking a bead
on spot...
...and keeping
tabs on CBS



ORBIS
Proudly Presents

**PACIFIC
INTERNATIONAL
TELEVISION
NETWORK**

6 EXCEPTIONAL ACTION-ADVENTURE FILMS FOR BARTER!



The Adventures of the
**WILDERNESS
FAMILY**



**Across The
Great Divide**



**WILDERNESS
FAMILY 2
PART 1**



*Sacred
Ground*



**Challenge
to be
Free**



**Mountain
Family
Robinson**

- High Grossing Theatricals • First Time in Syndication
- Exciting All-Family Action Entertainment • Full Promotional Support



DISTRIBUTED BY:
**ORBIS
COMMUNICATIONS™**
432 Park Avenue South, New York, NY 10016 (212) 685-6699
© 1986 Orbis Communications Inc. All Rights Reserved.

★ AN OVERNIGHT ★ SENSATION

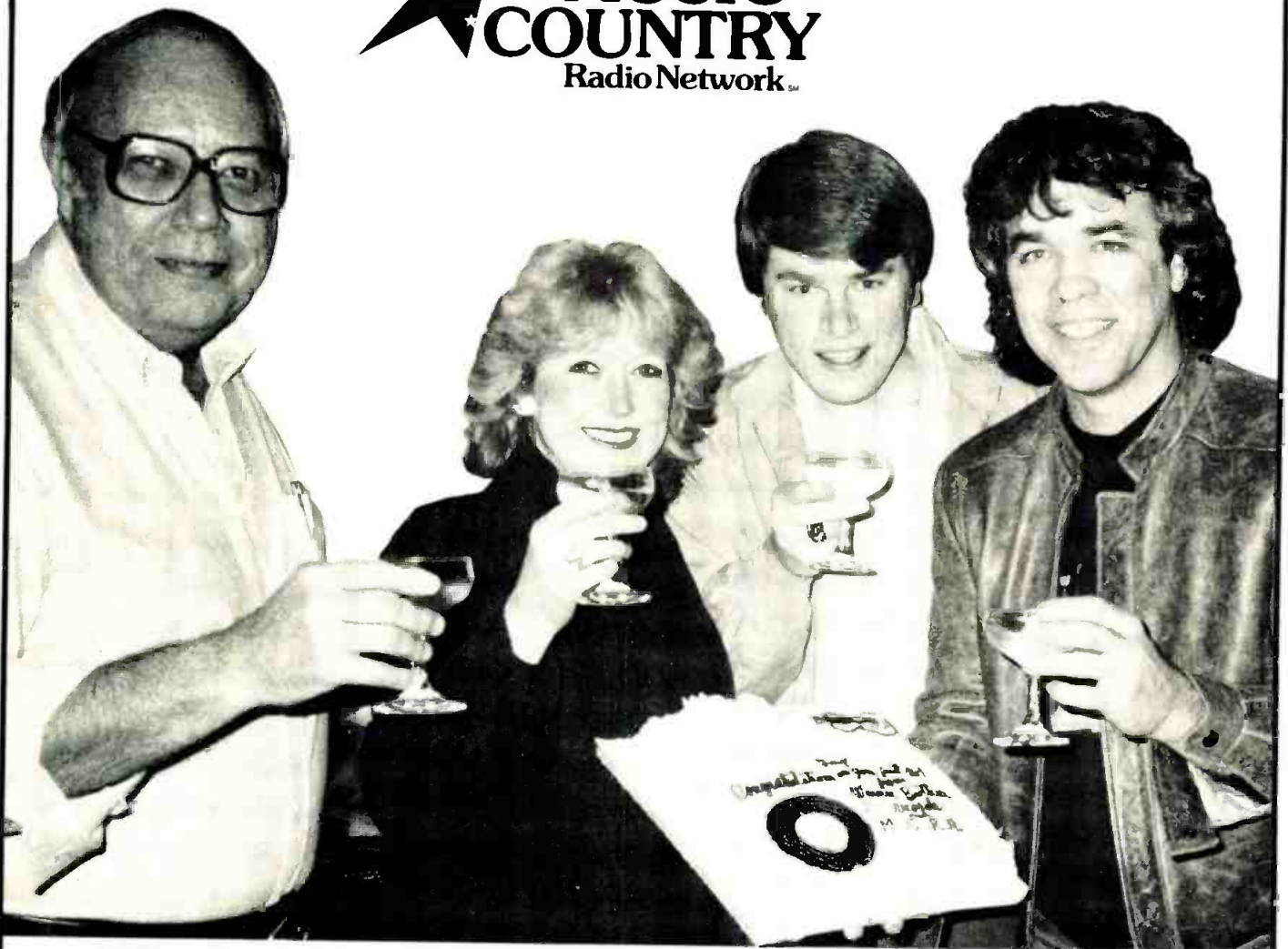
★ "live" from Nashville ★ seven nights a week
★ country music ★ interviews ★ audience
involvement ★ news, weather & sports

The Music Country Radio Network is working nights for radio stations from Maine to California and will consistently deliver the best in country music and "live" interviews with the stars of country music to your listeners. Nighttime radio comes alive from Music City, U.S.A. via satellite with special

features, bi-weekly Trivia Night, Saturday night oldies, MCRN week in review and live concerts. It can only happen in Nashville! It's happening all night, every night on the Music Country Radio Network and can happen on your station too!

Find out how your station can be the overnight sensation in your market. For additional information call Jim Williams at (202) 955-7214 or Jeff Lyman at (615) 885-6789.

**MUSIC
COUNTRY**
Radio NetworkSM



MCRN gave Gary Morris a congratulatory party for his first number one single "Baby Bye Bye." Shown toasting Morris from left to right are: Charlie Douglas, Talent Co-ordinator, Trisha Walker, Kyle Cantrell & Gary Morris.

Does The Quality Network Win In Markets Of All Sizes?

Bay Radio 1370
WKFD

19 Updike Avenue
North Kingstown, RI 02852
Tel. (401) 295-8808
885-4658



Seacoast Broadcasting, Inc.

June 3, 1986

Mr. Gary Fries, President
Transtar Radio Network
660 South Pointe Court
Colorado Springs, Colorado 80906

Dear Mr. Fries:

Last June 28 I purchased a bankrupt and nearly defunct small daytimer in Wickford, Rhode Island. I began my service with Transtar because it was obviously head and shoulders above other programming whether by satellite or by tape. It was a wise decision. I completed my eleventh month less than a thousand dollars away from showing a positive cash flow for the first time.

Because I am lucky enough to have Transtar's Adult-Contemporary, I have been able to devote more of my limited resources to news and other community projects. Late last month the North Kingstown Chamber of Commerce honored WKFD as the Outstanding Business of the year.

Because of Transtar I am a small market broadcaster who doesn't sound like a small market broadcaster. The entire crew at Transtar deserves some thanks for the recognition my station has received. Thank you!

Sincerely,

Bill Devine

William Devine III
President

TRANSTAR

The Quality Satellite Network

1-800-654-3904

Broadcasting **Aug 18**

Keeping an eye on CBS Sifting through the meaning of the must-carry NOI's

ROCKING THE ROCK □ Laurence Tisch ups his holdings in CBS to 24.9%, prompting speculation about network's future control. **PAGE 35.**

IN THE PAPER □ In FCC's passage of must-carry rule were raft of notice of inquiry's looking at competition in general and syndicated exclusivity, compulsory license and telco crossownership in particular. **PAGE 36.** Although telco issue is a concern to cable, top industry officials say mountains would have to be moved before telco crossownership prohibitions could be removed. **PAGE 37.**

GETTING A JUMP □ NBC and CBS jockey for fall starting positions in announcing dates for new season premieres. **PAGE 39.**

SPOT ACTIVITY □ Barometer of spot advertising marketplace is healthier than network advertiser counterpart. **PAGE 38.**

BETWEEN THE LINES □ Senate passes funding measure that includes action on VHF-UHF swaps, fairness inquiry. **PAGE 40.**

STATION SQUAWK □ Losing bidder for Spanish International Communications Corp. stations files suit in Los Angeles district court to block sale. **PAGE 46.**

STAY REQUEST □ Copyright owners seek stay of cable copyright decision on royalty fees. **PAGE 52.**

DEBATE FLAP □ Early jockeying for position for 1988 puts League of Women Voters at odds with Republican and Democratic National Committees. **PAGE 54.**

20-MINUTE PUSH □ KCBS-TV Los Angeles restructures two-hour evening newscast into six separate 20-minute segments. **PAGE 56.**

LATE-NIGHT DILEMMA □ Fox Broadcasting's Joan Rivers and King World's David Brenner are two late-night shows hampering efforts by networks to clear their own offerings in that time period. **PAGE 57.**

DOTTED LINE □ Emmis Broadcasting closes on its deal to buy three Doubleday stations. **PAGE 62.**

NEWCITY FORMATION □ Management buyout of Katz Broadcasting has been completed. New name will be NewCity Communications. **PAGE 63.**

DRUG TALK □ Network representatives meet with congressmen to discuss drug abuse issues. **PAGE 64.**

PUBLIC REORGANIZATION □ New Jersey senate examining proposal to make public broadcasting in that state more independent. **PAGE 66.**

RADIO DBS □ Houston entrepreneur planning direct broadcast radio service. **PAGE 69.**

TRANSMITTER BUY □ Thomson-CSF purchases Massachusetts-based Comark Communications. **PAGE 72.**

WASHINGTON WATCHER □ Time Inc.'s chief Washington lobbyist, Brian Conboy, has his hands full protecting the interests of leading cable programming services, cable systems and publishing interests. **PAGE 95.**

INDEX TO DEPARTMENTS

Business Briefly	18	Fates & Fortunes	91	Journalism	54	Programming	57
Cablecastings	10	Fifth Estater	95	Law & Regulation	46	Riding Gain	62
Changing Hands	68	For the Record	75	The Media	64	Stock Index	61
Closed Circuit	7	In Brief	96	Monday Memo	26	Syndication Marketplace ...	59
Datebook	28	In Sync	72	Open Mike	31	Telecastings	70
Editorials	98						

Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue \$2 except special issues \$3.50 (50th Anniversary issue \$10). Subscriptions, U.S. and possessions: one year \$65, two years \$125, three years \$175. Canadian and other international subscribers add \$20 per year. U.S. and possessions \$170 yearly for special delivery, \$100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* \$90. *Across the Dial* \$6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year \$55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 (\$37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

INDEX TO ADVERTISERS: Blackburn & Co., Inc. 68 □ Bonneville Broadcasting Systems 62 □ Classified Ads 80-89 □ Columbia Pictures Television 8-9 □ Communications Equity Associates 71 □ Comsat General Corporation 48-49 □ Continental Electronics 63 □ Enterprise Systems Group, Inc. 72 □ Environmental Satellite Data, Inc. 14 □ Fidelipac Corp. 22 □ Norman Fischer & Co. 74 □ Fox/Lorber 30 □ Gammon & Ninowski Media Investments, Inc. 75 □ W.R. Grace Third Cover □ The Ted Hepburn Co. 69 □ Home Shopping Network 11, 34 □ Kalil & Co. Inc. 70 □ Knight-Ridder 53 □ Lorimar-Telepictures Perennial 15, 16-17, 44-45 □ MCA TV 12-13 □ Metro Goldwyn Mayer Television Front Cover □ MIPCOM 55 □ Mobil Corp. 23 □ Music Country Radio Network 3 □ Narragansett Capital Corp. 73 □ NEC America, Inc. Fourth Cover □ The Ohio State Awards 31 □ Orbis Communications Second Cover, 27, 29 □ Panasonic Broadcast Systems 32-33 □ Polaroid Corp. 24-25 □ Professional Cards 79 □ Remote Possibilities 10 □ Republic Pictures 6 □ Services Directory 78 □ SFM Entertainment 19 □ Shearson Lehman Brothers Inc. 47 □ Syndicast Services 43 □ Transtar 4 □ TV Extra 58 □ Warner Bros. Television Distribution 50-51

THE HIGH Chaparral

From David Dortort, the creator and producer of "Bonanza", comes "The High Chaparral" ... 98 hours of spirited family adventure! One full year of weekend programming, without a repeat. Wild horses can't drag audiences away. From REPUBLIC.



Volunteerism

House Energy and Commerce Committee Chairman John Dingell (D-Mich.) is being given credit for warding off attempts by some House members to require PSA time for antidrug-abuse campaign by television networks. House is urging ABC, CBS, NBC and Cable News Network to launch national public service campaign to combat drug abuse. Last week broadcasters met with key congressmen to discuss voluntary effort (see story, page 64). During meeting Majority Leader Jim Wright (D-Tex.) told broadcasters that Dingell was instrumental in persuading others to drop idea of mandatory time and support voluntary approach.

Airborne

Summertime has become bonanza for network radio business, with July sales climbing 32% over July 1985 to \$36,950,434, medium's highest billings month of year. According to data being released by Radio Network Association, network sales year-to-date (January through July) are up 18% over same period last year to \$231,725,039. Figures are based on financial information collected each month from eight network companies by accounting firm of Ernst & Whinney.

Spots in stereo

NBC-TV, stepping up its TV stereo campaign in preparation for 1986-1987 season, has completed upgrade of playback facilities and will begin accepting stereo TV commercials for regular schedule beginning Sept. 22. Network plans over 24 hours of weekly stereo programs in fall and with at least 79 NBC affiliates and five O&O's broadcasting multichannel sound service. NBC now covers 68.03% of U.S. TV households in stereo.

But to what extent advertisers will take advantage of stereo capacity remains to be seen. Although stereo commercials have reportedly already been aired sporadically over network, at least one top advertising executive knows of no great demand as yet for stereo time and said network sales staff had made no special effort to sell new service.

Carrying on

Radio Advertising Bureau is expected to announce this week that it is taking over

sales university program started by National Radio Broadcasters Association, which recently merged with National Association of Broadcasters. RAB will set up task force chaired by Metroplex Communications president, Norman Wain, creative force behind "sales university" concept, to oversee implementation. Association is tentatively planning one sales university—two-day course for new radio account executives—every other month, beginning in fourth quarter of 1986.

Next 15

System of gathering revenue figures for top 10 television markets may soon be extended to markets 11-25. Getting consent of stations in those markets is said to be goal of Broadcast Financial Management Association, which has arrangement with accounting firm of Arthur Young & Co. to gather individual stations' data confidentially and compile market totals. BFM has so far reported 10-market revenue figures for 1980-1984 (BROADCASTING, May 19) and will soon have 1985 results. It also reports three-television-network quarterly revenue.

Out of town

Organizers of Women In Cable's roast of Ted Turner in Washington Sept. 18 were disappointed when Motion Picture Association of America President Jack Valenti turned down invitation to be one of roasters after indicating he would accept. Cable scuttlebutt was that Valenti begged off because relations between motion picture and cable industries have become increasingly strained in wake of federal court ruling three weeks ago slashing cable copyright fees. Valenti couldn't be reached for comment last Friday, but his secretary said her boss had to pass because of prior out-of-town commitment.

Research entry

Look for Emmis Broadcasting, Indianapolis-based group operator of seven radio stations, to establish new market research subsidiary, Emmis Research, that will eventually offer research services to other media companies. New unit, to be headed by Jim Riggs, vice president of personnel, administration and research, for Emmis, is to be operational by mid-September. Emmis's in-house market studies have proved successful in Los Angeles, with company's KPWR(FM) and its

hybrid urban/contemporary hit format making strong showing in new spring Arbitron report. Company will now try format in New York over recently acquired WAPP(FM) (now WQHT). Format was scheduled to debut Aug. 15 (see "Riding Gain," page 62).

Talk is cheap?

Network radio's top-rated personality, Paul Harvey, is on verge of signing new deal with Capital Cities/ABC that would extend present 10-year contract, which expires at end of 1988, for seven more years. Deal could be sealed as early as this week. Harvey, whose news and commentary programs have been mainstay on ABC Radio for over 35 years, is said to be earning more than \$1.2 million annually.

Mail call

Senate Commerce Committee has received more than 250 letters opposing renomination of FCC Chairman Mark Fowler. Letters, which criticize chairman for being soft on snut, appear to have been generated by National Decency Forum, which wants Fowler to police programing on broadcasting and cable. Group has hounded Fowler for some time (BROADCASTING, June 9).

Earfuls

Key House members have been hearing from both sides on controversial issue of U.S.-Peru coordination of PanAmerican Satellite Corp. system with Intelsat. Intelsat Director General Richard Colino and Deputy Director Luis Alegrett met last Monday with Representative Dante Fascell (D-Fla.), chairman of House Foreign Affairs Committee; Representative Don Bonker (D-Wash.), chairman of International Economic Policy and Trade Subcommittee, and aides of Representative Dan Mica (D-Fla.), chairman of International Operations Subcommittee, who was unable to attend. Meeting—requested by Colino, according to Hill sources, and by House members, according to Intelsat officials—was unusual for officials of international organization to hold with members of Congress. It was sequel to meetings those three members had several weeks earlier with Rene Anselmo, chairman of PanAmSat, and Joel Alper, who as vice chairman and general manager of Comsat World Systems Division, is principal U.S. contact with Intelsat.



It's happening now!!!

*We're
number one and
that's no hot air.*

"WHAT'S HAPPENING NOW!!"
#1 among all first-run half-hours!

TOP 10	MAY '86	RATING
What's Happening Now!!		5.3
At the Movies		5.2
Puttin' on the Hits		5.0
It's a Living		4.6
Small Wonder		4.6
Tales from the Darkside		4.5
Ted Knight Show		4.2
This Week in Baseball		4.2
Dance Fever		3.9
America's Top 10		3.1

Source: NTA, SON May 1986 (Four weeks ending 5/25)

New episodes
are in production
for takeoff, Fall '87.



In assn. with LBS Communications Inc.



Scrambling report

House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.) has tried to mitigate concerns among his House colleagues about the scrambling of cable programmers' satellite feeds by sending them a comprehensive, four-page status report on "the progress we have made in reaching the... subcommittee's goal of assuring backyard dish owners access to [scrambled] satellite programing at competitive rates."

As chairman of the subcommittee, Wirth has opposed bills calling for federal intervention in the home satellite marketplace. The bills have attracted the attention and, in some cases, the support of members of the House. The nation's 1.5 million dish owners, spurred on by home satellite industry leaders and trade associations, have proved an effective grass-roots lobby.

The report's implicit message was that legislation is not necessary at this time. "While problems clearly remain in terms of how the backyard dish consumer can be insured access to scrambled signals at a competitive price, at the same time it should be recognized that some progress has been made," it said. "Certain companies have made genuine attempts to help bring about a marketplace that is responsive to the needs of dish owners, and through congressional pressure, some of the problems that initially surrounded this issue have been either addressed or resolved so that dish owners can enjoy continued access to the wealth of programing available by satellite."

The report listed a number of positive developments: the National Rural Electric Cooperative said it would try to put together a package of scrambled cable services to sell to rural dish owners; the Department of Justice is continuing to probe the cable industry's program distribution practices for possible antitrust violations; the pay cable programmers have set themselves up as competitors to cable operators in the distribution of scrambled programing to dish owners; Home Box Office cut the rates for its two

scrambled services (HBO and Cinemax) and recruited dish dealers as sales agents, offering them sales commissions; home Videocipher II descramblers are widely available (the M/A-Com Videocipher II system has emerged as a de facto standard), and copy-right legislation has been introduced that would give dish owners access to the satellite feeds of cable superstations.

"The subcommittee will continue to keep the congressional spotlight focused on the scrambling issue to facilitate the rapid resolution of this issue, and to insure that the goal of providing dish owner access to program packages at competitive rates is met," the report said. "Having been deeply involved with these issues from the beginning, the subcommittee is completely committed to helping develop a solution that will adequately address the needs of backyard dish owners."

Kahn award

The Appellate Division of the New York State Supreme Court has ruled that the New York Times Co. must pay long-time cable entrepreneur Irving Kahn about \$41 million plus \$10 million in interest on notes due from its \$126-million 1981 purchase of two New Jersey cable systems from Kahn and his associates. The Court ruled 5-0 in Kahn's favor on all claims, and rejected the Times counterclaims. Kahn held a press conference in New York last week to announce the court's decision because he was doubtful the *Times* would find the ruling to be among "all the news that's fit to print."

The contract to purchase the systems in the Cherry Hill and Camden areas of New Jersey had called for annual payments on a series of negotiable and nonnegotiable notes and called for reducing the purchase price if construction costs exceeded \$36.5 million. An arbitrator would be called in to settle on the amount owed. (Kahn said the Times was to construct the system using the standards of the part already built, which was "state of the art" in 1980.)

The court held that the Times did not car-

ry out the terms of the sales contract when it offset note payments against claims of excessive construction costs prior to the costs being finally determined by arbitration. The court also held that the Times must open its financial records pertaining to the cable systems for inspection and to pay Kahn his withheld consulting fees, which Kahn put at about \$1 million.

Times spokesman Leonard Harris said last week that the Appellate Division decision "in no way affects our rights under our contracts to recover the costs of completing the construction of the systems. We will go back to the Appellate Division and seek leave to appeal," he said, adding that the Times had notified Kahn of its "readiness to proceed to arbitration" and had made its files available to him.

Said Kahn in a press release Aug. 12: "The Times had the idea that its general prestige and its reputation for journalistic integrity would enable it to get away with the baseless claims and litigation tactics revealed by the Appellate Division's decision."

Hash to be served

MTV Networks will begin testing scrambling of all its network feeds—VH-1/Video Hits One, MTV, Nick at Nite and Nickelodeon—next Dec. 31, with full scrambling occurring "shortly thereafter," said Barry Kluger, MTV Networks vice president, press and public affairs. MTV Networks will use the M/A-Com Videocipher II system for the encryption. Nothing has been firmed regarding selling the services to dish owners as of yet, Kluger said.

BET beefs up

Washington-based Black Entertainment Television announced its 1986-87 schedule last Wednesday (Aug. 13), a lineup that includes a black-oriented national news program; a new, daily, music video program featuring a female VJ; expansion of four returning series, and the debut of two off-network dramatic series. BET will sign with Nielsen in October, and will begin receiving quarterly Nielsen meter reports in the first quarter of 1987, when the cable service's audience is expected to surpass 13.5 million homes, the minimum that Nielsen requires for monitoring. Robert L. Johnson, president and part owner of the 24-hour, 13 million-subscriber, basic cable service, said BET has been profitable since July 1985, with business increasing 20% over the last year and the number of employees increasing from 39 to 55.

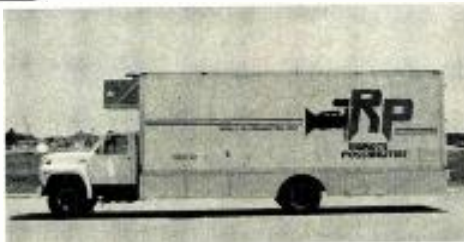
Johnson expressed mild dissatisfaction with the FCC's recent ruling on the must-carry issue (BROADCASTING, Aug. 11), but said he hoped the new rules would spur cable operators to drop stations they don't want to carry and open up channels for programmers like BET, which cannot reach viewers over the air. He estimated that BET could

REMOTE POSSIBILITIES TELEPRODUCTIONS

- Quality production for sporting events, concerts & special programming.
- Truck features include: Digital video effects, 2 slo-mo recorders, stereo audio & more!



REMOTE POSSIBILITIES



Call Toll Free: **1-800-437-4757** (Ext. 434)
1532 32nd Avenue South
Fargo, ND 58103

5%



**HOME
SHOPPING
NETWORK**

AMERICA'S ORIGINAL, LIVE, DISCOUNT
SHOP AT HOME T.V. SERVICE

Trust Your Subscribers To The 5 Star Team

The Home Shopping Network is now in its **5th** year
18 million packages delivered

- ☆ Best Bargains
- ☆ Best Return Policy
- ☆ Best Customer Service
- ☆ Best Format
- ☆ Best Percentage Return

5%

FIVE PERCENT AFFILIATION AGREEMENTS ARE AVAILABLE
Contact: W. Alex Job, Director of Affiliate Relations
Executive Offices: The Home Shopping Network, Inc.
1529 U.S. 19 South, Clearwater, FL 33546-2792
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455

©HSN 1986 An American Stock Exchange Company Symbol HSN

FIRST...THE SIX MILLION

**JUST ANNOUNCED
AND ALREADY CLEARED
IN 36 MARKETS INCLUDING
8 OF THE TOP 10.**



**OLLAR MAN. THEN...THE BIONIC WOMAN.
NOW...THE WORLD'S
FIRST BIONIC FAMILY.**



BIONIC SIX™

This super-animated series has the thrills, the adventure, the bionic power that'll keep kids turned on without turning their parents off.

The action starts Spring 1987 as a twice-a-week half-hour series tele-casting Saturdays and Sundays on an advertiser-supported basis.

Then in the Fall of 1987, the action heats up when the series becomes a Monday-Friday strip while continuing its advertiser-supported status.

But that's not all. In 1989 stations have it for another season. Free. At absolutely no cost—without a single spot withheld by the distributor.

It's a super deal that can't be beat!

THE BIONIC SIX
They'll give you a strength
you never knew you had.

© 1986 LJM Toys Inc. All rights reserved.
© 1986 Universal City Studios. All rights reserved.

MCA TV

Station clearances: (212) 605-2786.

Advertiser sales:

(212) 605-2720/(312) 337-1100

could reach as many as three million more households, at three cents per subscriber per month, if the FCC did not regulate cable carriage. BET would join Turner Broadcasting if it chose to pursue further litigation, Johnson said, but would have to study the financial aspects of pursuing litigation alone. He called the must-carry decision "a basic financial loss" for BET.

BET News, a weekly, half-hour digest, will premiere in October, the weekend of the Congressional Black Caucus. "The issues that confront black Americans do not receive the full coverage on current television that many of us feel they should receive. We want to address that," Johnson said. *BET News* will provide interviews, special reports and commentaries on major policy issues affecting black Americans, rather than spot news coverage. Freelance crews will be hired in six urban markets—New York, Los Angeles, Chicago, Washington, Atlanta and Houston—and the program may expand to more markets and go daily in the next few years.

BET, which currently programs music videos for 53% of its broadcast day, will introduce a new 30-minute video show, *Video LP*, featuring music videos, in-studio interviews and profiles of black artists. The show will be hosted by Donnie Simpson, air personality and program director of WKYS(FM) Washington, and a female VJ who has not yet been chosen.

Returning programs that will expand in the fall include *On the Line With*, an hour-long weekly public affairs call-in program that will become a daily, half-hour show; *This Week in Black Entertainment*, which will

switch from a half hour to an hour weekly, with two new freelance reporters in New York and Los Angeles; *Video Vibrations*, which will add an hour-long love ballad segment, "Midnight Love," Fridays and Saturdays at midnight, and *Video Soul*, which will introduce two new segments, "News and Views" and "Soul Search."

BET has acquired two off-network dramatic series featuring black male leads—*Paris*, an action/adventure starring James Earl Jones as a detective, and *The Lazarus Syndrome*, a medical series featuring Lou Gossett Jr. as a doctor in an urban hospital.

Summer sales

Scientific-Atlanta has sold over \$2 million in addressable cable equipment to Rite Communications for the MSO's new systems in Naperville, Ill.; Buffalo, Minn., and Valdese, N.C. Shipments of the series 8500 set-top terminals, remote control units and transmitters have already begun and are to continue through November.

The Atlanta-based equipment manufacturer has also announced a \$1-million order from United Artists Cablesystem Corp.'s Evansville, Ind., cable TV system. The Evansville operation is expanding its basic service from 12 to 23 channels and will use model 6780 converters on the expanded tier, as well as model 8525 and model 8520 set-top terminals.

Additional orders recently received by the manufacturer include a \$360,000 purchase of the model 8525 terminals by Comcast Cablevision for its 120,000-subscriber Baltimore county system and a 11-meter satellite

lite earth station uplink-downlink and peripheral equipment for the Ohio Educational Broadcasting Network Commission.

In-store Nickelodeon

MTV Networks's Nickelodeon will begin a special promotional program next fall for six department store chains. "Nickelodeon's Video Service" will be set in the children's departments of the Jordan Marsh Co. of Massachusetts; Hess's Department Stores of Pennsylvania; McCurdy and Co. of Rochester and upstate New York; Elder Beerman Stores of Dayton and Toledo, Ohio; Pizitz of Alabama, and Joslins of Denver. The service is available in two hour-long tape formats (one for pre-school and early grade school-aged children, and another targeting those 8 years of age and older). In addition to Nickelodeon's programs, the stores can add "options" to the in-store presentations such as guest appearances by characters from Nickelodeon's shows, sweepstakes for cable subscription giveaways and tie-ins with local cable system contests, Nickelodeon said.

Sports scrambling

ESPN will begin partial scrambling of its signal in one daypart—probably morning—next November. It will gradually increase scrambling, becoming fully scrambled in the first quarter of 1987, an ESPN spokesman said, adding that prime time would be the last daypart scrambled. He said ESPN will distribute its programming to private earth stations on "an a la carte and package basis." ESPN executive vice president, Roger Werner, said ESPN "will be offered at a suggested retail price which will be very competitive with DBS prices previously announced by other basic cable services." It will use M/A-Com's Videocipher II equipment for scrambling.

ESPN has also reached agreements with HBO Inc. and Showtime/The Movie Channel Inc. to market ESPN as part of their direct broadcast offerings, ESPN said. In other news, the cable network also said it has sold all eight major advertising sponsorship packages for its coverage of the 1987 America's Cup and "all related programing." The eight sponsors are: Anheuser-Busch (Michelob), Atlantic Financial, Bell Atlantic, Cadillac, Crum & Forster, Domaine Chandon, Hilton and Qantas. ESPN will carry more than 70 hours of race coverage, including documentaries, preview programs and race highlights.

PPV plan

Orion Pictures Corp. and RME Productions (a division of Reiss Media Enterprises Inc.) have agreed to a "multipicture" licensing arrangement for exhibition through Request Television, the satellite-delivered, pay-per-view service. Included in the licensing package are "F/X" and "Back to School." Bruce Karpas, senior vice president and general counsel of Reiss Media Enterprises, said: "We're delighted to be able to offer these titles to Request Television affiliates. This deal underscores RME Productions' long term commitment to offering strong motion pictures in pay-per-view."

WINNING WEATHER SHOWS
SEE THE DIFFERENCE AT RTNDA

ENVIRONMENTAL SATELLITE DATA, INC.
Main Offices:
World Weather Building—First Floor
5200 Auth Road Suitland, MD 20746
(301) 423-2113

BOOTH #407

**SOME DAY
A FIRST-RUN
SITCOM WILL
HAVE ENOUGH
EPISODES TO
STRIP.**

THAT DAY H

DOWN T

104 HALF-HOURS!



LORIMAR

AS ARRIVED!



DEARTH

AVAILABLE FALL '87!



elepictures
PERENNIAL

Business Briefly

TV ONLY

Coca-Cola Foods □ Two-week flight for Bacardi mixes will begin this week in about five markets, including New York and San Francisco. Commercials will appear in all dayparts. Target: adults, 18-34. Agency: Lowe/Marschalk, Houston.

Frank's Nursery □ Fall flight for advertiser is planned to begin in early September in markets including Baltimore, Cincinnati and Minneapolis. Commercials will be placed in daytime, fringe and sports periods. Target: women, 25-54. Agency: FCB/Chicago.

John Morrell & Co. □ Meat products will be highlighted in four-week flight to begin in 12 markets in East and Midwest in mid-September. Commercials will be carried in early and late fringe and weather periods. Target: women, 25-54. Agency: Dawson, Johns & Black, Chicago.

Hoover Co. □ Home appliances will be highlighted in flight starting in early

September in markets including Reno, Los Angeles, San Francisco, San Diego and Fresno, Calif. All time periods will be used. Target: adults, 25-54. Agency: Hallmark Advertising, Pittsburgh.

RADIO ONLY

Cherokee Group □ Women's apparel will be spotlighted in flights of three to four weeks in New York, Honolulu, Miami, Dallas and Boston, ending in mid-September. Commercials will be carried in weekday drive times. Target: women, 18-34. Agency: Klein & Labrucherie, Los Angeles.

Rogers & Hollands □ Jewelry retailer kicks off two-week flight in five markets to promote its August sales. There is possibility that firm will repeat promotion to stimulate October sales. Commercials will be scheduled in all time periods. Target: adults, 18-49. Agency: Smith, Badofsky, Raffel, Chicago.

Clothestime □ Retail chain for young women is launching back-to-school

Under one roof. All Interep companies in Los Angeles have moved to 10880 Wilshire Boulevard, suite 1215, 90024. Telephone numbers for individual firms are: Durpetti & Associates (213) 475-5513; Hillier Newmark, Wechsler & Howard (213) 470-7178; Major Market Radio (213) 474-5311; McGavren Guild Radio (213) 470-3383, and Weiss & Powell (213) 475-0033. Effective today (Aug. 18), McGavren Guild's Denver office will be located at 10200 East Girard Avenue, building C, suite 247, 80231.

promotion later this week for one week in 57 markets. Daytime periods on weekdays will be used. Target: women, 12-24. Agency: International Communications Group, Los Angeles.

Western Airlines □ Advertiser will begin eight-week flight this week in about 40 markets. Commercials will be placed in early drive times on weekdays. Target: men, 25-54. Agency: Dailey & Associates, Los Angeles.

Lee Oil Filters □ Four-week flight will begin in early September in about 10 markets, including Eugene, Ore. Commercials will be carried in early and late-drive periods. Target: men, 18-49. Agency: Keller Crescent Co., Evansville, Ind.

RADIO&TV

Tourism Canada □ Campaign said to cost about \$3.5 million will promote travel to Canada and will be conducted in about 20 U.S. markets. In cooperation with various tour groups, campaign on television will run in August and September and on radio in September and October. Commercials will be presented in all dayparts. Target: adults, 21 and older. Agency: Camp Associates, Toronto.

Auto Works □ Auto parts retail chain will begin one-week flight in late August in eight markets. Commercials will be presented in all time periods. Target: men, 18-49. Agency: W.B. Doner, Southfield, Mich.

Weight Watchers of Washington and Alaska □ Two-week flight will begin in early September for one week in radio in nine Pacific Northwest markets, supplemented by television in Seattle and Yakima, Wash. Commercials will be carried in all time periods. Target: women, 25-49. Agency: Evergreen Media, Edmonds, Wash.

4 Sep 1

Broadcast journalism hasn't learned where to stop. It just keeps growing, and with it BROADCASTING's annual survey of outstanding local television news commitment.

And news performance. Documentaries. Investigative reporting. Exclusives. Live, filmed and taped coverage of breaking news. Editorial campaigns. Interviews.

All in all, the medium's most comprehensive assessment of what TV's journalists have been up to in the past 12 months.

Advertising deadline: August 22.

You belong in Broadcasting

WANTED:

(By the Photon Warriors, Program Directors,
Kids and Teens Galaxy-wide)



BHODI LI AKA CHRISTOPHER JARVIS

DISTINGUISHING CHARACTERISTICS

HEIGHT: 6'
HAIR: BROWN

EYES: BROWN (AND PENETRATING)
SHOULDERS: BROAD

BE ON THE LOOKOUT for this earth man because come September, we're really going to need him in our battle against the Warriors of Arr. Bhodi Li is seventeen and a natural athlete. He is easy going, but can become an intense adversary. In battle, Bhodi doesn't know the meaning of the word fear. No matter how terrible the enemy, Bhodi always retains his relaxed attitude and fantastic ability to handle his Photon Phaser.

If you see Bhodi Li, please contact our earth representative, SFM Entertainment, immediately. We must have him to complete our team of Photon Warriors.

YOUR UNIVERSE AND YOUR RATINGS ARE AT STAKE!

PHOTON[®]

The Ultimate Game on Planet Earth[™] is now
The Ultimate Television Show for Saturdays and Sundays

nic

"Diet Be



Sony Broadcast Products Company, 1600 Queen Anne Rd., Teaneck, NJ 07665 (201) 833-5231. © 1986 Sony Corporation of America. Sony and Betacam are registered trademarks of Sony Corporation.

SONY

facam?"

First we took out the tubes and put in CCDs. Then we trimmed the excess circuitry associated with tubes. The result is the new Sony BVW-105 CCD camcorder.

Compare it to its tube-type cousins and you'll find that it's 14% lighter, 22% smaller and eats less than half the power. 510 CCD elements per chip generate amazingly sharp resolution. Registration error holds rock-steady at a miniscule .05% throughout. Add the virtues of F5.6 sensitivity, instant startup, and high resistance to burn-in and physical shock and you have the ultimate lean machine for ENG.

Of course, the BVW-105 has other features you would expect from CCDs, such as no lag, no microphony and no-nonsense reliability. Plus one feature you wouldn't expect from such a sophisticated camcorder—a low price.

For more information, contact your Sony Broadcast representative. Or call Sony Broadcast at (201) 833-5231.



SONY
BROADCAST



AdVantage

25-54 leadership. Analysis by Blair Radio of business opportunities for six months of 1986 shows that 24-54 demographic remained most popular, with 42.6% of requests. In second place was 18-49 group with 17.7%. Losing ground were 18-34 and 25-59 classifications. Blair's report shows that among Blair Radio Network opportunities, 34.2% were for youth demos and 61% for 18-54-year-olds.

Bullish commercial. Merrill Lynch is bringing back 1,800-pound bull to star in network television campaign that begins on Aug. 28. It's not same bull that bowed out of television in



May 1984 but is reasonable facsimile. His name is Native Texan and he edged out eight other Texas bulls for honor. Theme of commercial is "Your World Should Know No Boundaries." Advertising on television and in print represents first major effort by Bozell, Jacobs, Kenyon & Eckhardt since it obtained account last March.

Fidelipac introduces

6.9% Fixed rate lease purchase plan

Lease a \$10,000 package of Dynamax
cartridge machines below the prime rate
for up to five years for as little as
\$195 per MONTH.

Purchase upon lease maturity for 10%.

Call toll free for information: 800—HOT TAPE.



DYNAMAX[®]
BROADCAST PRODUCTS BY FIDELIPAC[®]

Fidelipac Corporation □ P.O. Box 808 □ Moorestown, NJ 08057 □ U.S.A.
609-235-3900 □ TELEX: 710-897-0254 □ Toll Free 800—HOT TAPE
Dynamax and CTR100 are trademarks of Fidelipac Corporation.

Broadcasting Publications Inc.

Founder and Editor
Sol Taishoff (1904-1982)

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

The Fifth Estate Broadcasting

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

Lawrence B. Taishoff, publisher

Editorial

Donald V. West, managing editor
Leonard Zeidenberg, chief correspondent
Mark K. Miller, senior news editor
Kira Greene, assistant to the managing editor
Harry Jessell, associate editor
Doug Halonen, Matt Stump, Kim McAvoy,
John Eggerton, assistant editors
A. Adam Glenn (technology),
Scott Fitzpatrick, Jeanne Omohundro,
staff writers
Anthony Sanders, systems manager
Randall M. Sukow, research assistant

Todd F. Bowie, production

Senior Editorial Consultant
Edwin H. James (Washington)

Editorial Consultant
Rocco Famighetti (New York)

Broadcasting ■ Cablecasting Yearbook

David Seyler, manager
Joseph A. Esser, associate editor
Lucia E. Cobo, assistant manager

Advertising

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

New York
David Berlyn, senior sales manager
Ruth Windsor, sales manager

Hollywood
Tim Thometz, sales manager

Circulation

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

Production

Harry Stevens, production manager
Rick Higgs, production assistant

Administration

David N. Whitcombe, vice president/operations
Philippe E. Boucher, controller
Albert Anderson
Irving C. Miller, financial consultant

Corporate Relations

Patricia A. Vance, director

Bureaus

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

Stephen McClellan, associate editor
Vincent M. Ditingo, senior editor, radio
Geoff Foisie, assistant editor

Susan Dillon, Scott Barrett, staff writers
June Butler, Karen Maynard,
advertising assistants

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

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

International Advertising Representatives

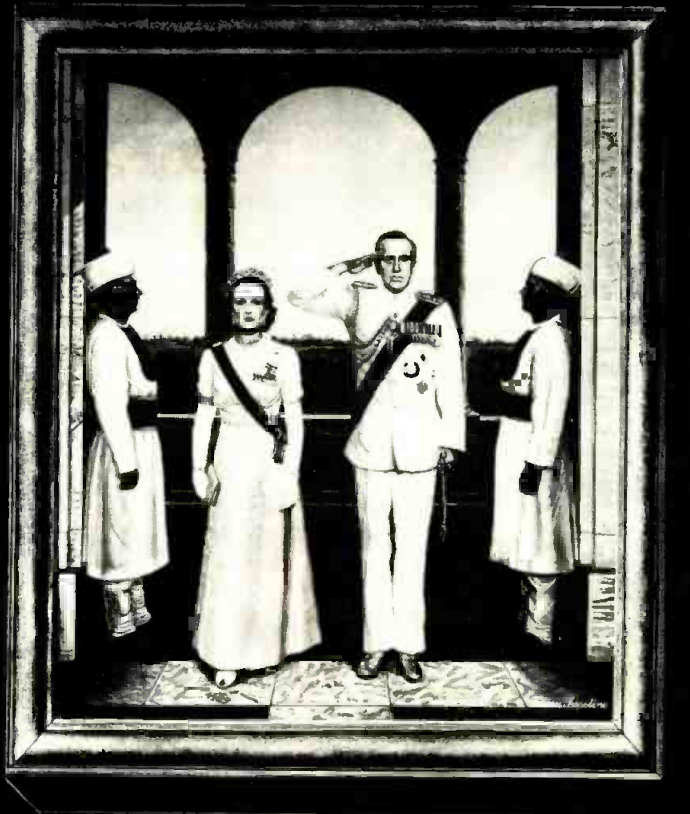
Continental Europe: Lucassen International, John J. Lucassen, Kamerlingh Onneslann 67, 1171 AC Badhoevedorp/Amsterdam, Netherlands Phone: 31(2968)6226, Telex: 18406 harke nl ■ United Kingdom: John Ashcraft & Co., 12 Bear St., Leicester Square, WC2H 7AS London, England. Phone: 01-930 0525. Telex: 895 2387 answer g ashcraft. ■ Japan: Masayuki Harihari, Yukari Media Inc., 53-3-1 chome, Tsurukawa, Machida City, Tokyo, 194 01 Japan. Phone: (0427) 35-3531

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

FOR YOUR EMMY CONSIDERATION:

Mobil Masterpiece Theatre presents

LORD MOUNTBATTEN THE LAST VICEROY



Some called
it betrayal—
Others, his
finest hour

A six-part series
starring
Nicol Williamson
Janet Suzman

Begins tonight
at 9PM on
Channel 13 PBS
Host: Alistair Cooke

“Get ready to stay home Sundays
at nine.” Liz Smith, *New York Daily News*

Mobil

MOBIL
MASTERPIECE
THEATRE
15
ANNIVERSARY
SEASON 1986

3 EMMY
NOMINATIONS

OUTSTANDING
MINI SERIES

GEORGE WALKER
TELEVISION
PRODUCTIONS LTD.

GEORGE WALKER
EXECUTIVE PRODUCER

JUDITH DE PAUL
PRODUCER

OUTSTANDING
COSTUME DESIGN
FOR A MINI SERIES
OR A SPECIAL

JENNY BEAVAN
PART I

OUTSTANDING
WRITING IN A
MINI SERIES
OR A SPECIAL

DAVID BUTLER

Illustration: Teresa Fasolino Design: Chermayeff & Geismar Associates

Mobil
© 1986 Mobil Corporation



Freeze.

Introducing the fastest, easiest way to get quality prints and slides from video.

Now you can capture the moment, freeze it, and frame it. All with the touch of a button.

With the new FreezeFrame Video Image Recorder from Polaroid.

FreezeFrame produces sharp, instant color prints and color or black and white 35mm slides from virtually any video source. And it delivers a finished picture that is far superior in quality and resolu-

tion to direct screen photography or thermal video image recorders.

If you use video, you need FreezeFrame.

FreezeFrame has hundreds of uses for anyone who uses video in their profession. It can be used in broadcast, production and advertising to proof, edit, storyboard or reference. It can be used to pull a

print off a just-breaking news story, or for color correcting a proof. It can even help in film-to-video transferring. Medical professionals can use FreezeFrame for diagnostic

recording, patient referral or teaching. And it's the easiest way to get slides or prints for presentations or training.

FreezeFrame can improve your image.
FreezeFrame



System includes Video Image Recorder, control console, and print film camera/adapter. 35mm camera/adapter optional.



Frame.

connects easily to video cameras, professional VCR's, laser disc players and computer graphics systems.

You can preview and even improve the video image because FreezeFrame has a full range of image enhancing controls including tint, contrast, color, sharpness, brightness and raster fill. And if you're shooting prints, FreezeFrame uses a new color print film specially developed for use with video imaging.

New FreezeFrame from

Polaroid. It's fast, easy, and at \$1,899*, very affordable.

To find out how FreezeFrame can help you, call toll-free 800-225-1618, 9 a.m. to 6 p.m. Eastern Time.

Or fill out and return the coupon. We'll give you the full picture and show you just how easy it can be to capture the moment on FreezeFrame.

 **Polaroid**

For more information, mail this coupon to Polaroid Corp., Dept. 671, P.O. Box 5011, Clifton, NJ 07015.

Please send more information.

I'd like a demonstration.

BR 8/18

Name _____

Title _____

Organization _____

Address _____

City _____

State _____ Zip _____

Telephone _____

Video Source _____

Application _____

A local television commentary from George Heinemann, International Film & TV Festival, New York

Another television revolution

Today we are witnessing a revolution in the television industry of far-reaching consequence, a revolution that is both geographical and contextual in its extent.

A short story will illustrate the geographical side of this change. As a commander in the Naval reserve, I was called back by the Navy to help produce and direct the Liberty Weekend activities aboard the USS John F. Kennedy for the presidential party, the ship's crew and the press. When my associates and I presented the ship's captain and officers with the list of accredited press people who wanted to be on board, they reeled. The list was very, very long.

"We can't possibly have all these people on board," they said. Dozens of television stations around the country had applied for access to the ship, and the captain and officers had probably expected only the networks.

It's a new world, we told them. For the bicentennial celebration in 1976, perhaps 1,000 accredited press people had descended on New York harbor. For Liberty Weekend, the number was closer to 5,000.

The captain skimmed the list of names and saw the call letters of a TV station in Fresno, Calif.

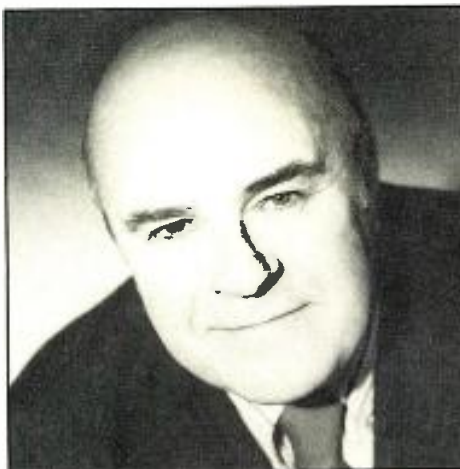
"Wow," he exclaimed. "My hometown station is coming all the way here for this?"

Thus, the captain and officers of the USS John F. Kennedy were struck by the inescapable reality of television in the 1980's.

New creative and production talent in programming are shifting from the large communication centers, such as Los Angeles and New York, to cities and towns that were previously inactive or inconsequential.

Because of this, local news shows and serialized documentaries, for example, are emerging as highly creative and effective programming segments, competing vigorously with their network counterparts. Local stations today, both affiliates and independents, are sending their crews around the world on newsgathering assignments, coverage that has long been the province of the networks almost exclusively. Lower-cost, more portable newsgathering equipment is certainly one factor contributing to the local stations' newly found access to the rest of the world. But more important, a great many young people who have studied concept communications, film or journalism are opting to pack up their talents and establish their careers away from the traditional city centers. The opportunity to do creative and meaningful work presents itself faster and more fully in these smaller communications centers. Local stations now have the luxury of choosing from a greater pool of talent than ever before.

My experiences as chairman of the TV



George A. Heinemann, president of Showmakers Inc., a New York-based television production and consulting firm, is also chairman of the television program judging committee of the International Film & TV Festival of New York. During a 33-year-career with NBC he held positions as vice president, general program executive and director of public affairs for NBC News and vice president of children's programming. He has won numerous broadcasting awards including seven Peabodys.

program judging committee of the International Film & TV Festival of New York has shown me that the work coming out of local stations is often as good as, or better than, much of the network or syndicated product. Last year, for example, the judges awarded the Grand Award (best of show) for public service programs to *Rape: An Act of Hate*, a thoroughly striking and timely program created and produced by WBZ-TV Boston and starring Veronica Hamel. Most of us felt it was one of the best programs of any kind we had seen anywhere in a long time. It is just one example of the outstanding work submitted to the festival by local stations in recent years. Of the 837 television programs submitted in 1985, I would guess that more than half of the gold, silver, and bronze medal winners were of local and regional origin. One of the reasons for stations' success is that the festival provides more opportunities for local broadcasters to win recognition on a national or international level than most other competitions. But this does not diminish the significant impact local programming has had on the festival competition.

The second part of the revolution in television programming is a contextual one. News, documentary and investigative reporting is resurging, if in evolving forms. The hour-long straight news or documentary programs are no longer predominant. Their offspring are shorter and more compelling. One popular form at the moment is the serialized 10-minute program insert in straight

news shows.

Programmers did not concoct these short forms for innovation's sake. The viewing public itself brought about these changes. An entire generation has grown up relying primarily on television for news and information. Many members of this generation do not read well, if they can read at all. They are either informed by television or not at all. The inherent impatience of our national life style is also a factor changing the forms of television. As the speed of life has increased in recent years, programmers, in order to attract and hold the viewer's attention, have had to package news and information in forms sometimes far different from those 10 or even five years ago: in shorter increments, with hooks from one segment to the next that involve the viewer and hold his attention until tomorrow night.

The New York Times recently ran an article that said that the traditional television documentary is dying; that no one watches documentaries any more; that people are interested only in instant information, presented in breezy, exciting ways. This need for speed and brevity, however, does not signal the demise of the documentary format; rather, it inaugurates its renaissance. Programmers are finding ways to structure the same kinds of materials in attractive, more compelling packages. The station that in the past produced a straight, hour-long documentary now serializes that material, creating five- or six-minute inserts to air over a week on its regularly scheduled newscast, or on its magazine show, if it has one.

Traditionalists claim that this serialization forces programmers to select "sensational" topics that might lend themselves better to teasers, lead-ins and lead-outs, and to avoid matters of equal weight that might not be as visually gripping, such as the effects of this nation's trade deficit on the station's community. As proof, these traditionalists point to the local station's balance sheet, because news and information, which were once prestigious loss-leaders for programming, are now in the forefront of profit-center activity for most affiliates and independents.

But the traditionalists' fears simply aren't justified. Programmers, producers and editors are meeting the challenge of creating involving packages for information of importance. We saw this in last year's International Film & TV Festival of New York judging, and we'll see a lot more of it this year.

The bottom line is that television, in its more immediate and telegraphic forms, will increasingly encourage more viewers to watch news and information programs with greater interest and involvement. Because television reflects conditions, and viewer awareness can bring about change, the result could some day be a more enlightened and informed citizenry. Not bad.

These Stations Have the...

PLATINUM 193 EDGE.

NEW YORK
LOS ANGELES
CHICAGO
PHILADELPHIA
SAN FRANCISCO
SAN JOSE
BOSTON
DETROIT
WASHINGTON D.C.
DALLAS-FT. WORTH
CLEVELAND
HOUSTON
PITTSBURGH
ATLANTA
SEATTLE
TAMPA
MIAMI
MINNEAPOLIS
ST. LOUIS
DENVER
BALTIMORE
INDIANAPOLIS
HARTFORD-NEW HAVEN
PORTLAND, OREGON
ORLANDO
CINCINNATI
MILWAUKEE

WABC
KTTV
WPWR
WGBS
KOFY
KICU
WXNE
WXON
WFTY
KDFI
WCLQ
KTHT
WPTT
WATL
KCPQ
WXLT
WBFS
KTMA
KDNL
KDVR
WBFF
WTTV
WTNH
KPDX
WMOD
WIII
WCGV

NEW ORLEANS
BUFFALO
GREENVILLE-SP-ASHE
COLUMBUS, OHIO
OKLAHOMA CITY
BIRMINGHAM
RALEIGH-DURHAM
SALT LAKE CITY
GRAND RAPIDS
PROVIDENCE
HARRISBURG/YORK
SAN ANTONIO
NORFOLK-PORTSMOUTH
ALBANY
TULSA
LITTLE ROCK
FLINT-SAGINAW
SHREVEPORT
MOBILE-PENSACOLA
WICHITA-HUTCHINSON
TOLEDO
FRESNO
JACKSONVILLE
ALBUQUERQUE
SYRACUSE
GREEN BAY
ROANOKE-LYNCHBURG
CEDAR RAPIDS

WNOL
WUTV
WAXA
WTTE
KAUT
WDBB
WKFT
KOOG
WXMI
WSTG
WPMT
KABB
WYAH
WUSV
KGCT
KJTM
WSMH
KMSS
WPMI
KSAS
WUPW
KAIL
WNFT
KGSW
WSTM
WGBA
WJPR
KDUB

SPOKANE
LEXINGTON
JOHNSTOWN-ALTOONA
CHATTANOOGA
TUCSON
SPRINGFIELD, MO
TRI-CITIES
HUNTSVILLE
LINCOLN-HASTINGS
EVANSVILLE
FT. WAYNE
LAS VEGAS
COLORADO SPRINGS
PEORIA
LANSING
FARGO
CHARLESTON, SC
SAVANNAH
WAUSAU
MACON
ODESSA-MIDLAND
CASPER-RIVERTON
JACKSON, TN
BOWLING GREEN
ANCHORAGE
VINEYARD
WENATCHEE

KAYU
WDKY
WFAT
WDSI
KDTU
KDEB
WETO
WTRT
KBGT
WTVW
WFFT
KRLR
KXRM
WYZZ
WIHT
KVRR
WTAT
WTGS
WAEO
WMAZ
KPEJ
KXWY
WJWV
WGRB
KTBY
WCVX
KCWT



432 Park Avenue South, New York, NY 10016 (212) 685-6699

© 1986 Orbis Communications, Inc. All Rights Reserved.

Datebook

This week

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. 19—*Media Research Club of Chicago* anniversary party. Spiaggia, Chicago. Information: (312) 822-8666.

■ **Aug. 20**—*New York chapter, National Academy of Television Arts and Science*, luncheon. Speaker: Pamela Hill, VP-executive producer, ABC News's *Closet*. Copacabana, New York.

Aug. 20-22—*Michigan Association of Broadcasters* annual convention. Shanty Creek Resort, Bellaire, Mich.

■ Indicates new entry

Aug. 21—*Women in Cable, Southern California chapter*, panel. "The Preferred Case: What Are the Ramifications?" Embassy Suites hotel, Los Angeles.

Aug. 21-23—*West Virginia Broadcasters Association* 40th annual convention. Greenbrier, White Sulphur Springs, W. Va.

■ **Aug. 22**—*American Women in Radio and Television, Western New York chapter*, reception with Oprah Winfrey, syndicated talk show host. Hyatt Regency hotel, Buffalo, N.Y. Information: (716) 845-6100.

Also in August

■ **Aug. 25**—Presentation of National Community Service Emmy Award, honoring local television stations for outstanding local programming that has positive impact on the community, sponsored by *National Academy of Television Arts and Sciences*. St. Regis hotel rooftop, New York.

Aug. 26-29—*Radio-Television News Directors Association* international conference. Salt Palace Convention Center, Salt Lake City.

Major Meetings

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*. New Orleans Convention Center, New Orleans.

Sept. 19-23—11th International Broadcasting Convention, sponsored by *Electronic Engineering Association, Institution of Electrical Engineers, Institution 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 K. Javits Convention Center, New York; and Oct. 22-27, 1989, Los Angeles Convention Center.

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

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

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

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—23d 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 Regency, New Orleans; and April 9-12, 1989, Loews Anatole, Dallas.

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

May 17-20, 1987—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

June 6-9, 1987—*American Advertising Federation* annual convention. Buena Vista Palace hotel, Orlando, Fla.

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.

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.

Aug. 29—Deadline for entries in Elaine B. Mitchell Award for "outstanding contributions to public radio," sponsored by *Alaska Public Radio Network*. Information: KHNS-FM, P.O. Box 1109, Haines, Alaska, 99827-1109.

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. 8**—Deadline for entries in 29th annual *International Film & TV Festival of New York*. Information: (914) 238-4481.

Sept. 8-9—*Central Educational Network* third annual "CEN On-Site Screening." Opening address by Bruce Christensen, president, Public Broadcasting Service. Event features CEN National Programming Affairs Seminar, on Sept. 9, Hyatt-on-Capitol Square hotel, Columbus, Ohio. Information: Martha Chavez, (312) 545-7500.

Sept. 9—*Ohio Association of Broadcasters* news directors workshop. Radisson hotel, Columbus, Ohio.

Sept. 9—*Television Bureau of Advertising* second annual group head meeting. Waldorf-Astoria, New York. Information: (212) 486-1111.

Sept. 9—*Cabletelevision Advertising Bureau* local advertising sales workshop. White Plains hotel, White Plains, N.Y. Information: (212) 751-7770.

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—RF radiation regulation compliance seminar, sponsored by *National Association of Broadcasters*. Marriott hotel, New Orleans. Information: (202) 429-5350.

■ **Sept. 10**—*American Women in Radio and Television, Washington chapter*, meeting. "International Reporting: Over Here, Over There." Speaker: Jan McDaniel, Washington bureau chief, Chronicle Broadcasting. National Association of Broadcasters, Washington. Information: Lea MacNider, (202) 823-2800.

■ **Sept. 10**—*New Jersey Broadcasters Association* sales seminar. Quality Inn, North Brunswick, N.J.

■ **Sept. 10**—*New York chapter of National Academy of Television Arts and Sciences* luncheon, featuring

***Panasonic® brings you M-II.
The broadcast recording system our
competition can't seem to duplicate.***



Now you can shoot, edit and broadcast with 1" quality—on 1/2" cassettes.

When it comes to broadcast systems, it appears our competition has been erased. Because no other format can match the spectacular performance of M-II from Panasonic.

With M-II's metal particle tape system, you can use the same compact 90- or pocket-size 20-minute cassette from ENG/EFP right through editing to on-air broadcast. With 4.5MHz bandwidth (-3dB), 50dB S/N and burst signal insertion for phase alignment and jitter correction, M-II is the single solution to all your broadcast needs.

In fact, each unit in the M-II line offers some pretty uncommon common features like four audio tracks (two linear and two FM), an integral longitudinal and vertical interval time code/time date generator with presettable user bits and Dolby*-C noise reduction. And M-II products utilize a standard edit control interface, so you can upgrade gradually if you like.

AU-650 Studio VCR. This compact, rack-mountable VCR has all the advantages and functions of conventional recorders with

the benefit of the M-II format. The AU-650 provides video and audio performance as good as—if not better than—that of 1" VTRs. In a 1/2" cassette format that lends itself to station automation. It records and plays either 90- or 20-minute cassettes, and provides smooth action, variable slow motion as well as freeze frame. And the AU-650 can perform frame-accurate automatic editing with multi-generation transparency. There's also an internal TBC to assure on-air quality playback.

AU-500 Field Recorder. The AU-500 offers the portability and functions demanded by ENG/EFP users, while providing picture quality comparable to 1"—all on either a 90- or 20-minute cassette. This small, ruggedly designed unit is equipped with confidence field color playback, automatic backspace editing, TBC/DOC connection, search function and warning indicators that alert the operator should recording problems arise and the AU-500 accommodates NTSC composite or various component input signals.

The AU-400 Camera Recorder. This lightweight, compact camera recorder provides ENG users with more than 20 minutes of recording, and a picture quality that rivals that of 1" VTRs. The AU-400 also features B/W video confidence playback through the camera's viewfinder, a chroma confidence indicator and audio confidence output through a speaker.

There's even an automatic backspace editing function and warning indicators. And the AU-400's rugged construction provides excellent resistance to dust and moisture.

M-II, it's the only broadcast system of its type in the industry. And it's available now. Two of the best reasons to go with M-II from Panasonic.

To get the complete picture, call or write Panasonic Broadcast Systems Company, One Panasonic Way, Secaucus, NJ 07094. (201) 348-7671.

MII

THE NEW STANDARD
FOR BROADCAST.

Panasonic
Broadcast Systems

NOW FOR BROADCASTERS



2 HOME SHOPPING NETWORK

INNOVATIONS IN LIVING



INNOVATIVE-LIVE-VIEWER ACTIVE

STRIP BLOCK OVERNIGHT WEEKENDS FULL TIME

- **HSN Is Now In Its 5th Year**
- **18 Million Packages Delivered**
- **500,000 Satisfied Buyers**
- **Best Bargains - Best Format**
- **Best Customer Service**

\$SHARE THE \$UCCE\$\$

The Home Shopping Network brings "Millions in Bargains™" and "Thousands in Prizes™" to viewers across the nation, live, 24 hours a day. Home Shopping Network 2, "Innovations in Living™" is broadcast via SatCom IV Transponder 1. Programming originates from our 40,000 sq. ft. studio complex and uplink in the greater Tampa Bay area.

On a typical shopping day club members buy fashions, jewelry, tools, collectibles, housewares and electronics - all at discount prices and without leaving their homes.

In addition to the bargains and fun, HSN viewers compete for thousands of chances to win valuable prizes.

Our show hosts display each bargain one at a time and give detailed descriptions. Club members then

call in on one of 600 toll-free lines. Callers can chat with the show's host and offer testimonials, ask questions about an item or place an order by issuing a personal check or using any major credit card.

Every purchase is entered into our computer which transmits the information to our distribution centers. Shipment of orders occurs within 48 hours via U.P.S.® and delivery is completed within 4 to 7 working days.

AFFILIATE COMPENSATION

The Home Shopping Network provides an ongoing compensation plan, paying you, THE BROADCASTER. Full time Affiliates will find the compensation plan very viable.

Every item of merchandise is computer tracked and a percentage of all sales attributed to your station is paid directly to you, monthly.

MARKETING SUPPORT

The Home Shopping Network's co-ordinated marketing programs generate maximum viewer participation and purchases, thus insuring greater revenues for your station.

Our campaigns include direct mailings personalized with your own logo and channel number. Home Shopping Network also provides a series of 30 & 60 second promo commercials, and a co-op Newspaper Advertising Program.

Affiliation agreements with compensation are available in areas where HSN has no cable affiliate.

Contact: Chuck Bohart, V.P. Corp. Development
Executive Offices: The Home Shopping Network, Inc.
1529 U.S. 19 South, Clearwater, Florida 33546-2792
CALL TOLL-FREE 1-800-472-5646, IN FLORIDA (813) 530-9455

Broadcasting Aug 18

Vol. 111 No. 7

TOP OF THE WEEK

High anxiety at CBS

Tisch just shy of 25% limit but few think that's end of his ambition; alliance with Paley to solidify management control may be next; top executives seen as vulnerable; heavy trading pushes stock near \$150

The string of Bad Days at Black Rock grew still longer last week. Laurence Tisch increased his Loews stockholdings in CBS to 24.9%—just under the magic 25% that is seen as the line of demarcation between his continuing as a white knight or turning into Darth Vader. The betting was growing on the latter.

What Tisch has in mind next he's not sharing with the world at large, but knowledgeable sources in and around CBS see a pattern emerging. The scenario envisions Tisch freezing his forward motion on the stock front while solidifying his control of the company itself. It rejects the idea of his selling out the stockholdings he has accumulated to date—for example, to a John Kluge, the cash-rich (estimated \$4.7 billion) broadcasting/cellular entrepreneur who has figured in much of the recent speculation about CBS. Tisch is interested in CBS's asset values over the long haul, these sources believe, and short-term profit-taking has little appeal to him.

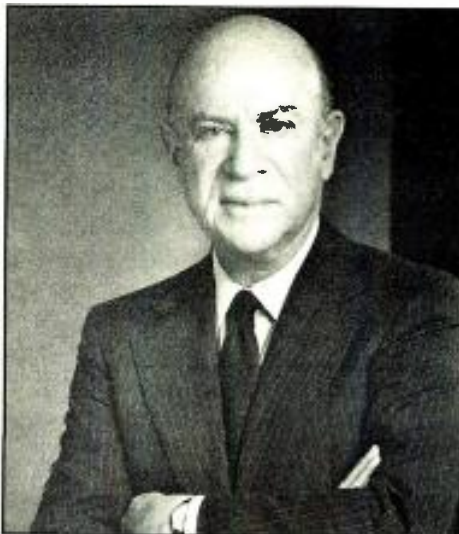
Moreover, going beyond 25%—which is not the *de jure* dividing line on assumption of control but appears to be the *de facto* standard—causes Tisch more problems than it solves. In the first place, it triggers a number of so-called "golden parachute" contracts with top executives that would be expensive to the company if an outside party passed the one-quarter ownership level. Assuming Tisch wanted those executives out, it would be less costly to force their resignations through existing board control, this scenario holds.

In the second place, going past 25% would almost surely trigger petitions to the FCC asserting that control of CBS had passed to a new generation—and one not protected by the grandfather clauses on multiple ownership that permit holding radio and television stations in the same markets. Likely petitioners in such an action would be minority groups that profited from a similar transfer of control at ABC (and may yet again when NBC stations are spun off as part of the GE-RCA merger, which must occur within 18 months).

And in the third place, any further acquisitions would put him in direct confrontation

with the CBS board, which has sought a stand-still agreement from Tisch holding the line at 25%, and which has said it will institute defensive measures against a takeover should he exceed that limit. As part of such an expansion, he also would have to file for permission with the Federal Trade Commission—an administrative detail that could open up other troublesome areas.

Thus Tisch is more likely to favor accommodation rather than confrontation with the incumbent board. He would not himself seek to run the company, but presumably would want his own candidate to succeed Thomas



Tisch

Wyman, the embattled chief executive officer who is not believed to have established a personal compatibility with Tisch. Should the board prove reluctant, Tisch could always threaten a proxy battle. And in such an event, he might have an ace in the hole: the 8% stockholdings of William S. Paley.

The legendary CBS founder, now 84, has been increasingly frustrated and anguished as he's watched the fiscal and leadership deterioration of the company he launched almost 60 years ago. Opposing the Tisch incursion would be fruitless, but throwing in with it could secure for Paley a renewed position of leverage and influence at CBS. And, from Tisch's point of view, having that second-largest stockholding in his corner would virtually guarantee control without the necessity for further investment at this time.

There were rumors last week—eventually denied publicly by CBS—of a special board

meeting that might have been the forum for such a maneuver. Sources felt that it could yet take place at the Sept. 10 board meeting or almost certainly by the Oct. 8 meeting.

At least some observers thought a major corporate change was already taking place last Thursday, when the price of CBS stock rose more than \$10 per share on heavier-than-usual volume of 417,000 shares. After hitting a mid-day peak of \$148 per share, the stock then retreated to close at \$143, six points above the previous day's price. The following day was the close of certain options on CBS stock and some speculated that the trading was reflective of a "squeeze" on certain options in addition to reflecting any possible takeover rumors. By mid-day Friday the stock was at \$146¼ on moderate volume.

Whatever the timing of Tisch's next management moves, and while the entire organization remains in suspense about the future, at least three executive careers are believed to be conspicuously at risk: those of Chairman Wyman; Van Gordon Sauter, president of CBS News and executive vice president of the broadcast group, and William Lilley III, CBS Inc. senior vice president for corporate affairs.

While Wyman is believed to have the support of a substantial majority of the existing board, there were reports last week that Tisch had put out feelers to Robert Daly, a former senior CBS executive now chairman of Warner Brothers, as a possible replacement for the chief executive.

Sauter is believed particularly vulnerable because of the chaotic condition of the news division, which led one of its own—*60 Minutes* newsmen Andy Rooney—to go public with a newspaper column decrying severing the morning news period from CBS News control (BROADCASTING, Aug. 11); a *Village Voice* article widened the damage last week.

Rumors of Lilley's departure have circulated for months and were especially insistent last week.

For the CBS organization overall, it all adds up to "as troubled a time as there's ever been," in the words of one senior executive. The general view is that the company won't be whole again until there's been a resolution of the current uncertainties over ownership and senior management. And even then CBS will have to make its way back through a sodden advertising marketplace. For a company that was Camelot, the future may never again be as bright as the past. □

The unpredictable inquiries triggered by must carry

FCC action on cable rule brought with it desires by commissioners to investigate the competitive video world with inquiries ranging from syndicated exclusivity to compulsory license to telephone company competition

When the balloon went up at the FCC two weeks ago and the new must-carry rule—on which so many people with so many disparate hopes and fears had invested so much energy—was finally adopted, the action turned out to be more of a beginning than an ending. Not only did a five-year clock on the new rule begin to run, but, perhaps more important, the commission indicated it was about to attempt to develop what one staffer described as “a grand vision” of what cable television’s role would be “in a perfect world.” Not a modest goal.

Forced by congressional pressures to concentrate on must carry, a proposal most commissioners regard as an unwelcome departure from their preference for marketplace regulation, some found themselves thinking of other matters affecting competition in the video marketplace. The result was the announcement of a series of initiatives aimed at reviewing, if not actually rejiggering, the competitive equities among broadcasters, copyright owners and cable television operators—indeed, even among cable operators.

To representatives of the broadcasting industry and copyright owners who still feel the wounds of battles lost to cable on legislative and regulatory fronts, the announcement was welcome. “I read the commission’s actions as a sign the commission feels cable has too many advantages,” said John Summers, National Association of Broadcasters’ senior executive vice president for government relations. And Richard Hedlund, who holds a similar position in the Association of Independent Television Stations, said the commission’s initiatives “are not inconsistent with the position we have taken in various forums.” As for the cable television industry, Brenda Fox, general counsel of the National Cable Television Association, professed to see little that was new in the package of proposals. And as for what was new—the notice of inquiry regarding a possible restoration of the syndicated exclusivity rule—she appeared optimistic that the rule would not be given a new life.

The theme running through the initiatives that were announced was competition and how it could be abetted. That is a theme the cable industry sounded successfully time and again as it fought for a prominent position in the galaxy of video services. But now that cable has won that position—Congress recognized that fact with its Cable Communications Policy Act of 1984—the theme has a different sound for the cable industry generally, even for individual operators.

Take the commission’s order directing the general counsel’s office to participate in the *Preferred Communications Inc.* case, which the Supreme Court has sent back to the U.S. District Court in Los Angeles for trial

(BROADCASTING, June 9). The case is generally described as one involving cable operators’ First Amendment rights. But most communications lawyers, including those at the commission, see it also as an access case. Can local authorities grant exclusive franchises to cable systems and thereby protect them from competition? Preferred Communications says that, given the First Amendment, they cannot—and the commission, which supported Preferred in the Supreme Court, will support it in the district court.

The NCTA’s ambivalence about the case was indicated at the time by NCTA President James Mooney. The decision pleased Mooney for its assertion that cable operators are engaged in activities protected by the First Amendment. But in looking ahead to the ultimate decision in the case that could well end up before the Supreme Court a second time, Mooney made it clear he did not expect a ruling barring franchise authorities from issuing exclusive licenses. Even the classic First Amendment protection afforded print media is qualified when confronted by other interests, Mooney said in a meeting with reporters after the *Preferred* decision was issued. As he read the Supreme Court’s opinion, he said, cities might regulate construction of cable systems as long as the aim is not “to control speech *per se*.” Cities will argue there are other reasons for regulating such construction.

Then there is the commission’s interest in reconsidering cross-media competition through notices of inquiry. As NCTA’s Fox suggested, if it weren’t for the flattering attention, the cable industry would just as soon the commission had not issued the NOI’s. But as she also indicated, the commission—or at least individual commissioners, including Chairman Mark Fowler—have already made clear their position on most of the issues to be explored. So there

were no surprises. In any case, there is no certainty the NOI’s will lead to the adoption of rules.

For instance, the Common Carrier Bureau was directed to draft a notice aimed at eliciting views on the existing ban on telephone company ownership of cable systems in areas the telcos serve. Lifting the ban, as various commissioners have suggested, would confront existing cable systems with potentially formidable competition. But lifting it would be no easy matter. Commission rules that have long prohibited such cross-ownership have been incorporated in the Cable Act. Not only that, Judge Harold H. Greene’s modified final judgment (MFJ) in the breakup of AT&T contains a similar ban (applying to information services generally). That situation could change. The Senate has begun considering legislation that would transfer the court’s jurisdiction over the operating companies to the FCC—which would then be free to act on the restrictions Greene has imposed. Apart from possible congressional action, the Department of Justice is scheduled to submit recommendations to the court in January as to whether the various restrictions in the MFJ should be retained or dropped. But those recommendations are likely to spark a new round of drawn-out proceedings before Greene. With all of that as background, the commission, as it said in the fact sheet it issued in connection with the adoption of its must-carry rule, will be seeking comments on which “to develop possible legislative proposals, if appropriate.”

But it was the NOI the commission plans to issue in connection with cable copyright matters that has generated the most interest, for cable copyright has long been a matter of contention among the parties involved—cable operators, broadcasters and copyright owners. The commission wants to study the effect of the compulsory licensing scheme incorporated in the Copyright Act on competition between cable operators and broadcasters. Chairman Fowler, among other commissioners, has made clear his preference for repeal of the compulsory license. So have the Department of Justice, the Copyright Office and the National Telecommunications and Information Administration, to say nothing of the Motion Picture Association of America. Elimination of the compulsory license, they say, would strike a powerful blow in behalf of true marketplace competition.

Securing repeal of the compulsory license, however, would not be easy. The cable industry has always done well in legislative battles. And now, under the compromise agreement the NAB and NCTA reached in resolving their dispute over the must-carry rule, the NAB is pledged not to seek that repeal. So, assuming the agreement holds, broadcasters’ guns are spiked. MPAA, however, is under no such restraint. And Fritz Attaway, the association’s vice president and counsel, made it clear last week that elimination of cable’s compulsory license remains a high priority for the association: “We’d

Afternoon delete

CBS-TV has decided to return the 4-4:30 p.m. half-hour to affiliates, beginning in September when the low-rated and poorly cleared *Press Your Luck* ends its run. *Luck* averaged a 2.3 rating and a 10 share during the second quarter and the program’s live clearances have dwindled to 9%. The network projected that the total clearance level (live and delayed broadcasts) would drop from the current 47% to 43% next season, and decided to give the time period to the affiliates.

CBS is the last network to surrender that time period. The action has been advocated for some time by a number of affiliates. CBS will now supply five-and-a-half hours of daytime programming, while ABC continues to carry five hours and NBC six. All three will now end their daytime schedules at 4 p.m.

like a free marketplace."

The NOI dealing with copyright will not run out of questions with its discussion of the compulsory license. It will also seek information on possible restoration of the syndicated exclusivity rule, which the commission repealed in July 1980, and elimination of the rule enabling network affiliates to require local cable systems to refrain from the simultaneous duplication of their network programming. The network nonduplication rule could be in trouble; eliminating it would be in keeping with the commission's deregulatory philosophy, and the NAB, under its agreement with NCTA, agreed to its repeal (BROADCASTING, March 3). However, a commission staffer said the commission is concerned principally with gathering information it now lacks. "The NOI," he said, "will give us the grounds either for keeping the rule or getting rid of it."

It is the question of restoring the syndicated exclusivity rule—which protected stations with exclusive contracts for syndicated programming against cable systems' importation of that programming from distant stations—that seems likely to be the most controversial. Unlike the compulsory license, restoring the rule does not depend on congressional action. And if eliminating the compulsory license proves impossible, the syndicated exclusivity rule would introduce an additional element of competitive bar-

gaining to the video marketplace. Broadcasters would have to pay more for exclusive contracts, for they would truly be exclusive. But that does not seem to worry broadcasters. "If we got syndicated exclusivity," said INTV's Hedlund, "that would mitigate our biggest problem; the compulsory license would be less important as an issue."

But efforts to revive the rule would face serious obstacles. NCTA's Fox noted that when it repealed the syndicated exclusivity rule and, at the same time, a rule limiting the number of distant signals a cable system could import, the commission acted on the basis of a study the staff had conducted over a four-year period beginning in 1972, when the rules were adopted. The study—attacked by broadcasters as biased—showed little audience diversion from broadcasting to cable and no loss of broadcast service. To bring back the rule, Fox said, "the commission would have to overcome that record." And William Johnson, deputy chief for policy of the commission's Mass Media Bureau, recalled that the report "went on for 20 pages" explaining why the commission lacks jurisdiction to adopt such rules. "Those rules protect property rights," Johnson said, "and we're not a property rights organization." The commission would need evidence that the lack of a rule is the cause of a station's inability to serve its community.

But INTV's Hedlund argues things have

changed dramatically since 1980, when the commission decided that elimination of the rule would not adversely affect broadcasters. Hedlund said: "One of the most damaging factors is that the local guys are having their whole day duplicated." That is the kind of assertion that will probably be made, and tested, in the inquiry.

For all the discussion generated by the commission's apparent effort to restore competition to the video marketplace at the same time it is reinstating, if only temporarily, the regulation requiring cable systems to carry the signals of local stations, there are some skeptics. For instance, Henry Geller, former FCC general counsel and head of NTIA during the Carter administration and now director of the Washington Center for Public Policy Research, calls the commission's announcements "window dressing." He said the commission, instead of issuing NOIs, could have acted on petitions he has filed to adopt distant signal and syndicated exclusivity rules. The FCC's Johnson says the commission cannot act on such petitions until it decides whether it has the necessary jurisdiction. But Geller, noting Fowler's reputation for deregulation, offered a rhetorical question: "What regulation has Fowler ever adopted, except under great pressure?"

Still, the initiatives the commission has taken may unleash forces that, as sometimes happens, will take on a life of their own. □

Telco ownership NOI revives old cable nightmare

FCC inquiry, coupled with sympathetic positions of Dole and Danforth, could mean telco ban is in trouble, but those in industry believe chances of repeal are unlikely

The FCC's decision to launch an inquiry into whether its telephone-cable crossownership prohibition needs to be retained has raised the specter of telephone competition the cable industry thought it had laid to rest 16 years ago.

But although the cable industry is deeply concerned, it has not sounded the general alarm—at least not yet. As the cable industry sees it, the crossownership prohibitions are etched deeply into federal law as part of the Cable Communications Policy Act of 1984, far beyond the reach of any FCC proceeding.

The cable industry's concern is that the FCC proceeding might revive some long-dormant desire within the telephone industry to get into the cable television business and trigger a campaign to eliminate the statutory ban.

Its uneasiness is heightened by the knowledge that the statutory ban is not considered sacrosanct on Capitol Hill, at least not in the office of Senator John Danforth (R-Mo.), the chairman of the Commerce Committee, which oversees cable and telephone matters. Danforth has suggested that lifting the ban should be considered to inject competition into the cable industry.

Danforth is also working with Senate Majority Leader Robert Dole (R-Kan.) on legislation that would transfer the regulation of

the seven Bell operating companies (under terms of the modified final judgment that resulted in the breakup of AT&T) from a federal court to the FCC. Because of the FCC's laissez-faire approach to regulation, such a move is seen as eventually facilitating the BOC's entry into all types of information services, including cable television. (The BOC's are currently barred from entering information services by the MFJ as well as the crossownership statute.)

"I regard the telco crossownership issue as one of the principal long-range issues facing the cable industry," said National Cable

Television Association President James Mooney.

If the local telephone company began competing with the local cable operator, Mooney said, the cable operator wouldn't have a chance. "Telephone companies are statutory monopolies," he said. "They would use their monopoly power and monopoly revenues to drive us under just as the railroad barons at the turn of the century drove their competitors under."

And that would not be good public policy, Mooney said. "Purely on diversity of information principles they should be kept out," he said. "We believe the concept of one wire into the home is fundamentally contrary to the freedom of information needs of a democratic society."

Chuck Walsh, a Washington communications attorney who represents multiple cable system operators, said the telephone companies are currently in a "feeding frenzy," trying to get into a host of new businesses. Although he has seen no evidence of the telephone companies lobbying for elimination of the crossownership provision of the Cable Act, he said, he believes that "given the opportunity, they may take a significant run at it."

The telephone companies always say they have no interest in cable television, Walsh said. But when they say it, it's always unclear whether "it is meant to last more than 24 hours," he said.

In 1970, the FCC adopted rules barring telephone companies from owning and operating cable systems within their telephone-service areas, except in rural areas with



Mooney

widely scattered populations. According to Bill Johnson, deputy chief of the FCC's Mass Media Bureau, the rules were promulgated because some telephone companies had unfairly used their control over telephone poles, which are needed to build cable systems, to beat out cable operators for cable franchises. The FCC also felt the rules would serve its public-policy goal of insuring that there would "an alternative gateway to the home"—a second wire—for the provision of cable services and, possibly, interactive services, he said.

At the urging of the cable industry and over the objections of the telephone industry, Congress codified the crossownership ban as a provision of the Cable Act, which went into effect in December 1984.

According to industry sources, the notice of inquiry into crossownership, which is still being written, is principally the handiwork of Commissioner Mimi Dawson. But it has the full support of the other commissioners, including, significantly, Chairman Mark Fowler. In an interview with BROADCASTING last month, Fowler said there is no reason cable operators shouldn't face direct competition, and telcos were "the most likely immediate potential competitors."

The telephone companies are taking no credit for instigating the inquiry. Indeed, Ward White, vice president, government relations, of the United States Telephone Association, which represents more than 1,100 local telephone companies including the BOC's, said USTA had nothing to do with it and that he wasn't aware of any of USTA's members pushing for it. The FCC's Johnson backs up White's claims, saying he knew of no telephone companies hot on the issue. "Most of the telcos saw it as a lost cause," he said. "They figured they had more important battles to fight."

But, make no mistake, USTA supports the inquiry. "One possible result [of the inquiry] for local telephone companies is greater opportunity to offer a full range of communications services including cable television to their customers," it said in a prepared statement. "USTA continues to support policies that will allow local telephone companies to maximize the efficient use of all available technologies. The cable television area is one that can benefit from telephone company expertise and efficiencies."

NCTA's Mooney is anything but surprised by the inquiry. "It has been well known for a number of years that this commission is skeptical of the telco-crossownership ban," he said. "There has been a drift at the commission toward allowing telco entry into the video businesses... [and an inquiry] is the way a regulatory agency expresses a point of view."

Despite their protestations to the contrary, Mooney believes the telephone companies have been agitating for elimination of a crossownership ban. "I don't regard the NOI as a singularly alarming event," he said. "I regard it as an incident in a pattern... They've wanted to knock out the ban for years. That's why we worked so hard to have it enacted in the Cable Act."

That the ban was codified less than two

years ago doesn't make it inviolate as far as the telephone companies are concerned, Mooney said. "Historically, it has been the practice of the telephone industry to regard disagreeable regulatory policies as merely temporary, whether they are expressed in statutes or the rules of the FCC," he said.

The BOC's are the largest and most powerful of the telcos and, as such, are potentially the most threatening to cable operators. Today, they have two obstacles to their entry into cable television—the crossownership ban of the Cable Act and the MFJ. Under the MFJ, they are restricted from offering information services, which are defined as including cable television.

In an effort to break free of the MFJ, the BOC's are backing Senator Dole's bill (S. 2565) that would transfer regulation of the BOC's from the court to FCC. The BOC's believe that, under FCC jurisdiction, they will have much greater freedom to get into new businesses, including, possibly, those classified as "information services."

The Senate Commerce Committee is slated to move on the measure in September. In a colloquy with Dole last week, Commerce Committee Chairman Danforth announced his support of the measure and said he may introduce his own version of it. "My staff and I have had the opportunity to review the comments, and the conclusion I have reached is that a change of forum as advocated by Senator Dole is both necessary and appropriate," Danforth said.

However, Danforth indicated that the legislation needs some modification. Danforth did not discuss specifics, but said the proposed changes would be ready for review when committee members return from the three-week August recess. "This would leave sufficient time on the calendar for committee action and floor consideration before adjournment. I know that it is the majority leader's hope to pass a bill this year. I share that goal," Danforth said.

Danforth's decision to support the Dole bill was based on a "paper hearing" in which he solicited comments from interested parties in writing. In its comments, the NCTA opposed the Dole bill, arguing that Congress, not the FCC, should decide whether the BOC's should be allowed to enter unregulated markets. "This decision should only be reached as a result of careful and exhaustive deliberations by the committee and by the Congress. The price of rushed judgment may simply be too high for consumers to bear," the NCTA said.

Furthermore, NCTA claimed that if the local telcos are allowed to provide information services, "they would have both the opportunity and incentive to engage in predatory practices that could severely impede, or even eliminate, competition." The association additionally emphasized that the policy barring the BOC's entry into electronic publishing must be retained (BROADCASTING, July 7).

The Association of Independent Television Stations, on the other hand, urged Danforth to broaden the legislation so that the BOC's can circumvent not only the MFJ bar, but also the statutory bar to their entry into

cable. "Telco entry into the provision of video services, on a tariffed basis, at this point in time would be desirable as a means of providing competition to a cable industry which currently operates as a natural monopoly," INTV said.

Danforth apparently has not made a decision on the statutory crossownership issue. But he appears to favor some review of the matter. In his letter to the FCC airing his views of must-carry rules last month, Danforth said the Senate may take a look at the ban (BROADCASTING, July 28). And he asserted that more competition is needed in the cable marketplace.

Despite the intentions of Dole and Danforth to move forward, the prospects for passage of the bill this year are slim. Congress is slated to adjourn by Oct. 3, and it is highly unlikely that the measure, which has already encountered stiff resistance, could make much progress in such short time. (A coalition comprising consumer groups, the American Newspaper Publishers Association, telephone equipment manufacturers, long-distance telephone companies such as AT&T, MCI and Sprint, as well as some of the local non-Bell telephone companies are opposing the legislation.)

In the House, there appears to be less interest in moving on the matter although similar legislation was introduced by Representatives Al Swift (D-Wash.) and Tom Tauke (R-Iowa). Another bill was offered by Congressman Ron Wyden (D-Ore.). The Swift-Tauke measure (H.R. 3800) would continue the ban on the BOC's involvement in electronic publishing.

The FCC's inquiry and Dole's bill may not free telephone companies to enter the cable business in their telephone-service areas any time soon, but they are certain to generate a lot of discussion about the possibility. "It's jawboning time," said Steve Effros, president of the Community Antenna Television Association. "If jawboning could kill, we have been issued a death threat." □

TV's better half: National spot looking up

After disappointing second quarter, July and August sales are showing strong increases in many markets

Recent developments in television advertising indicate that observers may have looked excessively to the television networks' up-front season as a bellwether of national television advertising. While much of the three-network inventory was widely reported to have been sold at prices no higher and some lower than in the previous year, the \$6-billion national/regional spot market has been showing improvement in July and August. The gains in spot so far in the third quarter are welcome news to many of the 950 commercial TV stations that depend on national/regional advertising for 40% to 55% of their

revenue.

The benefits vary by market: generalizations about regions are hard to make. But it seems clear that the three-network pricing for the recent upfront season did not hint at what now looks like high single-digit, or perhaps even a double-digit, spot increases for the quarter ending Sept. 30.

Harry Steker, a senior vice president at Petry Television, said national spot was up 7% to 8% in the first quarter, followed by a 4% to 6% second quarter: "July was well into double digit, and August was a whopper. . . . It is not a question of will it be double digit, more of how high will it be."

Marketplace analysis has relied often on the "spillover theory"—which basically says there will be lackluster advertising demand for national spot unless network coffers are already filled to the brim. With current events seemingly contradicting that theory, there is some puzzlement among broadcasting executives.

Bob Sommerville, executive vice president, Independent Television Sales, said: "I am absent a solid, concrete explanation for the improvement we see and know exists in a number of markets."

Lincoln Bumba, vice president and media director for the Chicago-based Leo Burnett agency, said the strength of local advertising in many markets may have created its own "spillover" effect, allowing stations to raise their rates. Petry's Steker said: "I am saying that this is the first time in the history of networks that the networks have been so weak that even the advertisers were surprised. As a result the advertisers now have extra money and can put additional weight into spot television."

There is another theory. Networks have been selling a higher proportion of their inventory at the level or reduced rates (and in some cases using it to make good previous underdelivery of audience). Robert Blackmore, senior vice president, sales, NBC Television Network, said that in the third quarter it is generally accepted there have been few network prime time availabilities. Therefore, he said, many traditional summer advertisers, such as soft drinks and automobiles, and new accounts such as wine coolers may have gone to spot television out of necessity.

Robert Coen, senior vice president at McCann Erickson, also noted the relatively new wine cooler category and said the Statue of Liberty centennial and increased domestic tourism advertising had also contributed to third-quarter activity. Jim Dowdle, president of Tribune Broadcasting, suggested both advertisers and agencies have had time to settle into recent mergers that may have earlier caused some money to "fall through the cracks." He said that while the third quarter looked better, national spot would probably not hit double digits for the Tribune stations.

One of those commenting said the spillover theory has never proved valid. Jerry Dominus, vice president of sales, CBS Television Network, said, "If the theory were true, it would be possible to pull money out of spot and put it into network, and we haven't seen that happen much." Dominus

said spot was being fueled in part by such categories as regional telephone operating companies, automotive dealership associations and specialized health care centers.

Among those markets that have not necessarily participated in the recent spot improvement are those in energy and farming states. Byron Elton, national sales manager for KUSA-TV Denver, said that while parent company Gannett Broadcasting is doing very well, the station ". . . does not forecast the rest of this year to be a particularly healthy one." Nonetheless, Elton said the third quarter compared to the first six months is "not too bad."

Another energy-oriented market, Houston, continues to underperform for KPRC-TV, said Harold Crump, president of parent company, H&C Broadcasting. But despite problems in the agricultural belt, he said, the company was surprised that its CBS affiliate in Des Moines, Iowa, KCCI-TV, is showing

strength: "Suddenly national spot has completely reversed the trend and the station is a little over budget."

The recent turn of events bears promise of a turnaround, but most of those commenting were waiting for more evidence. McCann-Erickson's Coen said: "It is very tough to read the indicators and easy to panic in any direction. That is why I am not changing anything." Coen had issued a midyear correction in which he downgraded network revenue increases but held his 1986 national spot increase estimate steady at 8%.

H&C's Crump, likewise, was reading the good news cautiously: "We are thinking for 1987 we are going to budget very conservative figures in all of our markets with the exception of Daytona-Orlando [WESH-TV]. Still adhering to our policy of trying to run the best station in the market, we are going to tighten our belts and have minimum increases in operational expenditures." □

Networks jockey for fall position

Premieres will begin before official season start for NBC, CBS; ABC says it has no pre-season plans

Although the official 1986-87 season is scheduled to begin Sept. 22, and will contain its share of premieres, all three broadcast networks will serve up premiere episodes of new and returning programs before that date. Some entries will reside in their regular-season time slots, while others will be temporarily paired with proved winners, in hopes that strong lead-ins will generate viewership that can be carried over into that show's regular time period.

On NBC, the new *ALF* will premiere Monday, Sept. 15, at 8 p.m., and the returning *Amazing Stories* will follow at 8:30 p.m. The new *Matlock* will bow Saturday, Sept. 20, at 10 p.m., and then slip into its regularly scheduled time period the following Tuesday at 8 p.m. The new *Crime Story*, which will follow *Matlock* at 9 p.m. once the season gets under way, will have three special broadcasts beforehand—starting with a two-hour premiere at 9 p.m., Thursday, Sept. 18,

with two hour-long episodes airing the next two Fridays, Sept. 19 and 26, at 10 p.m. It then moves to its regular slot the following Tuesday.

On Wednesdays, the first new episode of NBC's *Highway to Heaven* will be Sept. 24 at 8 p.m., to be followed by a special one-hour episode of the sitcom *Gimme a Break, You Again*, which follows *Break* in the schedule, will have its first new episode on Oct. 1 at 8:30. *St. Elsewhere* airs its first new episode Sept. 24 at 10 p.m.

On Thursdays, *Cosby*, *Family Ties* and *Cheers* all debut new episodes Thursday, Sept. 25, followed by a special 90-minute *Tonight Show* anniversary broadcast. *Night Court* and *Hill Street Blues* will have their first new episodes of the season Oct. 2. On Fridays, *A-Team* and *Miami Vice* have their first new episodes Sept. 26 at 8 p.m. and 9 p.m., respectively (where they are scheduled for the season). *L.A. Law* will bow a week later on Oct. 3 at 10 p.m. *Amen*, the one new show on the Saturday schedule, will bow Sept. 27 at 9:30. Also that night, there will be a one-hour premiere of *Facts of Life*, starting at 8 p.m. *227*, will debut on



NBC's *Our House*



CBS's *The Wizard*

Saturday, Oct. 4, at 8:30.

Our House, which is scheduled to air Sundays at 8 p.m. throughout the season, will premiere Thursday, Sept. 11, at 8:30 p.m. The network hopes to give it a sampling boost by putting it behind lead-in *Cosby*. *House* will then move to its regular slot the following Sunday, Sept. 14. The new *Easy Street*, which is scheduled to follow *House*, will debut Saturday, Sept. 13, at 9:30 p.m., between last year's hit, *Golden Girls*, and the *Miss America Beauty Pageant*. It will air again in that time period on Sept. 20, before assuming its assigned time slot on Sunday Sept. 28. *Valerie* will also bow that Sunday, in its scheduled 8:30 p.m.-9 p.m. slot.

At CBS, the first new show to make its premiere will be *The Wizard*, in its scheduled Tuesday 8 p.m.-9 p.m. slot on Sept. 9. Following that will be the first new *CBS Tuesday Movie*, "Moscow on the Hudson," with Robin Williams. On Wednesday, Sept. 10, a special two-hour *Magnum, P.I.* will be broadcast from 9 p.m. to 11 p.m., the first hour of which will be *Magnum's* new time period in the 1986-87 season. The following Wednesday, Sept. 17, a one-hour special hosted by Martin Mull will air from 8 p.m. to 9 p.m., entitled, *Clue: Motives, Murder and Mystery*, a parody of America's fascination with the mystery genre. The new sitcom, *Together We Stand*, will have two "preview" screenings on Monday, Sept. 22, and 29, at 8:30 p.m., to take advantage of the strong lead-in audience that *Kate & Allie* should provide. *Together* will assume its regularly scheduled slot on Wednesdays at 8 p.m. beginning Oct. 1.

On Thursday, Sept. 18, the last prime time episode of *The Price is Right* will air at 8 p.m., followed by a two-hour season premiere of *Knots Landing*. On Friday, Sept. 12, the network will broadcast the first network run of the theatrical film, "Deathtrap," with Michael Caine and Christopher Reeve. On Friday, Sept. 19, *Scarecrow and Mrs. King* will premiere its fourth season in its new time period at 8 p.m.

On Saturday, Sept. 13, CBS will air the network premiere of "Raging Bull," with Robert DeNiro. *60 Minutes* launches its 19th season on Sunday, Sept. 14, followed by a made-for-TV movie, *The Last Days of Patton*, in which George C. Scott reprises his Oscar-winning role as the famed World War II general.

CBS will also broadcast two new short mini-series (four hours each) between Sept. 21 and Oct. 7. On Sunday, Sept. 21, part one of *George Washington: The Forging of a Nation* will air from 8 p.m. to 10 p.m. The program is being sponsored entirely by General Motors. Part II is scheduled for Monday, Sept. 22, at 9-11 p.m. Part I of the second mini-series, *The Last Frontier*, with Linda Evans, will bow Sunday, Oct. 5, from 9 p.m. to 11 p.m. Part II is scheduled for Tuesday, Oct. 7, from 9 p.m. to 11 p.m.

ABC says it does not yet know what it will do in prime time for the two weeks leading into the new season. But a spokesman said it was "quite likely" that the network would do some program stunting as well. □

AM bandwidth limitations recommended

Broadcaster-receiver manufacturer group calls for 10 khz standard to reduce interference and advance production of higher quality receivers

AM stations should voluntarily limit their broadcast bandwidth to 10 khz as part of an effort to reduce AM interference and foster the use of wideband receivers of higher fidelity, concluded a industrywide technical group meeting in Washington last Thursday (Aug. 14). The proposal would also bring into line industry practices on occupied bandwidth—15 khz transmissions are currently allowed by the FCC—with FCC rules on 10 khz AM channel spacing.

The group's finding, which still leaves undecided the precise method of implementing the bandwidth limit, will be subject to the review of the National Radio Systems Committee, a joint broadcaster-receiver manufacturer committee formed last fall by the National Association of Broadcasters and Electronics Industries Association. If approved by the committee, the recommendation would be submitted for a 90-day industry comment period, and once accepted would include a five-to-seven-year sunset provision.

NRSC will next meet Sept. 10 at the NAB's Radio '86 Convention in New Orleans. The group will consider both the bandwidth proposal and the subgroup's recommendations on standardized pre-emphasis (station boosting of high frequencies) and de-emphasis (the complementary roll-off at the receiver for flat frequency response). Proposed pre-emphasis/de-emphasis specifications similar to those used for FM broadcasting—a modified 75 microsecond curve—were tentatively approved by the group in July (BROADCASTING, July 28) and reaffirmed at last week's meeting.

"If the package of proposals is successful and supported by the majority of broadcasters and receiver manufacturers," said NRSC Chairman Charles Morgan of Susquehanna Broadcasting, "this could be the biggest thing that has happened to AM since before FM, from a technical or any aspect."

On the 10 khz bandwidth limit, Morgan explained that while most AM broadcasters attempt to transmit the full 15 khz bandwidth allowed by FCC rules, limiting technical factors in their systems probably prevent it, and few broadcasters put out more than 10 khz bandwidth to AM receivers anyway. He also said that interference between stations on second adjacent channels (stations located 20 khz apart on the AM band) was directly proportional to broadcast bandwidth energy above 10 khz.

Committee studies have shown that interference between AM stations often occurs when pre-emphasis, which is widely applied by broadcasters to brighten the high ranges of their signals, is used excessively. AM receiver makers respond by making sets with increasingly narrow bandwidth to limit the audible interference, at the same time de-

creasing their high frequency response. By standardizing broadcast pre-emphasis at reasonable levels and providing the receiver industry with a more uniform medium for which to design new, wider-band sets, the NRSC hopes to reverse the cycle.

Some broadcasters may continue to see wider bandwidth itself as an important potential path to higher fidelity AM and resist the idea of giving it up, but receiver manufacturers at the meeting argued that without the broadcast bandwidth limits, fully wide-band receivers could not be made without running the risk of increased interference. Broadcasters agreed that voluntary limits were probably necessary to help reduce station-to-station interference caused by pre-emphasis.

The recommendation's voluntary nature was stressed repeatedly by broadcasters. Some concern was expressed that the voluntary bandwidth limits might be transformed into formal FCC regulations, permanently preventing 15 khz AM broadcasts. Others argued, however, FCC rules would actually be necessary if the recommendations were to be widely implemented, especially among budget-conscious, smaller-market broadcasters not receptive to arguments about the long-term improvement of the medium, or among those hoping to maintain some advantage from wider bandwidth transmissions.

Senate money bill loaded with policy

Committee adopts legislation on VHF-UHF swaps, fairness doctrine, international telecommunications policy committee in executive branch

The Senate Appropriations Committee last week adopted appropriations legislation that would prohibit swaps of commercial and noncommercial VHF and UHF stations, direct the FCC to reconsider its inquiry into the fairness doctrine and establish an international telecommunications policy committee in the executive branch. The bill's primary purpose is to appropriate funds for the FCC for fiscal 1987. The measure must still gain full Senate approval and be reconciled with the House version, which contains none of the policy issues.

The provisions are the handiwork of Senator Ernest Hollings (D-S.C.), ranking minority member on the appropriations subcommittee with jurisdiction over the commission. Under the bill, the FCC would be prohibited from using any funds to "diminish the number of VHF channel assignments reserved for noncommercial educational television stations in the television table of assignments."

Report language accompanying the legislation noted that the FCC has been consider-

ing allowing VHF public stations to swap their channel with a UHF commercial broadcasting station for money. Some public stations, most notably, WEDU(TV) Tampa, Fla., advocate the swaps as a means of alternative financing for public television. But the majority of noncommercial broadcasters oppose the idea. (FCC Chairman Mark Fowler was reported to have been calling members to persuade them to strike the Hollings language.)

Hollings has stated several times for dislike for the concept of interband switching. In arguing against swaps, the report noted that the fate of government funding would be called into question once "a few stations swap and receive huge sums of money." Furthermore, it argued: "The risks of grave consequences to the public broadcasting system from interband swaps are too great to permit a short-term gain for only a few."

Senators Dale Bumpers (D-Ark.) and Frank Lautenberg (D-N.J.) were said to be considering offering an amendment that would require the FCC to report on the impact its new must-carry rules would have on public television. They were apparently dissuaded from that effort.

The bill also directs the FCC to reexamine its inquiry into the fairness doctrine "with a complete examination of possible alternative ways of administering and enforcing the fairness doctrine." The FCC concluded in a statement closing its inquiry that the doctrine is unconstitutional, but it left it to Congress to take action. According to the report: "In examining this inquiry decision, the committee finds that it contains no discussion of possible alternatives to the present scheme of implementing the fairness doctrine so as to maintain its benefits and lower any burdens. The committee considers this a serious weakness in aiding congressional review of the fairness doctrine." The FCC is to submit a report to Congress by Sept. 30, 1987.

This section is particularly disturbing to the broadcasting industry which is attempting to challenge the fairness doctrine in court. Broadcasters feel the language was specifically put in to undercut the appeal. They are basing their appeal on the conclusions of the FCC's inquiry. If the commission reviews its action, the court is likely to throw out the appeal. "We'll do whatever we can to get the language out," said John Summers, chief lobbyist for NAB.

Also mandated in the legislation is the establishment of a four-member committee that would coordinate U.S. international telecommunications policy (see box).

As for FY 1987 funding, the FCC would receive \$95 million, an increase of \$4.7 million over the agency's FY 1986 appropriation. Also funded in the measure were the Federal Trade Commission at \$66.5 million; the NTIA, \$13 million, and \$18 million for NTIA's public telecommunications facilities program; U.S. Information Agency, \$506 million (no new funding was appropriated for the Voice of America's construction of new facilities; Radio Marti received \$11.5 million), and \$125 million for the Board for International Broadcasting, which BIB said was a "stunning setback." □

Doctor's prescription. The Senate Appropriations Committee has taken the lead in attempting to remedy what some in Congress see as inadequate machinery for developing and implementing international telecommunications policy. Included in the report accompanying an appropriations bill reported out on Thursday was a provision calling for the creation of a committee of four executive branch officials involved in that policy-making effort—the head of the State Department's Bureau of International Communications and Information Policy, the assistant secretary of Commerce for Communications and Information (who is head of the National Telecommunications and Information Administration), an assistant U.S. Trade Representative, and the chairman of the FCC.

The report provision at issue was inserted at the request of Senator Ernest Hollings (D-S.C.), who is not only ranking minority member on the appropriations subcommittee with the jurisdiction but also ranking minority member on the Senate Commerce Committee and its Communications Subcommittee. He is known to feel that the U.S. must strengthen the coordination of government agencies responsible for establishing international telecommunications policy. The report notes policy is made in various places in government, and talks of the need to link all areas concerned with the subject "in all aspects—economic, technical and political—to advance a strategy for the U.S."

The Hollings initiative comes in the wake of reports indicating that such linkage is not always evident. There have been stories in the press—though not recently—of Commerce and State battles over jurisdictional turf, and of the problems the conflicting obligations and responsibilities of those two departments and of the FCC have posed for the U.S. in dealing with the International Telecommunications Satellite Organization.

The report would have the committee—that is, the principals themselves—meet monthly to coordinate and develop strategy in connection with such matters as conferences sponsored by the International Telecommunication Union. A Hollings aide said the committee would be expected to assign priorities to policy initiatives and "sell them—to get the job done as effectively as possible." Nominally, at least, the job of coordinating international telecommunications policy is the responsibility of a senior interagency group that includes representatives of a large number of agencies, including the Department of Defense. But the SIG has met only twice in the past year and a half.

A Hollings aide has spoken to officials of the four agencies involved about the proposed committee. While they did not actually "sign off" on the project, the aide said, "they consider it a constructive step." Report language does not have the force of law. But report language accompanying an appropriations bill carries considerable weight.

CBS's morning sickness: how affiliates feel

Most appear willing to give network benefit of the doubt and time enough to effect needed changes; criticism of management decisions is muted

Most of the 15 representatives of CBS affiliates in the top 50 markets contacted by BROADCASTING last week said they were adopting a wait-and-see attitude before taking any action regarding the *CBS Morning News*. While virtually all of those stations said they were not dropping the morning news program—WBNS-TV Columbus, Ohio, had not yet decided whether to preempt it or carry it—several stations expressed concern over CBS management's handling of the situation in recent months.

(Only one CBS affiliate, WAGA-TV Atlanta, has informed the network that it will not carry the *CBS Morning News* for the remainder of the year ["In Brief," Aug. 11]).

Barry Barth, vice president and general manager of WFSB(TV) Hartford, Conn., said he was "certainly dissatisfied with the decision-making process [at the network] over the past few months." He believes that CBS's handling of the *Morning News* situation since its earlier announcement that Susan Winston was coming aboard to turn the show around, and its subsequent rejection of her proposals with no alternative, was damaging to the network management's credibility. "We were [pretty much] all in a wait and see on Winston," said Barth. "When that fell apart there was a feeling of 'what is going on

here?' The network had to have been thinking what if [Winston's plan was rejected]. But there wasn't even a plan B."

Barth said WFSB(TV) would stay with *Morning News* for the time being, but that he is open to alternatives, such as, perhaps, a consortium of CBS affiliates collaborating on a new program. Part of the network's problem, suggests Barth, is the host of distractions that have confronted it in the past couple of years. "Management has spent too much time on the distractions rather than getting the job done," he said.

Another who is exploring other programming options is William Flynn, vice president and general manager of WJBK-TV Detroit. He said the station would continue to carry *Morning News*, but that "a multitude" of program alternatives were being explored. Among other things, the station is considering the alternative of a local morning talk show. "I can't speak for other affiliates," said Flynn, "but I am not happy" with the recent turmoil at CBS News, or the network's performance generally. "I don't like the prime time performance particularly," he said, but the news problems are also worrisome. (The station is third among affiliates in the Detroit market in both prime time and the evening news.)

Some CBS affiliates, like Virgil Dominick, news director for WJW-TV Cleveland, think the network is dealing with some tough but temporary problems. Dominick said that his station has "every intention" of support-

ing the *Morning News* broadcast, adding that the affiliates and the network are like a family. "When one member gets sick, you don't shoot them, and I'm not going to turn my back on them in their hour of need," he said.

Malcolm Potter, vice president and general manager of WBAL-TV Baltimore, said that station was also "behind the network" and that he is "very hopeful and optimistic" about the upcoming new morning broadcast. "I am very patient," he said.

While the network is "going through a very difficult time," said Philip Jones, vice president and general manager of KCTV(TV) Kansas City, Mo., and chairman of the CBS affiliates advisory board, he feels CBS is "basically sound. If they have a couple of victories the network will come back on balance. If they have a few more losses, there will be some real problems." He said KCTV will stick with the *Morning News*. "We all go through [tough times] in varying degrees," he said, adding that "only the network goes through it with more zeroes."

Said Stan Mouse, president of WHIO-TV Dayton, Ohio, while there is obviously cause for concern among affiliates, "I don't think the network is in trouble [with the affiliates] in the short term. I think some will defect out of [the morning show] in the fall. But I think most will wait and see what the new production is like and see how it performs." (Mouse said WHIO-TV would continue to carry *Morning News*.)

Despite reports to the contrary, Alan Perris, vice president and general manager of WTVJ(TV) Miami, said his station will continue to carry CBS's morning news program and has not considered preempting the network with another program. As for the new morning entity the network is planning, he said, "I'll take it as it comes." Perris said he thinks the problems facing the news division shows at this point are basically "a function of prime time," and the ability (or lack thereof) to promote programs to large audiences.

Other affiliates, such as WNEV-TV Boston's president, Seymour Yanoff, also expressed dissatisfaction with the network's handling of recent events surrounding *Morning News*, but were giving the network "the opportunity to show me [the new broadcast] will work." If it doesn't, Yanoff said, the station will "seriously consider taking other steps."

One who was pleased with CBS's handling of the *Morning News* was Roy Park, president of Park Communications Inc., which owns seven television stations, five of them CBS affiliates. Park said he "applaud[ed]" CBS "for what they're doing." He said the networks plans will "be an improvement"; the current program hasn't worked, he said, adding that "at least [the network] decided to change it."

Cullie Tarleton, senior vice president and general manager of WBT(TV) Charlotte, also expressed confidence in CBS, but added that his "biggest regret" is waiting until January, which means "going through the fourth quarter and November sweeps with a lame-duck program." Robert White, vice president and general manager of KMGH-TV Denver, agreed that *Morning News* was currently "pretty lame-duckish," adding that he

was willing to wait for CBS to unveil its new concept before making "any hard decisions." Said CBS affiliate Terry Connelly, general manager of WCPO-TV Cincinnati, the "whole industry is watching" what CBS is going through.

One affiliate, Leslie Arries Jr., president and general manager of WIVB-TV Buffalo, N.Y., also said he would stay with the show through January. He voiced some dissatisfaction with CBS's management for moving the morning news broadcast into a newly created unit, calling the latter "neither fish nor fowl."

James Snyder, vice president of news for the Post-Newsweek stations, which has two CBS affiliates, said that CBS News "obviously has had problems" with its morning show, but that he saw no reason why it can't solve them. "I don't indulge in network news bashing in general, and CBS in particular," he said. "These things tend to go in cycles," he said.

In the meantime, Charlie Rose, CBS *Nightwatch* host, will co-anchor the CBS *Morning News* through the rest of the year, CBS said last week. Fred Graham, *Nightwatch* law correspondent, will substitute for Rose on *Nightwatch* for at least the next two weeks. □

Technical talks on PanAmSat stuck on square one

The U.S., Peru and the International Telecommunications Satellite Organization last week were as far apart as ever on the technical issues involved in their consultation on the PanAmerican Satellite Corp.'s planned separate system that would link the two countries. Maybe farther. After three meetings on the issue, not only are the two sides in sharp disagreement on the assumptions to be used in analyzing the degree of interference that would result from the new system, tempers are shorter and feelings hotter.

As a result, U.S. and Intelsat sources say, both sides have virtually given up hope of seeing the technical data processed by the Intelsat staff in time for review by the Board of Governors' technical committee at its meeting beginning on Wednesday (Aug. 20). The U.S. aim had been to have that committee submit its findings to the Board of Governors at its Sept. 11-17 meeting, then to have the board call an Extraordinary Assembly of Parties by the end of October to conclude the PanAmSat consultation.

Now, that schedule is being moved back several months, at least until the technical committee meeting that will precede the December meeting of the board. However, the U.S. is expected to bring the matter up at the board meeting in September, to report on developments, including the information thus far supplied, and to seek a consensus on what if any other information the board feels necessary to complete the PanAmSat consultation. So that meeting could still be a critical one in the continuing controversy.

One question the U.S. has yet to resolve is

how it will respond to the Intelsat executive staff's insistence that economic data related to all 24 transponders be submitted, even though hard data are available only on the five that are earmarked for service between the U.S. and Peru. The U.S., which maintains it is virtually impossible to provide sound economic data on the remaining 19, since PanAmSat does not yet have customers for them, expects to have a better basis for a decision on attempting to develop economic data after the State Department and Comsat representatives conclude talks now under way with a number of governments and signatories.

The problems the two sides have run into in their technical discussions involves the validity of the assumptions used in evaluating the potential interference between the PanAmSat and Intelsat systems. Intelsat has developed 15 examples of the methodology it is proposing. But after they were put on the table at the second meeting, on Tuesday, Luiz Perrone, Intelsat's deputy direct for external relations, wrote to the FCC's Thomas Tycz, who is spokesman for the U.S. in the talks, reflecting impatience and exasperation with the U.S. position.

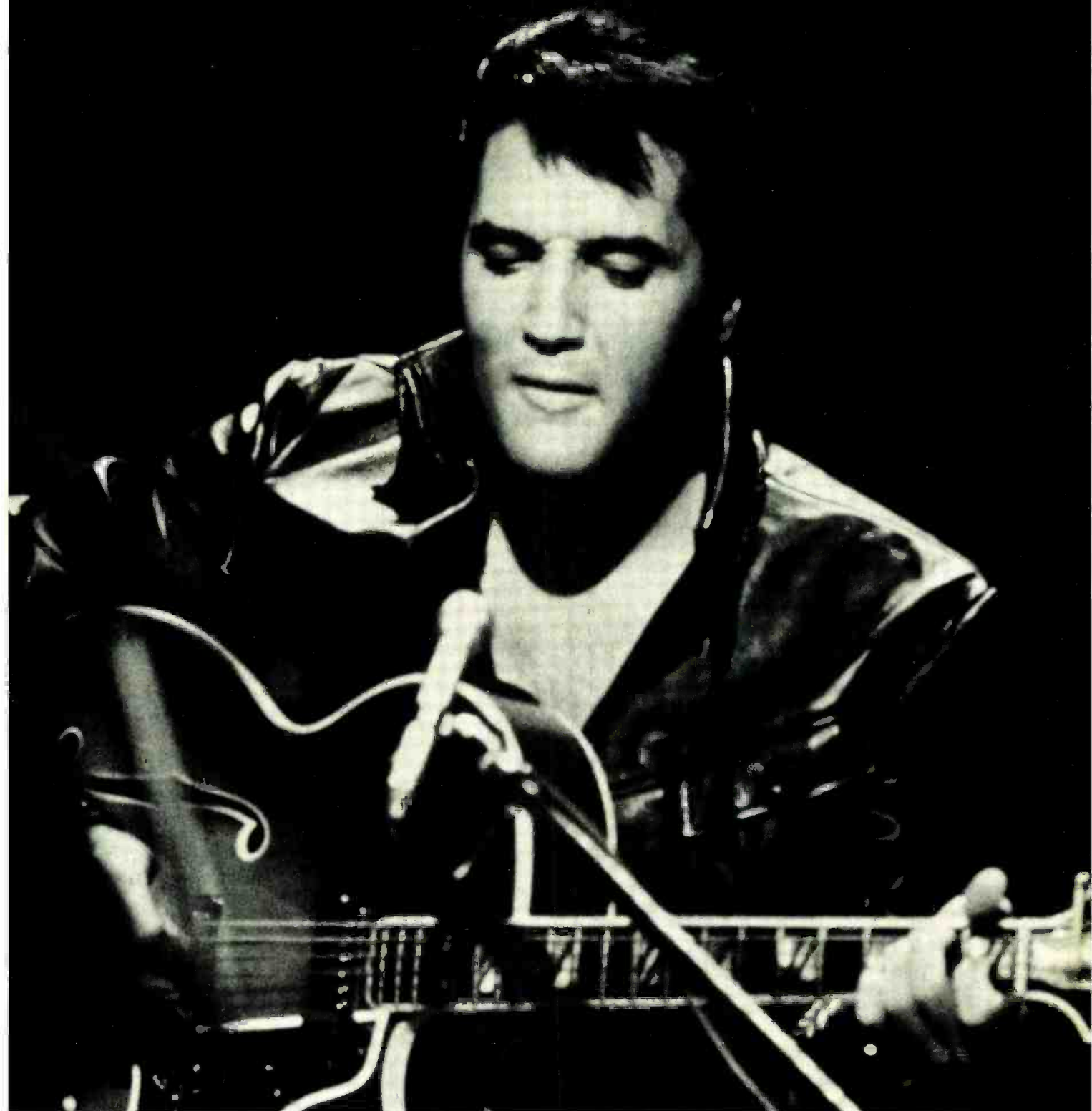
Perrone said the calculations were based on "well-known, internationally accepted methodology." As a result, he said, "your request that a different interference calculation methodology be used in this particular consultation comes as a complete surprise, and constitutes a total departure from the current universally accepted methodology."

Things did not improve at the second meeting last Thursday. After the U.S. continued to complain about the methodology Intelsat was proposing, the Intelsat spokesman, according to a summary of the meeting that had been prepared by Intelsat, noted that the U.S. representative on the board of governors "had accepted the methodology and criteria (and indeed was the key to developing them) and that they . . . had not been questioned by other parties, signatories, and [International Telecommunication Union] administrations in all other coordinations."

However, a member of the U.S. team saw things differently. "Their [Intelsat's] assumptions do not exist in the real world," he said. "They cite satellites that don't exist, that are not even registered [with the International Frequency Registration Board]." There was one possible sign of give in the Intelsat position, in the summary. It was an observation that the U.S. appears to be laboring under what Intelsat says is a "misperception" on the extent of analysis needed. "This is just the first step—that many of [the U.S.'s] concerns regarding correction factors will be applicable to the negotiation of solutions."

As matters were left on Thursday, each side was to do an evaluation of potential interference problems based on its methodology, then exchange the data, set a meeting to discuss the results and, the summary said, "start the solution process." Since both sides agree that the analysis will require eight to 10 days—and that resolving resulting conflicts may require "considerable negotiations"—completing the work in time for the Board of Governors Technical Committee meeting beginning on Wednesday "looks impossible." □

Every Woman Wants One Night With Elvis



"Elvis Presley-One Night With You,"
a night your audience will always
remember—and it'll always rate with you.

It's not just about a marvelous
musician, but the intimate side fans never



see. Behind the scenes. Raw. Powerful.
Hypnotic. The performer no one ever forgot.

The King Everyone Wants: "Elvis
Presley-One Night With You" is an hour
you won't forget. Available for January 1987.

Syndicast Services 360 Madison Avenue
New York, N.Y. 10017 (212) 557-0055





Imagine bringing news to a place like this.

We do.

*We're N·I·W·S, the original news cooperative.
With over 160 stations worldwide, we have
more subscribers than any other multi-content
syndicated television news service.*

*Explore the expanding universe of N·I·W·S
with N·I·W·S INTERNATIONAL, the Spanish
language news exchange and MEDSOURCE, the
next step in medical breakthrough reporting.*

*N·I·W·S—we'll keep you light-years ahead
of the competition.*

N·I·W·S

LORIMAR-Telepictures™

*15303 Ventura Boulevard, Sherman Oaks, CA 91403
(818) 789-5000*

At RTNDA, visit us in exhibit #659.

© 1986 Lorimar-Telepictures

SICC sale opposed

Loser in deal for TV stations asks Los Angeles court to block transfer

A disappointed bidder in the competition to purchase Spanish International Communications Corp.'s five television stations and five low-power TV outlets has gone into U.S. district court in Los Angeles to block the sale of the stations to Hallmark Cards and First Chicago Venture Capital (BROADCASTING, July 28). TVL Corp., which describes itself as Hispanic-owned, claims SICC officials had committed "gross irregularities" in the bidding process and that TVL was not given a fair opportunity to compete for the SICC properties.

TVL had offered \$320 million in cash and, because the properties would be sold to a minority group, a tax certificate that TVL said "could be worth approximately \$80 million." Hallmark and First Chicago agreed to pay SICC \$301 million. SICC's counsel, Norman Leventhal, said the TVL offer was rejected because of what was considered inadequate financing arrangements.

TVL President Raul R. Tapia, a partner in the Washington law firm of Tapia & Buffington and chairman of the licensee of KRRT-TV San Antonio-Kerrville, Tex., said in a statement that keeping the five stations in the Spanish-language format "best serves the public interest." The five stations are KFTV(TV) Hanford, Calif.; KMEX-TV Los Angeles; WLTW(TV) Miami; WXTV(TV) Paterson, N.J., and KWEX-TV San Antonio. The low-power stations are in Bakersfield, Calif.; Denver; Hartford, Conn.; Philadelphia, and Austin, Tex. Besides Tapia, TVL's principals include David C. Lizarraga, chairman, and president and chief executive officer of TELACU; Alfred R. Villalobos, vice chairman, and president of a management company, and Diego C. Ascencio, former ambassador to Brazil and assistant secretary of state for consular affairs.

TVL, in the petition it filed last week,

Equal-time provision dropped. The threat that Congress might expand the political advertising responsibilities of the Fifth Estate was lifted last week when the Senate dropped a controversial provision from campaign financing reform legislation that would have required broadcasters and cable operators to give free response time to federal candidates attacked in advertisements sponsored by a political action committee. The bill deals primarily with campaign financing and would limit campaign contributions by political action committees. The Senate was voting on amendments last week; final vote on the PAC measure is still pending.

The National Association of Broadcasters staunchly opposed the provision and devoted considerable effort to persuade the bill's author, Senator David Boren (D-Okla.), to drop the language. Boren indicated in June at the NAB's joint board of directors meeting that he was not wedded to the equal-time references in his bill (BROADCASTING, June 23). During debate on the measure, Boren raised no objection to removal of the equal-time requirement. Initially the Senate adopted the Boren bill 69 to 30, but later it approved an amended version of the bill 58 to 42 without the political advertising language.

During debate on the measure Boren said he did not think the proposal was "absolutely necessary." Still, he indicated he'd like to see "some kind of monitoring device, either at the Federal Election Commission or elsewhere so that if we tried to rely upon voluntary restraint as I think perhaps we can on the part of the industry we would have at least a monitoring device to have determined the amount of so-called negative independent advertising that was taking place, and being utilized through paid advertising on the airwaves."

seeks only permission to intervene in the proceeding. If that is granted, it says it will petition the court to reconsider its approval of the SICC-Hallmark agreement. TVL says it will claim that it was the successful bidder and that "the integrity of the bidding process was substantially compromised, and that the sale to Hallmark must be voided and set aside. . . ." The sale is subject to FCC approval and is not expected to be concluded until late this year or early 1987.

SICC is selling the stations as a result of an agreement reached with the FCC to deal with the decision of an administrative law judge that SICC is controlled by a Mexican national, Emilio Azcarraga, head of a family with vast broadcasting interests in Mexico, and is thus in violation of the commission's alien ownership rule. Judge Mariana R. Pfaelzer has jurisdiction in the case in view of her role as presiding judge in another proceeding brought by SICC stockholders who allege that programing decisions made by SICC management were benefiting Azcarraga's Spanish International Network to the

detriment of SICC. Conclusion of the sale of the SICC properties would settle the stockholders' suit.

Pfaelzer ordered the sale to Hallmark and First Chicago in accordance with the agreement reached by SICC stockholders that the judge would be given discretion for making the sale if a three-person sales committee charged with finding a purchaser could not reach a unanimous agreement. The committee could not reach such an agreement. But the petition filed with the court last week said SICC's legal and financial advisers had applied for an order authorizing the sale under conditions that disfavored TVL.

As a result, the petition said, the advisers' decision was "arbitrary and capricious and substantially affected TVL's rights in having the bidding process . . . conducted in a fair and impartial manner. . . ."

TVL alleges that Hallmark and First Chicago succeeded with their bid only because of their "last-minute demand" that their bid be considered on July 18, "a scant two business days before TVL obtained a commitment letter for senior financing for which TVL already had a 'highly confident' letter." "Senior financing" is the final step in the process of financing the purchase. "No rational observer can conclude that Hallmark's demand was a mere coincidence," TVL says. Leventhal, however, contends that TVL had failed on several previous occasions to make good on promises to produce adequate financing arrangements.

TVL also alleged that, in advance of the court order approving the memorandum agreement providing for the sale of SICC, the managers of SICC's stations had approached Hallmark and solicited a leveraged buyout "with the obvious intention of feathering their own nests." Leventhal denied that charge, specifically including the collateral

Product warning. Senate legislation that would require detailed safety warnings in the advertising of all-terrain vehicles is drawing strong protests from the advertising industry and broadcasters. Under the bill (S.2689), introduced by Senator Edward Kennedy (D-Mass.) and Albert Gore (D-Tenn.), ATV manufacturers would have to display one or more of the proposed warnings (one of the warnings is 22 words) in all ads for the vehicles. The Association of National Advertisers in a letter to Senate Commerce Committee Chairman John Danforth (R-Mo.) stated its objections to the bill now pending in the committee. "These requirements are extremely onerous and could make advertising for these products on the broadcast and outdoor media virtually impossible," ANA wrote. Moreover, ANA argued that in instances where safety warnings "have been found necessary...such labels were required to be placed in the vehicle itself—not the advertising." The National Association of Broadcasters is also poised to fight the legislation. No companion bill has been offered in the House. Nevertheless, a report by the House Committee on Government Operations on the "hazards of three-wheel all-terrain vehicles," recommends the use of warning labels in all ATV advertising.

Westinghouse Electric Corporation

has sold

Group W Cable, Inc.

to

a joint venture formed by

**American Television and Communications
Corporation, Tele-Communications, Inc.,
Comcast Corporation, Daniels & Associates, Inc.
and Century Southwest Cable Television, Inc.**

*The undersigned acted as financial advisor to
Westinghouse Electric Corporation in this transaction.*

Shearson Lehman Brothers Inc.

June, 1986



**With your mobile van and COMSAT
can get the news on the air**


LINK YOUR NEWS VEHICLE AND STUDIO INSTANTLY VIA SATELLITE.

Wherever your satellite news gathering truck goes to get the news, you have to communicate with your crew. And get the story on the air. COMSAT General's SkyBridge is the quickest way to do both.

SkyBridge is the complete, end-to-end voice and video communications service designed specifically for broadcasters. It lets you communicate instantly between your studio and

remote locations as easily as picking up a phone, using Demand Assigned Multiple Access (DAMA) direct dial telephone connections (the industry's least expensive and most flexible). And your network can be managed from our central operations facility for timely scheduling and cost-saving transmission.

A PERFECT, YET EXPANDABLE FIT. SkyBridge can do whatever you want to do, using full or half-



COMSAT's SkyBridge service, you while it's still exploding.

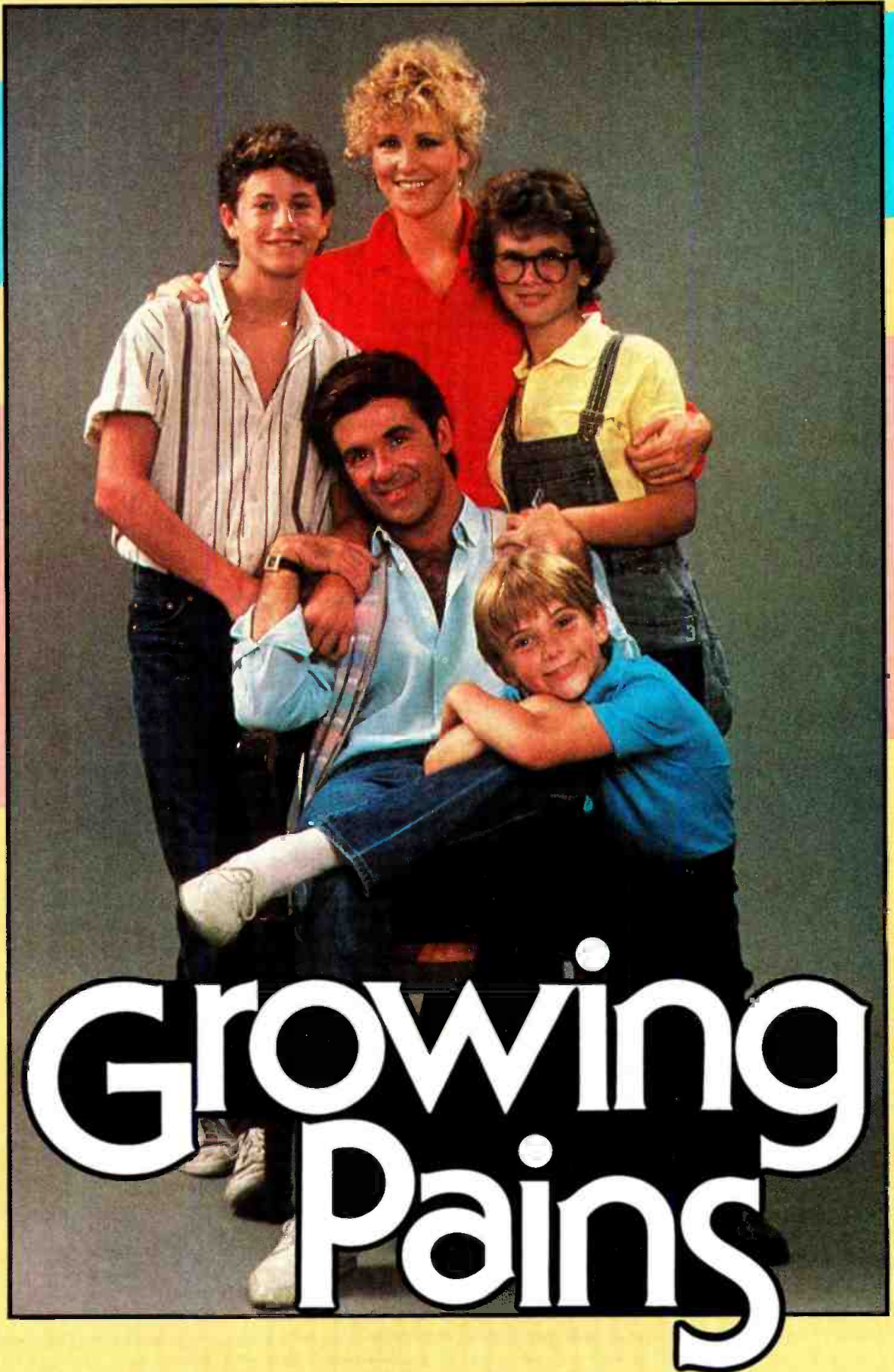
transponder Ku-band satellite capacity. Change your voice communications (including IFB) to meet your needs on a day-to-day basis. Create instant networks using multiple trucks as temporary uplinks, and control them from one source. It's your network. We'll help you manage it. Your news goes anywhere to get the story first. With SkyBridge, nothing gets their way.

For complete details on SkyBridge and our other video transmission services (including end-to-end broadcast networks, backhaul networks and transponder leasing), call Art Hill at (202) 863-6909.

 **COMSAT GENERAL CORPORATION**

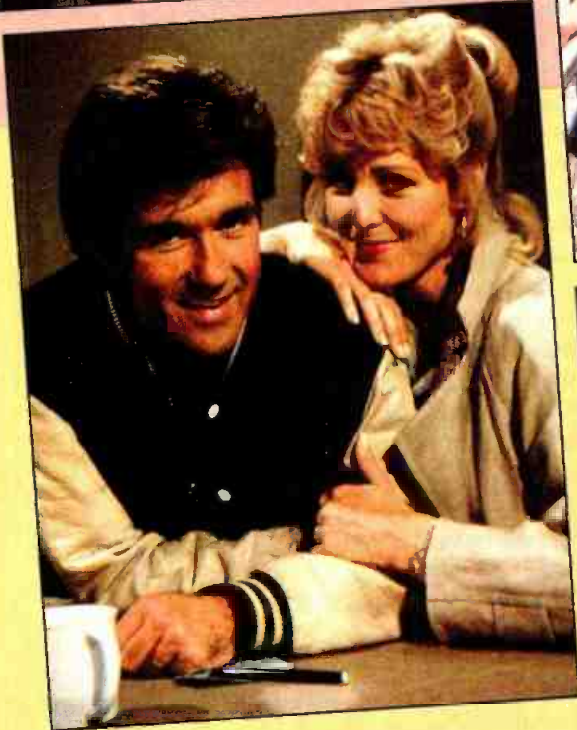
SkyBridgeSM

950 L'Enfant Plaza, S.W. Washington, D.C. 20024



Growing Pains

There has never,
ever, been another show like it!



WARNER BROS. TELEVISION DISTRIBUTION
A Warner Communications Company



allegation naming Emilio Nicolas, president and general manager of KWEX-TV, as one of those involved. Leventhal flatly rejected the contention that Nicolas had met with Hallmark before the sale. The petition also named William Stiles as a member of the group—but Leventhal said Stiles is not employed by SICC.

The TVL petition includes a list of what it said were "gross irregularities in the bidding process" which it claimed compromised the sales committee's work and favored Hallmark and First Chicago in their bid. But Leventhal said TVL was given "every consideration" and that Hallmark and First Chicago "bent over backwards to give TVL every break given everyone else." □

Stay sought for cable copyright decision

Copyright owners have asked U.S. Judge June Green to stay her order declaring that cable owners have been overpaying their copyright royalty fees (BROADCASTING Aug. 4). The motion, filed by the Motion Picture Association of America and eight motion picture companies, says that, with some 6,000 cable operators due to pay copyright royalty fees by Aug. 29, the copyright owners will suffer irreparable harm if the decision is not stayed pending their appeal to the U.S. Court of Appeals in Washington.

Green held that the overpayment resulted from an erroneous interpretation by the Copyright Office of "gross receipts," as used in the copyright law, and she directed the office to amend the definition. The new definition would reduce the pool of royalty payments by excluding fees received in connection with nonbroadcast programming. But, the copyright owners said, the court upset the present method of calculating royalty fee payments without providing "a concrete substitute for that method." The motion noted that Green said that providing such a substitute was beyond her province.

And as a practical matter, the motion added, "it is impossible for the Copyright Office to promulgate before Aug. 29, 1986, rules to govern the the calculation of gross receipts

International assembly. The National Association of Broadcasters executive committee is holding its annual meeting this week (Aug. 17-19) with Mexican and Canadian broadcasters in Pebble Beach, Calif. Each year the executive committee confers with members of the Canadian Association of Broadcasters and La Camera Nacional de la Industria de Radio y Television to exchange information on matters of mutual concern. Specific items slated for discussion: TV and AM stereo, FM interference to aeronautical communications and the FCC's plans to reduce interference protection of UHF stations. Broadcasters also will discuss the regulatory and legislative climate on advertising and copyright issues.

Washington Watch

Church unhappy. United Church of Christ issued statement decrying FCC's adoption of new must-carry rules (BROADCASTING, Aug. 11) as "further eroding of public rights on choices of programming." UCC spokeswoman, Dr. Beverly J. Chain, said rules give cable industry "more control than before the court struck down must carry last year over what the American public can see." □

Portland TV. In supplemental initial decision, FCC Administrative Law Judge Joseph Gonzalez has reaffirmed grant of application of Cascade Video of Oregon for new TV on channel 40 in Portland, Ore., and denial of competing application of Portland Television Associates. In initial decision, Gonzalez had declined to explore some allegations against Portland Television on grounds that he was granting Cascade's application anyway. Review Board, however, directed Gonzalez to determine whether Portland Television had misrepresented facts or lacked candor about its integration proposal, since board noted that its "preliminary analysis" otherwise indicated that Portland Television might be comparatively superior (BROADCASTING, July 9, 1984). This time around, Gonzalez held Portland Television disqualified for alleged misrepresentations and lack of candor. Parent of Cascade, General American Theaters, owns 74 theaters in Oregon. It is owned by Thomas Moyer and family. □

Relief rejected. FCC has refused to permit Catocin Broadcasting Corp. of New York to sell its WBUZ(AM) Fredonia, N.Y., under distress sale policy. FCC noted that under policy, licensees whose renewal applications have been designated for hearing on basic qualification issues may sell to minorities at no more than 75% of fair market value, but sale must be proposed before hearings begin. In this case, FCC noted that proposed findings of fact and conclusions of law had already been submitted by all parties, so Catocin's request was "unquestionably" late. Catocin had sought waiver on grounds that pending proceeding is considering whether distress sales should be permitted after commencement of hearing but before filing of proposed findings of fact and conclusions of law. But FCC said that until policy has been modified or changed, "it should be applied according to its terms." Wbuz's renewal application was designated for hearing on misrepresentation and employment discrimination issues raised in petition to deny by Dunkirk-Fredonia chapter of League of Women Voters, Chautauqua County Rural Ministry Inc. and Dunkirk branch of National Association for Advancement of Colored People. □

Court action. U.S. bankruptcy court in Houston took unusual step of ordering FCC to stay comparative renewal proceeding in which Marr Broadcasting Co., licensee of KQQK(FM) Galveston, Tex., faces loss of its license. Court acted at request of Marr—which earlier had filed for Chapter 11 bankruptcy—but without commission or applicant seeking Marr's license, San Jacinto Broadcasting Corp., having opportunity to object. Marr's petition for stay of commission proceeding came following conclusion of comparative/renewal hearing, in which commission's Mass Media Bureau had recommended denial of renewal of Marr's license, because of pattern of misrepresentations, and grant of San Jacinto's application. Administrative law judge's initial decision has not yet been issued. □

Reversal. Reversing initial decision, FCC Review Board has granted application of daytimer WAWA(AM) West Allis, Wis., to upgrade to 1200 khz and offer full-time service to West Allis and Milwaukee. FCC Administrative Law Judge John Frysiak had granted application of CID Broadcasting for new station on 1200 khz in Chicago, finding it preferred on diversification and integration grounds (BROADCASTING, March 24). But board said WAWA's application should have been preferred because it would provide for first full-time service for West Allis, "albeit hyphenated." □

LaRouche fined. Lyndon H. LaRouche Jr. has been fined \$2,000 in federal court for failing to respond to questions NBC put to him about his finances. NBC is attempting to collect \$202,000 award it won in suit claiming political extremist interfered with its efforts to do story on him. It was counter to libel suit LaRouche had filed and lost. LaRouche maintains he does not know who has paid for his food, rent, lawyers and other expenses since 1973. Federal Magistrate W. Curtis Sewell imposed fine after NBC lawyer called LaRouche's contention "inherently unbelievable." □

Light bulb interference. National Association of Broadcasters has called on FCC to protect AM broadcast band from interference from new radio frequency-emitting light bulbs. In comments filed with commission, NAB sought adoption of interim protection standard five times more stringent than that suggested by FCC, with radiated emission limits at 4.5/f(mhz) uV/M in 0.45 mhz to 1.705 mhz frequency band out to 30 meters or adjusted for closer distances. Association cited technical complexity of issue and uncertainty over interference effect of RF lights as justification for additional studies before permanent standard is established.



**Some people think
the American press is
too powerful.**

©1986 Knight-Ridder.

Ferdinand Marcos, for one.

For 20 years, rumors circulated that the Marcoses and their friends were stashing away a fortune overseas.

But the public had no proof.

Reporter Lewis Simons of the San Jose Mercury News had made several trips to the country dominated by Ferdinand and Imelda Marcos. Conversations, he recalled, "often led to comments like - you know she owns such-and-such. And he owns so-and-so."

Simons wanted to find out how much of this was fact, and how much was fiction.

He plugged into every rumor pipeline in the Philippines. Weeks turned into months. Eventually, he sent back a massive file.

San Jose Mercury News reporters Pete Carey and Katherine Ellison took over. They sifted through thousands of pages of legal documents from California to New York.

On July 23, 1985 they broke the story. It documented how the Marcoses and eight associates were "systematically draining vast amounts of wealth from their nation and hiding it overseas." They owned banks, condominiums, office buildings, mansions and other properties in the U.S. and Europe. They had spent \$10 billion since 1979.

The stories created a political tidal wave.

There were calls for impeachment. Marcos promised early elections.

The rest, really, is history.

Corazon Aquino is the new Philippine president.

Pete Carey, Katherine Ellison and Lewis Simons won the 1986 Pulitzer Prize for International Reporting.

The whole project was a gigantic effort. A year of research, reporting and writing. Of probing elusive off-shore holding companies and dummy corporations. Then, staying with the follow-up.

Most papers, regardless of size, wouldn't have invested that kind of effort on a story 7,200 miles away.

But the San Jose Mercury News is a Knight-Ridder newspaper.



KNIGHT-RIDDER

We never underestimate the American people.

Knight-Ridder, winner of an unprecedented seven Pulitzer Prizes in 1986, is a nationwide communications company with eight television stations, cable systems, business information services and 28 daily newspapers.

consistent with the order.”

It also said that, in the absence of a new, authoritative method applicable to all cable systems, the validity of methods adopted by individual cable systems would have to be settled in the courts through copyright infringement suits.

“A considerable sum is at stake as of Aug. 29,” the motion for stay said, noting that “royalty fee payments in 1985 amounted to more than \$100 million (without interest).” Excluding revenues from the gross receipts calculation, “particularly if cable systems are, in effect, free to choose any possible method, would reduce 1986 payments substantially, to the detriment of all copyright owners,” the motion said. And it noted that most of the owners are not parties to the proceeding.

The cable industry, which can be expected to oppose the request for stay, is also said to be considering strategy for obtaining refunds of fees already paid into the royalty pool and not yet disbursed. The first step, said Steve Effros, president of the Community Antenna Television Association, would be a request to freeze payments from the pool until the question of refunds is settled. Industry lawyers, he said, “are working out the best approach.” □

Privacy on hold. Action on legislation that would protect television networks against the use of their satellite feeds (specifically news and sports backhauls) for “commercial or private financial gain” stalled in the Senate last week. The Senate Copyright Subcommittee adopted bill (S. 2575) early last week, but a final vote by the parent Judiciary Committee was delayed until Congress returns from its three-week August recess. Committee members are at an impasse over provisions that would establish criminal and civil penalties for “intentional” interception of unscrambled network news and sports backhauls. Some members (Senators Charles Grassley [R-Iowa], Paul Laxalt [R-Nev.], Dennis DeConcini [D-Ariz.], and Alan Simpson [R-Wyo.]) have expressed concern that backyard dish owners who pickup those feeds would be criminally liable. The legislation, the Electronic Communications Privacy Act, is a major rewrite of the “Wiretap Statute” of 1968.

Interest in the issue is being stimulated by the Satellite Television Industry Association (SPACE), which opposed the bill when it moved through the House (BROADCASTING, May 19). SPACE argues that the penalties are too tough and is asking for their removal. “SPACE feels it’s the responsibility of the sender to secure their signals,” said Chuck Hewitt, SPACE executive vice president. As part of a compromise worked out in the House version, the penalty for interception was reduced from a five-year felony to a misdemeanor. The maximum fine under the House bill is \$10,000. The legislation asserts that communications not “readily accessible to the public” are protected from interception. However, the House bill also states that “reception by home earth station owners of certain unscrambled satellite transmission, as long as such reception is not for commercial advantage or private gain,” are exempt from criminal liability.

The Senate Copyright Subcommittee made further changes to accommodate the concerns expressed by SPACE. Under the Senate bill, the standard for judging “inadvertent” interception was changed from “willfully” to “intentionally.” Furthermore, the subcommittee modified the penalties for the “first offense of noncommercial interception of a private video transmission via satellite to a \$500 fine and no imprisonment.”

Also the Senate bill was amended to increase the penalties for “deliberate or malicious” interference with communications or weather satellite transmission.

Journalism

Presidential debate heats up

League of Women Voters accuses national Democratic and Republican parties of putting pressure on congressmen to back out of commitments because parties want to sponsor 1988 debates

The League of Women Voters’ conflict with the Republican and Democratic National Committees, relatively subdued over the last several months, erupted last week at a league news conference on Capitol Hill. At issue is the competition for sponsorship of presidential debates in 1988. And league President Nancy Neuman said plans to introduce House Speaker Thomas P. O’Neill Jr. (D-Mass.) and Senator Charles McC. Mathias Jr. (R-Md.) as honorary co-chairmen of the league’s 1988 Presidential Debates Advisory Committee had to be scrapped after the two national committees pressured them to withdraw. Neuman said the committees’ actions smacked of “power brokers in smoke-filled back rooms” and indicated “fear of the league.”

O’Neill withdrew from the 21-member committee. Mathias did not, but neither did he appear at the news conference. And spokesmen for O’Neill and Mathias, as well as the committees, denied pressure had been applied. (“It’s ludicrous to think we could pressure the Speaker of the House,” said the DNC spokesman). What was involved, all said, was an explanation of the agreement the chairmen of the two national committees

had reached in November pledging the parties to sponsor presidential debates in 1988 (BROADCASTING, Dec. 2, 1985).

That agreement has been a source of concern for the league since it emerged as the result of one of the recommendations in a report written by the Commission on National Elections, established in February 1985 to study how to improve the presidential election process. The agreement was an affront to the league, which has been sponsoring political debates at all levels for 66 years and has been sponsoring televised presidential debates since 1976. The league maintains that it, and not the two major political parties, can be counted on to produce debates that are fair to all candidates, including minority party candidates, and that fully serve the public.

Neuman said the league remains determined to sponsor the next round of presidential debates. What she called the parties’ effort to pressure O’Neill and Mathias to withdraw has made “our resolve even firm-

er.” And she sought to use the incident as proof of the kind of politics the league says would be involved in the parties’ sponsorship of presidential debates: “power brokers in smoke-filled back rooms making decisions based on private interests with no regard for the voters.” And she said the parties’ behavior demonstrates “their fear of the league. They know the league is the only organization standing between them and free reign to manipulate these major campaign events to their candidates’ advantage.”

Neuman was supported at the news conference by Representative Charles E. Schumer (D-N.Y.), a member of the league’s advisory committee. “If the parties run the debates,” he said, “you’ll have a situation where the front runner will tone down the debates and the less articulate candidate will want a [structured] debate . . . If you want open and fair and free-wheeling debates, the parties alone can’t do them. The league or some other independent organization should.” Schumer spoke with the experience he says he gained as chairman of the committee established by the House Democratic Caucus to establish a format for a joint appearance of Democratic presidential hopefuls at Dartmouth College in January 1984.

The conflict between the league and the major parties’ political committees clearly placed O’Neill and Mathias in an uncomfortable position. Neuman said both had been selected at least in part because both are retiring from the Congress, and both, she said,



Schumer and Neuman

17-21
OCTOBER 1986

CANNES, THE UNDISPUTED INTERNATIONAL AUTUMN MARKET.

The first MIPCOM turned a difficult challenge into a winning idea: to make Cannes The International Autumn Market.

The release of the new American programs played a big part in this success. Being in the right place at the right time has always been a great recipe for success!

MIPCOM is the time-saving, efficient answer to your needs.

By bringing together for 5 days, TV Networks, Film, Video Production and Distribution companies from around the

world, MIPCOM'86 does even more even better. At MIPCOM you can sell your film and program rights; maintain and establish new contacts; set up international coproductions; benefit from a worldwide press coverage. Invitations will be extended

to 600 guests who buy and coproduce: Acquisition and Coproduction decision-makers in the fields of TV, Video, Cable and Satellite, their accommodation being provided free of charge. Thanks to these great features, and your being there, MIPCOM'86 is

The Definitive International Autumn Market. The one you were all waiting for. And it's in Cannes, of course.



INTERNATIONAL FILM AND PROGRAM MARKET
FOR TV, VIDEO, CABLE AND SATELLITE

MIPCOM'86

The right time. The right place.

I want
to know
more about
MIPCOM'86

Mr./Mrs./Ms

Name: _____

Company: _____

Address: _____

Tel.: _____

Please return reply-form to:
Barney Bernhard—Perard Associates Inc.
38 West 32nd Street—Suite 1512
New York, N.Y. 10001

had accepted weeks ago to serve as co-chairmen. But then, on Monday, a day before the news conference, the league learned that the national committees were "pressuring them to withdraw." The calls, according to the parties who made and received them, involved the position the national committees had taken in November, not pressure.

O'Neill's spokesman, Chris Matthews, said the speaker also heard from the league. And, Matthews said, the speaker was torn between loyalty to the party and a wish to serve as co-chairman. But Matthews said the league made it clear on Monday that it feels the parties should be excluded from sponsorship of debates. The speaker, Matthews said, could not even appear to endorse that position by appearing at the league's news conference. Mathias's press secretary, Ann Pincus, indicated Mathias felt a conflict over the issue also. She said the senator decided to remain because he felt he had made a commitment and knew the league could "do things the parties can't," such as sponsoring debates between primary candidates. Why, Pincus was asked, didn't Mathias appear at the news conference? She said the senator was "very busy" with hearings all morning. She also said that "until this can be worked out, he'll lay low."

Although the competition between the league and the parties obviously poses problems for some practicing politicians—other than Representative Schumer—the league's advisory committee contains the names of persons who have been prominently associated with both parties. Charles D. Ferris, former FCC chairman who for a number of years was a top aide to then-Democratic leader in the Senate, Mike Mansfield, and who counts the DNC among his law clients, is on the committee. So is Robert Squier, political media consultant who has worked for a number of Democratic candidates. Prominent Republicans include Carla Hills, who was secretary of Housing and Urban Development under President Ford, and Robert K. Gray, head of the Gray & Co. public relations and lobbying firm, who was director of communications for the Reagan-Bush campaign in 1980.

Beyond her criticism of the Republican and Democratic national committees on the sponsorship issue, Neuman used the news conference to lay out the plans for the league's debates project. She said it will include primary debates in the winter and

Moyers move. CBS correspondent and senior news analyst Bill Moyers reportedly will leave CBS when his contract expires next November to become independent producer of public affairs programs. Moyers returned two weeks ago to his commentator role on *CBS Evening News with Dan Rather* (BROADCASTING, Aug. 11), his first evening news broadcast since Feb. 5. In the past six months, Moyers has completed several CBS documentaries, including *Big Gamble in Atlantic City*, which aired Aug. 13, and one on U.S.-Mexican relations, which will air later this year.

spring of 1988 and general election debates in the late summer and fall of that year. She said that the primary season presents a "unique challenge," since 1988 will mark the first time in 20 years that an incumbent is not seeking reelection. So 1988 will mark the first time that the league—or anyone else—has sponsored parallel sets of primary debates for the two parties.

Neuman said the league plans Democratic and Republican primary debates in four sites, beginning in New Hampshire within a week of its primary. Subsequent debates will be held in the South, Midwest and West. Once the parties have selected their nominees, she said, the league will begin negotiations with the candidates, with a view to holding three presidential debates and one between the vice presidential candidates.

What's more, Neuman said that in those negotiations the league will propose a major change in the debate format. "It's time for the general election debates to be more engaging—to give the voters a chance to see the candidates open up and address each other directly," she said. Neuman noted that the primary debates in 1984 featured a moderator without the panel of questioners known to viewers of debates during the general election. "We think that kind of format for the general election debates will be a welcome change," she said.

However, as the league's problem with the RNC and DNC suggests, the league may not—in negotiating formats with presidential candidates—have the leverage of being the only game in town when it comes to presidential debates. □

More support for Supreme Court TV. Judge Antonin Scalia, who is expected to join the Supreme Court as an associate justice in October, has indicated he would support a proposal to allow television coverage of that court's proceedings. Three weeks ago, during Senate Judiciary Committee hearings on his nomination as chief justice, Associate Justice William Rehnquist said if he were convinced television coverage would not distort the manner in which the court works, "I would certainly give it sympathetic consideration" (BROADCASTING, Aug. 4).

At Scalia's confirmation hearing the following week, Senator Strom Thurmond (R-S.C.) asked him to submit his views in writing on the same question. Scalia supplied his response on Aug. 8. He said that, if confirmed, he would consult his colleagues on the matter but that he "would be inclined to agree with Justice Rehnquist." He added that in his role as chairman of the Administrative Conference, he recommended televising of "important open agency proceedings to the extent there was an audience for them." Brian Lamb, chief executive officer of C-SPAN, which provides gavel-to-gavel coverage of Senate and House proceedings, has committed the cable television network to televising all 150 hours of the oral arguments the court hears each year.

KCBS-TV restructures its evening news

Next month, KCBS-TV Los Angeles plans to change its evening news broadcast into what it believes "represents the next generation of local news." On Sept. 15, the station will air six 20-minute broadcasts emphasizing breaking news and special sections on focused topics from 4 p.m. to 6 p.m., followed by KCBS-TV's *The Southern California Evening News* at 6-6:30 p.m.

Under six "umbrella headings"—ranging from "California Family" to "California Health," the station will offer "hard news" and not "useless features," a KCBS-TV spokeswoman said. Each 20-minute section from 4 p.m. to 6 p.m. will have its own production and anchor teams. Two broadcasts—at the start of each hour—will "be entirely breaking local, national and world stories, with sports and weather," with three other broadcasts providing "hard news and information" on southern California communities, issues facing the modern family and health, medicine and fitness, the station said, adding that those topics were chosen following meetings with residents of Los Angeles about what they wanted to see as viewers. Included in the mix will be a 20-minute segment of interviews conducted by KABC(AM) Los Angeles talk-show host Michael Jackson. He will continue his work in radio as well as assuming his duties at the CBS television station, KCBS-TV said.

According to Frank Gardner, KCBS-TV vice president and general manager, when the station decided to move its news program from 4:30 p.m. to 4 p.m., "we were faced with a challenge. We could have duplicated the standard, tired two-hour blur of features and 20 minutes or so of scattered news. We chose instead to recognize the concerns, interests and maturity of the public." The new strategy, Gardner said, doesn't "force viewers to wade through that blur to find what's important to them."

Erik Sorenson, news director of the station, said KCBS-TV "found that television has to catch up with its audience. That means putting news into logical sections, like a newspaper does, so viewers know where to find what they want."

The station has expanded from five to 10 anchors to cover the following six broadcasts: *The Channel 2 News First Edition* (4-4:20 p.m.), focusing on breaking world, national and local news; *California Health* (4:20-4:40 p.m.), targeting health, medicine and fitness information; *California Living* (4:40-5 p.m.), highlighting geographical, ethnic and cultural topics of the region; *Channel 2 News Live at Five* (5-5:20 p.m.), offering more breaking news; *California People* (5:20-5:40 p.m.) an interview broadcast with Michael Jackson, and *California Family* (5:40-6 p.m.), focusing on issues faced by families, including the elderly, education, child care, consumer information and personal finance.

KCBS-TV will air a half-hour of local news at 6 p.m., moving *The CBS Evening News with Dan Rather* to 6:30 p.m. from its present 7 p.m. □

Rivers, Brenner shows causing late-night headaches

Talk offerings present problems for networks trying to clear their own post 11:30 offerings

The upcoming battle among late-night talk shows, which will pit NBC's Johnny Carson against two new rivals, Fox Broadcasting's Joan Rivers and King World's David Brenner, may spell clearance and rating troubles for all three television networks. Particularly vulnerable will be the two new talk shows scheduled to make their debut in September on ABC—*The Dick Cavett Show* and *Jimmy Breslin's People*. Each of those two shows will air twice weekly while the other three will air each weeknight. ABC's slow pace in putting its late-night plans together for the fall enabled King World to sign about 30 ABC affiliates for a one-year commitment to *Brenner*. Roughly one-third of the 108-station lineup for the Brenner show is composed of ABC affiliates.

Even network insiders acknowledged last week that Cavett and Breslin may start out with a nationwide clearance level of 50% or less. "At the start, it could be true," said one ABC executive, admitting that the late signings of Cavett and Breslin were at the root of the problem. Several ABC-owned-and-operated stations, including WABC-TV New York and WLS-TV Chicago, are committed to carry King World's *Nightlife with David Brenner*, although talks continue as to when the half-hour program will air. Rupert Murdoch's *New York Post* reported that WABC-TV would air the program from 1 to 1:30 a.m., after *Nightline* and *Cavett* or *Breslin*. Murdoch's WNYW-TV New York will carry Rivers as part of the Fox network, which he also owns. William Fyffe, vice president and general manager, WABC-TV, said no decision had yet been made on when *Brenner* would air. Sources close to the situation said the station bought the show for the midnight-to-1 a.m. slot and hoped to keep it there, delaying *Cavett* and *Breslin* by a half hour.

Fyffe confirmed that he and network executives have been discussing when the show ought to run. "We are still working on it," he said. He said there had been no consideration of putting *Brenner* ahead of *Nightline*, as some ABC affiliates plan to do. "We are the network flagship. There was never a question" of delaying the *Nightline* broadcast, said Fyffe. With the lateness of the network's post-*Nightline* plans, said Fyffe, "we find ourselves in a little bit of scheduling bind; that's all. We will work it out."

Other ABC affiliates have agreed to carry Brenner at 11:30 p.m. or midnight and won't carry the new ABC shows at all. WJLA-TV Washington, WVEC-TV Norfolk, Va., and WJRT-TV Flint, Mich., are among the stations committed to carry Brenner at midnight and



Fox's Rivers



King World's Brenner

neither *Cavett* nor *Breslin*. WVEC-TV plans to continue to run public affairs programming after *Nightline* to fulfill its obligation as a station licensee, an executive at the station said. At WJRT-TV, the station's program director, Sara Jo Gallock, said the network's late announcement of its two new programs was a factor in the decision not to consider them for carriage. The station long ago made a decision not to carry ABC's poorly rated *Eye On Hollywood*, which had been in the midnight-1 a.m. slot for some time. Had the station known earlier about the two new shows, she said, "we would have some second thoughts" about whether to go with them or Brenner.

Another ABC affiliate, WTNH-TV New Haven, Conn., has committed to Brenner, but has not yet decided whether to carry the late entries from ABC. "Whenever you get into the game this late, you've got to know that some affiliates have made some [outside program] commitments," said Larry Manne, program director at WTNH-TV. "ABC has tried a lot of late-night shows. They might be better advised," he added, "to come up with one good program" that could be stripped in after *Nightline*, rather than the checkerboard

approach it is now taking.

Another problem confronting ABC in its effort to clear the two new shows is *Nightline*. Overall, its clearance rate is 98%, but more than 80 stations air it on a delayed basis, because they can generate more revenue with a local or syndicated program in its live time period. The Brenner commitments only compound the problem.

At NBC, the threat is not just to Carson, but also to *Late Night with David Letterman*, which may suffer some clearance losses or an increase in the number of stations that delay the program beyond its scheduled 12:30 a.m. start. WDIV-TV Detroit, one of 20 NBC affiliates airing *Nightlife with David Brenner*, intends to schedule it behind Carson at 12:30 a.m., pushing Letterman back half an hour to 1 a.m. Carson will be challenged directly by Rivers on Fox affiliate WKBD-TV Detroit. Currently, Letterman has a clearance rate of 100% (25 stations delaying the show), while Carson's clearance rate stands at 97.5% (three stations delaying it).

In some cases, Carson will find competition coming from two directions at the same time. That will certainly be the case in Baltimore—that is, if Carson is even on a Baltimore station next fall. WBFF-TV, an independent there, will carry Rivers. The NBC affiliate in the market, WMAR-TV, which dropped Carson several years ago, has signed on with Brenner. So far, NBC has not found a station to pick up Carson there.

Close to 30 CBS affiliates have made an initial one-year commitment to the Brenner show, which King World is selling for cash and one minute of advertising time. That could affect the reach of CBS's fall late-night slate, which will contain three first-run drama series, *Crime World*, *Night Heat* and *Adlerly*, mixed with off-network reruns and movies. Currently CBS's late-night clearances are hovering around 92%. □

Sweeps results. NBC won the July sweeps, giving the network its sixth consecutive sweeps victory. In the Nielsen sweep (July 10-Aug. 6) NBC won with an average 12.4/24. CBS averaged an 11.2/21 and ABC had a 10.5/20. A year ago, the standings were: NBC 12.7/24, CBS 11.7/22 and ABC 10.6/20. In the Arbitron sweep (July 9-Aug. 5), NBC averaged a 12.4/24, while CBS had 11.2/21 and ABC 10.6/20. A year ago, NBC had 12.6, CBS 11.7 and ABC 10.6 (no shares available).

... Adam Baldwin, Chris

EVENING

- 6:00 (1) EYE-ON
- (2) CARDIOLOGY UPDATE
- (3) WILD KINGDOM

BE BOLD!

Adv.

- (14) MOVIE ★★★ "The Trouble With Harry" (1955) Edmund Gwenn, Shirley MacLaine
- (15) SCORE: SPORTS
- (16) YOU CAN'T DO THAT ON TELEVISION
- (17) VIDEO JOCKEYS
- (18) CHAMPIONSHIP FISHING
- 6:30 (4) ABC NEWS
- (5) THIS WEEK IN COLLEGE
- MUSIC
- (6) NBC NEWS
- (7) INSIDE
- (8) GOLF
- (9) NEWS

Taking AIM on PBS bird

Group buys satellite time to feed Vietnam show to stations after being turned down by PBS; 50 stations have aired or will air program

Television's Vietnam: The Impact of the Media, a one-hour documentary produced by the conservative, Washington-based media watchdog organization, Accuracy in Media, that the Public Broadcasting Service refused to air, will be offered to PBS stations via satellite by AIM on Aug. 24, along with a 30-minute panel discussion produced by AIM and another produced by PBS affiliate KDBI-TV Broomfield, Colo. (Denver).

The documentary, which has been available from AIM, is the second of two produced by AIM in response to a 13-part series PBS first aired in September 1983, *Vietnam: A Television History*. Both programs were produced to correct what AIM perceived as "serious errors and distortions" in the PBS series. In June 1985, PBS aired the first AIM documentary, *Vietnam: The Real Story*, despite much internal opposition. In January 1986 it refused the second documentary on the grounds that it did not meet PBS journalistic standards. The rejection led AIM Chairman Reed Irvine to call for "a thorough investigation of PBS programing practices and policies" and said that AIM would try to distribute the program without the help of PBS (BROADCASTING, Jan. 27).

As of last week, 50 public television stations had aired or agreed to air *Television's Vietnam: The Impact of the Media*, according to an AIM spokeswoman. (Stations reportedly set to air it in the coming months include WGBH-TV and WGBX-TV Boston, WNYC-TV New York, WETA-TV Washington, WTTW[TV] Chicago, WMVS[TV] Milwaukee and all of the stations in the Oklahoma, Arkansas, Maryland and Mississippi services. It has already been shown by the South Carolina Education Television Commission stations.)

AIM paid \$809 for 90 minutes of uplink time on PBS's Westar IV, transponder 8, at 2:30-4 p.m. NYT on Aug. 24 to feed the documentary and a 30-minute panel discussion it will produce. The program will be available free to PBS affiliates but is considered a non-PBS program feed, which means PBS "makes no assurances as to editorial content," according to a service spokeswoman.

AIM has raised \$5,030 in the past few weeks to pay for advertisements in local newspapers and in *TV Guide*. It has spent about \$2,800 so far on ads. The budget for the film was \$200,000.

The 30-minute discussion will feature Irvine; host Barry Farber, New York radio talk show host, now with WMCA(AM) there; Ned Schnurman, a producer of PBS's *Inside Story*, and up to two more panelists, still to be announced.

Originally, Irvine was to appear as a panelist in one of two 30-minute discussions to

Brave talk from a little ad.

But the fact is that TV EXTRA boldface ads pack a big punch because they appear in hundreds of newspapers' TV listings. That editorial environment is one reason over 90% of those who recall boldface ads say they were influenced by the message.

And remember, 70% of all viewers make their program choice the day of the broadcast. That's when they'll read your TV EXTRA message.

So don't be afraid to be bold. Our little ad isn't.

To complete your buy in the ADI, call Jim Nagle at 212-692-3952.

Sources: Simmons Market Research, 1984; Nielsen Home Video, 1984



TV EXTRA

200 PARK AVENUE NEW YORK, NEW YORK 10166
A SCRIPPS HOWARD COMPANY

be produced by KBDI-TV Broomfield, Colo. The station plans to air *Television's Vietnam* tomorrow (Aug. 19) as part of three-and-a-half-hour local theme night, along with another program PBS rejected, *Dark Circle*, which deals with nuclear weapons and nuclear power. It will follow each documentary with a live discussion examining "the accuracy of each documentary and the role of advocacy journalism on television," and has paid for satellite time to feed the 30-minute panel discussion on AIM's documentary. Its

Vietnam panel will feature Charles Mohr, Washington correspondent for the *New York Times*, who spent four-and-a-half years in Vietnam covering the war for *Time* and the *Times*, and Jeff Cohen, director of New York-based Fairness and Accuracy in Reporting, a new organization that claims the media are becoming too conservative. The host will be Jeff Schwartz, a telecommunications consultant and a founder of KBDI-TV.

According to an AIM spokeswoman, Irvine withdrew from the panel because he felt

the issue of media accuracy could not adequately be discussed in a half-hour, and Cohen lacked the background for a discussion of the Vietnam war. Another panelist, PBS's vice president for public affairs programming, Barry Chase, withdrew several weeks ago when he learned that the panel discussion would not be confined to the issue of controversial programming. Chase felt it was inappropriate for a PBS representative to participate in discussion of a program PBS had declined to air, a spokeswoman said. □

Syndication Marketplace

GGP Sports, in conjunction with John Madden's Gaoline Productions, is selling a one-hour pre-Super Bowl special that will be fed to stations on Friday, Jan. 23, two days before the game. It's the one nonnetwork special that CBS is allowing Madden to do, according to GGP Sports President Robert Horowitz. The one condition the network imposed was that the show be offered to CBS affiliates first. CBS has the network rights to the 1987 Super Bowl and Madden will be the analyst. So far 71% of the country has been cleared. CBS stations had until last Friday (Aug. 15) to decide whether they would



Madden

take the program, Horowitz said. It is being offered on a barter basis, with 12 minutes split equally between station and distributor. Stations may run the show twice and GGP is guaranteeing a 10 rating, and will sell its time at \$75,000 per 30-second spot. Last year, the special averaged an 8 rating. So far, said Horowitz, only a handful of CBS affiliates have declined to pick up the show, including *wnev-tv* Boston. Instead, *wcvb-tv*, the ABC affiliate, is picking it up, and *wjbx-tv* Detroit, where ABC affiliate *wxyz-tv* will carry the show. This will be the second year that GGP and Madden have collaborated on a Super Bowl special.

Paramount is giving its seven-year-old first-run syndicated music program, *Solid Gold*, a substantial makeover prior to the 1986-87 season. The program is getting a new line producer (George Bloom), director (Bill Davis), choreographer (Motown's Lester Wilson), set and dancers. Also, the show is bringing back former hostess Marilyn McCoo, who replaces Dionne Warwick. McCoo was on the show in 1981-84. In addition, former MTV VJ Nina Blackwood is joining the program as an interviewer and music news reporter. *Solid Gold's* ratings have been dropping and Frank Kelly, Paramount senior vice president, said the changes represent an effort to "bring it more up to speed in 1987." The changes are designed to give it more of a "live" feel and more spontaneity. The program's ratings have suffered, said Kelly, because there is so much more competition in the music program marketplace, not the least of which is MTV. "We've had a very competitive last few years," he said, and "the audience has been fragmented." Paramount declined to talk specifically about the program's recent ratings declines, but did acknowledge that in the past year, *Solid Gold* fell from second to third in household rating among weekend one-hour, first-run syndicated series. Viewing levels were off in 21 of the top 30 markets in the May 1986 sweeps. According to May Nielsen data, viewing was off 60% in New York, 30% in Los Angeles, 42% in Philadelphia and 18% in San Francisco. The program did not have an affiliate in Chicago during the period, but in 6th-ranked Boston, viewing was up 15%. It also fell from first to second in men and women, 18-49. Nielsen said the show has averaged a 4.4 lately. According to Paramount re-

search, clearances have remained stable, however, with 195 stations covering 97% of the U.S. television households. *Solid Gold* is a Paramount production in association with Brad Lachman Productions.

Kids are People Too, the information/entertainment program that aired on ABC from 1979 to 1982, is returning to production for fall syndication. The new version will have the original host, Michael Young, and will be directed by Barry Glazer. It's a co-venture of **JM Entertainment**, New York, which will syndicate the program (barter, three-and-a-half minutes for stations, three minutes for the syndicator), and **EJ III**, Los Angeles, which will produce it. It is designed as a half-hour weekly show for weekend morning or afternoon. According to JM senior vice president, Brian Molfese, the show has been cleared by stations covering just over 70% of the country. The new *Kids* is scheduled to premiere Sept. 20.

Group W Productions has cleared 80% of the country for its new Filmation animated series, *BraveStarr*, (barter, keeping two minutes and giving four-and-a-half to stations in the fourth quarter; keeping two-and-a-half and giving three-and-a-half the rest of the year). It is being promoted as a "space-age Western fantasy" designed for weekday afternoon, 3-5 p.m. Group W is asking for an initial two-year commitment from stations. Mattel Toys has joined Group W/Filmation as a co-venturer in the strip series and will develop a line of toys based on the program's characters. The show is scheduled to premiere in September 1987. Among those clearing the program include the Tribune station group: *wpix-tv* New York, *kltv-tv* Los Angeles, *wgn-tv* Chicago, *wgnx-tv* Atlanta, *kwgn-tv* Denver and *wgno-tv* New Orleans.

All American Television has signed an agreement to distribute Group W's *The Entertainment Report*, which is being produced by Group W's Newsfeed Network. The program will be a daily wrapup of the entertainment business which will be fed so that stations can use the whole package or customize it to fit as a segment within local news. It will be available in January 1987 and is being offered as a straight barter deal with All American getting two :30's within a news broadcast. All American said it has cleared 65% of the country. All American also reported signing stations in the top two markets for its previously announced *Beyond 2000*. They are NBC's *wnbc-tv* New York and *knbc-tv* Los Angeles. A third NBC O&O, *wmao-tv* Chicago, has also agreed to carry the show. So has *kxtv-tv* Sacramento, Calif. (not *wxtv-tv*) Paterson, N.J., as reported in Aug. 11 issue). The clearance level for *Beyond* now stands at 52%, a spokesman said last week.

Access Syndication has added six new stations, all NBC affiliates, to its lineup clearing a new, weekly, half-hour series, *Heroes: Made in the USA*. The program will profile various Americans, famous and obscure. It is scheduled for an October premiere. The new stations: *wnbc-tv* New York, *wmao-tv* Chicago, *kxas-tv* Dallas-Fort Worth, *wkyt-tv* Cleveland, *kgw-tv* Portland, Ore., and *wlwt-tv* Cincinnati. The program is now cleared in 50 markets covering 57% of the country. Access also announced the availability of 48 features from Crown International. They will be offered for cash and are wrapped in two separate packages—"Crown Jewels I," with 15 first-run titles with no network exposures and "Crown Classics," offered as "en-core" presentations. Among the titles in the first package: "Liar's Moon," with Matt Dillon, and "Sextette," with Mae West. The "Classics" include "Blood of Dracula's Castle," with John Carradine, and "Single Room Furnished," with Jayne Mansfield.

NBC takes the week; CBS first in news

NBC won the prime time race for the week ending Aug. 10 with an average 12.8/25, followed by CBS, which averaged a 10.3/20, and ABC with a 9.9/19. A year ago, the networks finished in the same order: NBC, 12.6/23, CBS, 11.3/21 and ABC, 11.2/21. In the evening news race for the week, CBS took the honors, with an average 9.8/21, followed by NBC with a 9.4/21 and ABC with a 9.1/20. A year ago the numbers were: CBS, 10.4/23, ABC, 9.1/20 and NBC, 9.0/20.

For the first 16 weeks of the summer season, NBC leads with an average 13.4/25, followed by ABC with an 11.7/22, with CBS a close third at 11.6/21. After 16 weeks in the rerun season in 1985 the standings were: NBC, 13.4/24, CBS, 12.5/23 and ABC, 11.1/20. That means NBC is about flat in the post-season race to date, while ABC is up about 5% and CBS is down about 7%.

The level of homes using television in prime time for the week was 51.9%, compared to 53.7% a year ago.

CBS took Monday with its regular lineup (14.3/26), beating NBC's

regular lineup (13/24) as well as ABC's *Monday Night Baseball*, which consistently finishes third (9.6/18). ABC took Tuesday with its regular lineup (13.9/26), beating the regular competition on NBC (9.9/18) and CBS (9.7/18). NBC won Wednesday (13.1/24) beating ABC's *Perfect Strangers*, *MacGyver*, and *Hotel* (10.9/24) and a repeat broadcast of Part I of the CBS mini-series, *Christopher Columbus*. NBC won handily on Thursday with *Cosby* and company (19.7/37), beating ABC's regular fare (8.5/16) and Part II of *Christopher Columbus* on CBS (7.2/13). Friday went to NBC as well (12.8/26), led by *Miami Vice* and *Stingray* at 9 p.m. and 10 p.m. respectively, beating a rejected pilot on ABC at 9 p.m., *Rowdies*, and *Love Boat* at 10 p.m. (7.8/16), and a first-run made-for on CBS, *Fish Hawk* (7.3/15). NBC took Saturday (11.7/25) against regularly scheduled fare on CBS (8.2/17) and ABC (6.1/13). CBS won Sunday (16.5/32) beating movies on ABC (11/21) and repeats on NBC, except for the limited-run series, *Dalton's Code of Vengeance*, (8.3/16).

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.8/50	23.	Stingray	NBC	12.7/26	45.	Love Boat	ABC	8.9/18
2.	Family Ties	NBC	24.0/45	24.	Amazing Stories	NBC	12.7/24	46.	Mommie Dearest	CBS	8.7/18
3.	Cheers	NBC	21.6/39	25.	This is Elvis	NBC	12.7/23	47.	A-Team	NBC	8.7/17
4.	Night Court	NBC	20.4/37	26.	Scarecrow & Mrs. King	CBS	12.3/24	48.	Dalton: Code of Vengeance	NBC	8.3/16
5.	Murder, She Wrote	CBS	18.0/35	27.	North Star	ABC	12.2/22	49.	Twilight Zone	CBS	8.0/17
6.	Kate & Allie	CBS	16.9/29	28.	Spenser: For Hire	ABC	12.0/23	50.	Punky Brewster	NBC	7.4/16
7.	Miami Vice	NBC	16.7/33	29.	Equalizer	CBS	11.7/22	51.	Two and One Half Dad	ABC	7.4/16
8.	60 Minutes	CBS	16.5/36	30.	St. Elsewhere	NBC	11.6/22	52.	Simon & Simon	CBS	7.4/14
9.	Newhart	CBS	16.2/28	31.	Perfect Strangers	ABC	11.3/23	53.	Fish Hawk	CBS	7.3/15
10.	Who's the Boss	ABC	15.9/32	32.	227	NBC	11.2/25	54.	Columbus, pt. 2	CBS	7.2/13
11.	Golden Girls	NBC	15.8/32	33.	G. Brown & Midnite Brewster	NBC	11.3/23	55.	Columbus, pt. 1	CBS	6.8/13
12.	He's Fired, She's Hired	CBS	15.7/28	34.	Hotel	ABC	11.0/21	56.	Rowdies	ABC	6.7/13
13.	You Again	NBC	15.4/27	35.	Mr. Belvedere	ABC	10.9/23	57.	Silver Spoons	NBC	6.5/15
14.	Perfect Strangers	ABC	15.3/29	36.	Hunter	NBC	10.9/19	58.	Amazons	ABC	6.4/13
15.	Gimme A Break	NBC	14.4/26	37.	MacGyver	ABC	10.8/19	59.	Benson	ABC	6.2/14
16.	20/20	ABC	14.2/27	38.	Webster	ABC	10.6/23	60.	Ripley's Believe It or Not	ABC	5.8/11
17.	Moonlighting	ABC	14.2/25	39.	Mr. Sunshine	ABC	10.5/20	61.	Melba	CBS	5.4/13
18.	Cagney & Lacey	CBS	14.1/26	40.	Facts of Life	NBC	10.1/24	62.	The Colbys	ABC	5.4/10
19.	Elephant Man	NBC	13.3/24	41.	Magnum P.I.	CBS	10.1/18	63.	Diff'rent Strokes	ABC	5.0/12
20.	Hill Street Blues	NBC	13.2/25	42.	1986	NBC	10.0/19				
21.	Valerie	NBC	12.9/26	43.	Monday Night Baseball	ABC	9.6/18				
22.	Highway to Heaven	NBC	12.9/25	44.	Knight Rider	NBC	9.1/19				

*indicates premiere episode

Stay Tuned

The second prime time edition of **NBC-TV's Today** is scheduled for Thursday, Sept. 11, at 10-11 p.m. *Today at Night* will be broadcast live from the back lot of Universal Studios in Los Angeles for the show's examination of the past, present and future of television. Anchor Bryant Gumbel and weatherman Willard Scott will be on location; news anchor John Palmer and critic Gene Shalit will be in New York. ■ **NBC's Search for Tomorrow** celebrates its 35th anniversary on Sept. 3. For the week preceding the anniversary, a series of one-minute spots will air at the end of each episode featuring a celebrity from the show's past, including Don Knotts, Ken Kercheval, Joel Higgins, Robert Mandan and Hal Linden. The program's Sept. 3 broadcast will be a retrospective, focusing on Mary Stuart, who has been with the show since the first episode, and Larry Haines, who joined several months later. ■ Gordon Liddy will return to *Miami Vice* in a new episode currently in production for NBC. The convicted Watergate conspirator will again play the part of Colonel Maynard, a "diabolical" former military officer. This time Maynard's paramilitary troops will be "wreaking havoc" in Nicaragua.

Daytime serial actor Peter Simon is returning to his role as Dr. Ed Bauer on **CBS's The Guiding Light** after a two-year absence. Simon, who first joined the program in 1981, returns today (Aug. 18).

In production: Filming began today (Aug. 18) in Paris on *Murder on the Rue Morgue*. George C. Scott will star in this production for Robert Halmi. The classic mystery tale will be broadcast as a **CBS Movie of the Week**. ■ *Barnum* will star Burt Lancaster in this CBS biography of Phineas T. Barnum currently shooting in Montreal. Hanna Schygualla

will star as Jenny Lind in the Robert Halmi production.

A professional's guide to the intermedia week (Aug. 18-24)

Network television □ **ABC:** *Webster* (original episode features National Crime Prevention Council mascot, "McGruff"), Wednesday, 8:30-9 p.m. NFL pre-season game, Dallas Cowboys host Pittsburgh Steelers. Friday, 8 p.m. to conclusion. *ABC's Wide World of Sports*, (live broadcast of 1986 Little League Baseball World Championship), Saturday, 4-6 p.m. **CBS:** *Sophie's Choice*, (network TV premiere in CBS special movie presentation), Wednesday, 8-11 p.m. **NBC:** *ABC's Monday Night Baseball*, New York Mets vs. L.A. Dodgers, at Dodger stadium, Monday, 8 p.m. to conclusion. **PBS:** *Winston Churchill: The Wilderness Years*, (first of eight installments on *Masterpiece Theatre*), Sunday, 9 p.m.

□ **Network radio** □ **CBS:** *In Touch/ West 57th*—(Jane Wallace covers the dangers of synthetic drugs, Bob Sirott examines sport parachuting, and John Ferrugia reports on a team of surgeons who go airborne to help patients in Third World countries.), Friday, 30 minutes (check local listings). *Newsmark*—"The Cost of Equality" (correspondent Judy Muller looks at the gains and losses made by women over the last 20 years), Friday, 2:30-3 p.m.

□ **Museum of Broadcasting** (1 East 53d Street, New York) *The Cage* original 1964 pilot for *Star Trek*, through Sept. 18. Also: *Rocky and Bullwinkle and Friends: A Tribute to Jay Ward*, featuring all 40 installments of "Jet Fuel Formula," the first Rocky and Bullwinkle epic, through Sept. 18. *Vision of Ernie Kovacs*, exhibit featuring screenings of 50 comedy programs, through Sept. 4. Information: (212) 752-7684.

Stock Index

Closing Wed Aug 13 Closing Wed Aug 6 Net Change Percent Change P/E Ratio (000,000) Market Capitalization

Closing Wed Aug 13 Closing Wed Aug 6 Net Change Percent Change P/E Ratio (000,000) Market Capitalization

BROADCASTING

N Capital Cities/ABC	257 1/4	246 1/2	10 3/4	4.36	29	4,125
N CBS	137	133 5/8	3 3/8	2.52	26	3,212
O Clear Channel	14 1/2	14	1/2	3.57	21	42
O Infinity Broadcasting	12	12			63	125
O Jacor Commun.	7 5/8	7 3/4	- 1/8	- 1.61		43
O LIN	54	50 3/8	3 5/8	7.19	41	1,429
O Malrite	12 3/4	13 1/4	- 1/2	- 3.77	15	106
O Malrite 'A'	12 7/8	13	- 1/8	- 0.96	18	54
A Price Commun.	12 3/4	11 3/8	1 3/8	12.08		125
O Scripps Howard	80	80			29	826
O SunGroup Inc.	3 1/4	3 1/4			32	5
N Taft	115 1/2	113 3/4	1 3/4	1.53	54	1,046
O TVX Broadcast Group	10 1/4	10 1/4			42	60
O United Television	33 1/2	31 3/8	2 1/8	6.77	31	366

BROADCASTING WITH OTHER MAJOR INTERESTS

N A.H. Belo	55 5/8	54 1/4	1 3/8	2.53	28	643
A Adams Russell	20	19 1/8	7/8	4.57	12	124
A Affiliated Pubs	63	58 5/8	4 3/8	7.46	36	1,112
O American Comm. & TV	1/8	5/32	- 1/32	- 20.00		9
N American Family	34 3/8	31 1/2	2 7/8	9.12	23	1,374
O Assoc. Commun.	27	26 3/4	1/4	93		257
O Business Men's Assur.	27	26 3/4	1/4	93	16	285
N Chris-Craft	68 1/4	65	3 1/4	5.00	30	446
N Dun & Bradstreet	112 1/4	107	5 1/4	4.90	27	8,533
O Durham Corp.	44 1/2	44	1/2	1.13	11	253
N Gannett Co.	79 1/8	76 1/2	2 5/8	3.43	24	6,353
N GenCorp	70 1/2	66 1/4	4 1/4	6.41	16	1,575
N General Cinema	46	47 3/4	- 1 3/4	- 3.66	19	1,674
O Gray Commun.	143	143			24	71
N Jefferson-Pilot	36 1/4	35	1 1/4	3.57	12	1,516
N John Blair	28	28 3/8	- 3/8	- 1.32		226
O Josephson Intl.	10 1/2	10	1/2	5.00		49
N Knight-Ridder	50 3/4	48 7/8	1 7/8	3.83	22	2,849
N Lee Enterprises	26 1/8	25 1/4	7/8	3.46	21	661
N Liberty	40 3/4	39	1 3/4	4.48	17	411
N McGraw-Hill	57 1/8	56 3/8	3/4	1.33	19	2,880
A Media General	91 7/8	89 1/4	2 5/8	2.94	19	646
N Meredith Corp.	73 5/8	69 1/2	4 1/8	5.93	14	697
O Multimedia	42 1/2	40 1/4	2 1/4	5.59	94	466
A New York Times	76	73 7/8	2 1/8	2.87	25	3,074
O Park Commun.	29 1/4	30	- 3/4	- 2.50	27	403
N Rollins Commun.	39 3/8	39 3/8			43	575
T Selkirk	24 3/8	24 1/4	1/8	51	52	197
O Stauffer Commun.	140	140			23	140
A Tech/Ops Inc.	25 1/2	27 5/8	- 2 1/8	- 7.69	4	55
N Times Mirror	68 1/8	65	3 1/8	4.80	20	4,391
O TM Communications	2 7/8	2 3/4	1/8	4.54	287	21
O TPC Commun.	3/8	3/8				4
N Tribune	66 1/2	67 3/8	- 7/8	- 1.29	21	2,700
A Turner Bcstg.	18	16 3/8	1 5/8	9.92	40	392
A Washington Post	158 1/2	160	- 1 1/2	- 0.93	20	2,060

PROGRAMING

O All American TV	8 3/4	9 1/2	- 3/4	- 7.89		
O American Nat. Ent.	2 7/16	2 3/16	1/4	11.42	12	5
O Barris Indus	20 1/8	20 5/8	- 1/2	- 2.42	33	178
O Birdfinder Corp.	1 1/8	3/4	3/8	50.00	-5	4
O C.O.M.B.	27 1/2	22 3/4	4 3/4	20.87	46	317
N Coca-Cola	39 3/4	38 1/8	1 5/8	4.26	21	15,342
N Disney	47 3/4	45 1/8	2 5/8	5.81	33	6,177
N Dow Jones & Co.	33 5/8	34 1/8	- 1/2	- 1.46	23	3,253
O Financial News	13 3/8	12 7/8	1/2	3.88	167	144
O Four Star	4 1/2	4 1/2			4	3
A Fries Entertain.	6 3/8	6 3/8			12	33
N Gulf + Western	65 1/4	63	2 1/4	3.57	19	4,034
O Hal Roach	13 1/2	12 3/4	3/4	5.88		75
A Heritage Entertain.	9 3/8	9 1/2	- 1/8	- 1.31	10	26
O King World	44 1/4	43	1 1/4	2.90	27	453
O Laurel Entertainment	6 5/8	6 1/8	1/2	8.16	25	16
N Lorimar-Telepictures	25 1/8	22 7/8	2 1/4	9.83	25	852
A MCA	45	44 1/4	3/4	1.69	20	3,513
A New World Pictures	14 1/4	13 3/4	1/2	3.63	27	151
N Orion Pictures	14 3/4	12 5/8	2 1/8	16.83		140
O Peregrine Entertain.	17 7/8	16 1/2	1 3/8	8.33		32
N Playboy Ent.	6 7/8	6 3/4	1/8	1.85		64
O Reeves Commun.	9 5/8	8 3/4	7/8	10.00		120
O Republic Pictures 'A'	13 5/8	13 1/4	3/8	2.83	97	39
O Republic Pictures 'B'	13 1/4	13	1/4	1.92	94	10
A Robert Halmi	4	4			36	75
O Sat. Music Net.	9 3/8	8 3/4	5/8	7.14		63

PROGRAMING

N United Artists	12 7/8	12 7/8				657
N Warner Communications	48 1/2	46 1/8	2 3/8	5.14	16	2,992
O Westwood One	32 5/8	30 1/4	2 3/8	7.85	50	266

SERVICE

O Ally & Gargano	11 3/4	11 7/8	- 1/8	- 1.05	10	26
O BBDO Inc.	25 1/2	26	- 1/2	- 1.92	16	328
O Burnup & Sims	3 7/8	4 1/8	- 1/4	- 6.06	193	34
O Compact Video	6	5 1/2	1/2	9.09	60	25
N Comsat	33 1/4	32 1/4	1	3.10		602
O Doyle Dane B.	20 3/8	21 1/4	- 7/8	- 4.11	18	116
N Foote Cone & B.	54 1/4	53 5/8	5/8	1.16	13	206
O Grey Advertising	102	99	3	3.03	13	123
N Interpublic Group	26 5/8	25 1/8	1 1/2	5.97	15	580
N JWT Group	30 1/2	32 1/8	- 1 5/8	- 5.05	13	276
A MovieLab	6 3/4	6 3/8	3/8	5.88		11
O Ogilvy Group	28 3/4	28	3/4	2.67	13	393
O Saatchi & Saatchi	32 3/8	28 5/8	3 3/4	13.10	15	1,674
O Telemation	10	10 3/8	- 3/8	- 3.61	10	11
A TEMPO Enterprises	12 3/8	13	- 5/8	- 4.80	31	71
A United Video	10 5/8	10 3/8	1/4	2.40		23

CABLE

A Acton Corp.	1 7/8	1 7/8				-1	11
A Cablevision Sys. 'A'	19 1/2	18 1/2	1	5.40	-6	409	
O Cardiff Commun.	115/16	1 7/8	1/16	3.33	5	4	
N Centel Corp.	59 5/8	57 7/8	1 3/4	3.02	12	1,649	
O Century Commun.	13 1/4	13	1/4	1.92	265	256	
O Comcast	27 1/4	24 7/8	2 3/8	9.54	36	580	
N Heritage Commun.	24	22 1/2	1 1/2	6.66	55	417	
O Jones Intercable	14 3/8	13 1/4	1 1/8	8.49	35	186	
T Maclean Hunter 'X'	19	18 3/4	1/4	1.33	26	700	
O Rogers Cable of Amer.	12 7/8	13	- 1/8	- 0.96		66	
T Rogers Cable Systems	18 7/8	17	1 7/8	11.02		442	
O TCA Cable TV	20 3/4	20 1/2	1/4	1.21	35	223	
O Tele-Commun.	26 1/2	25 1/4	1 1/4	4.95	203	2,546	
N Time Inc.	83 1/8	80 3/4	2 3/8	2.94	25	5,218	
O United Artists Commun.	17 3/4	17 3/4			52	726	
N United Cable TV	26 5/8	25	1 5/8	6.50	66	618	
N Viacom	28 1/2	27 1/8	1 3/8	5.06	27	976	
N Western Union	3 7/8	3 7/8				94	

ELECTRONICS/MANUFACTURING

N 3M	112	109 3/4	2 1/4	2.05	19	12,884
N Allied-Signal	40 1/2	40 1/2			-11	7,140
O AMX Cable TV	1 1/8	1 5/16	- 3/16	- 14.28		4
N Anixter Brothers	10 3/4	10 1/4	1/2	4.87	19	391
N Arvin Industries	29 1/4	26 3/8	2 7/8	10.90	12	472
O Birdview Satellite	1/2	1/2			-1	4
O C-Cor Electronics	5 3/4	5 3/4			-3	17
O Cable TV Indus.	2 1/2	2 1/2			-12	7
A Cetec	6 1/4	6 1/8	1/8	2.04	-10	12
A Chyron	5 1/4	4 7/8	3/8	7.69	25	53
A CMX Corp.	1 1/4	1 1/8	1/8	11.11		6
A Cohu	6 3/8	5 7/8	1/2	8.51	13	11
N Conrac	15 1/4	14 1/2	3/4	5.17	13	101
N Eastman Kodak	56 7/8	55 1/4	1 5/8	2.94	48	12,848
O Elec Mis & Comm.	2 1/2	3	- 1/2	- 16.66		10
N Gen. Instrument	20 1/2	19 5/8	7/8	4.45		664
N General Electric	76 7/8	73 1/2	3 3/8	4.59	14	35,053
O Geotel Inc.	2 1/8	2	1/8	6.25	8	7
N Harris Corp.	27 7/8	27 3/4	1/8	.45	19	1,121
N M/A Com. Inc.	14 3/4	16 1/8	- 1 3/8	- 8.52		642
O Microdyne	4	4			36	18
N Motorola	38 7/8	37	1 7/8	5.06	61	4,964
N N.A. Philips	39 3/4	36 1/8	3 5/8	10.03	16	1,150
N Oak Industries	1	15/16	1/16	6.66		33
A Pico Products	2 1/4	2 1/8	1/8	5.88		7
N Sci-Atlanta	8 5/8	8 5/8			15	202
N Sony Corp.	18 5/8	19	- 3/8	- 1.97	11	4,305
N Tektronix	58 7/8	55 3/4	3 1/8	5.60	19	1,151
N Varian Assoc.	26 1/8	25 1/8	1	3.98	37	556
N Westinghouse	57	54 3/8	2 5/8	4.82	15	8,757
N Zenith	24 1/4	23 1/8	1 1/8	4.86		560
Standard & Poor's 400	271.29	261.79		9.50		3.62

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.

RIDING GAIN

O N R A D I O

Emmis closes on Doubleday

Emmis Broadcasting closed on its \$53.5-million deal for Doubleday Broadcasting's WAVA(FM) Washington and WHN(AM)-WAPP(FM) New York (BROADCASTING, March 3) last Wednesday (Aug. 13). There are plans to switch the format of rocker WAPP(FM), which has been languishing in the ratings for some time, to an urban/contemporary hit format under the new call letters, WQHT. The move, which ends weeks of speculation in the New York radio community, was slated to occur Friday (Aug. 15) at 6 p.m.

WQHT will be modeled after Emmis's highly successful KPWR(FM) Los Angeles which finished with a 6.0 12-plus metro share in the spring 1986 Arbitron report. "We think there is a void in New York for such a format," said Emmis Broadcasting President Jeff Smulyan, who said his company did as many as seven research and market studies of New York radio. "There are a couple of true top 40 stations and true urban contemporary stations, but no 'dan-

ceable' top 40 sound," he said. "It's a coalition format appealing to white, black and Hispanic listeners." The station's playlist will contain songs from rhythm and blues and top 40 music charts.

Meanwhile, programing at both contemporary hit WAVA and country-formatted WHN will remain intact. Rick Dames, former general sales manager for Emmis's KSHE(FM) St. Louis, has taken over as vice president-general manager of WHN, and Stuart Layne, former vice president-general manager of Emmis's WLOL(FM) Minneapolis, now holds the same position at WQHT. Pat McNally, vice president-general manager for WHN/WAPP, and Ruth Meyer, station manager, have left their respective posts.

There will be more of an emphasis on research and promotion at WHN, especially for New York Mets baseball, said Smulyan. (As part of the Doubleday transaction, Emmis has secured WHN's broadcast rights for Mets baseball for another five years beginning with the 1987 season.) WHN, with its carriage of the Mets, scored a 3.0 12-plus metro

share in the spring report—up from 2.2 in the winter book.

At WAVA, which consistently does well in the ratings, Alan Goodman remains as station vice president and general manager while Gary Rozynek, general sales manager at Emmis-owned WENS(FM) Indianapolis, moves to the new Washington outlet in the same capacity.

City simulcasting

Morning radio listeners in Philadelphia and New York will have something in common beginning today (Aug. 18): Howard Stern. The popular personality on Infinity Broadcasting's album-rocker WXRK(FM) New York is now being aired simultaneously over co-owned album-rocker WYSP(FM) Philadelphia each weekday from 6 a.m. to 10 a.m. ("In Brief," Aug. 11).

According to Infinity Broadcasting President Mel Karmazin, the move is designed to make WYSP more competitive in morning drive, especially with its main competitor and market leader, WMMR(FM). "The personalities we wanted [for WYSP morning drive] were not contractually available, so we decided that Howard's kind of show could also work in Philadelphia," Karmazin said. Stern, who is known for his outrageous over-the-air comedic antics, is one of the highest-rated morning personalities in New York, particularly among his core audience of 18-to-34 year-old men.

"Stern is a unique talent; that is, not unique to New York. Just like Joan Rivers and Johnny Carson are not unique to Los Angeles," said Karmazin. "We are providing entertainment . . . If it works, we might expand the concept [of simulcasting Stern's morning show] to other markets."

Scruff Connors, currently hosting the morning show for WYSP, will be shifted to afternoon drive-time, said station general manager Ken Stevens.

Stern's show will have four three-minute breaks per hour allowing WYSP to cut away for commercials and local information. Advertising for Stern's show will be handled by each station on a local basis, said Karmazin. "We are not combining rates or offering discounts."

The signal for *The Howard Stern Show* is being transmitted from WXRK to WYSP by satellite.

No to NPR

Noncommercial KLON(FM) Long Beach, Calif., will drop its National Public Radio affiliation Oct. 1. It is citing duplication in the market, lack of listener interest and prohibitive costs accruing from NPR's new business plan (BROADCASTING, July 21). (The station has been receiving only two NPR

Sound alike formats, high operating costs, expensive talent, fickle audiences, and low bottom line performance got you FRUSTRATED?

Then, call Bonneville. Our Easy Listening format gives you the exclusive difference designed with research and sixteen years of experience to make listeners *and* station owners relax!

 **BONNEVILLE**
BROADCASTING SYSTEM

4080 COMMERCIAL AVENUE • NORTHBROOK, ILLINOIS 60062 • 1-800-631-1600

programs—*Morning Edition* and *All Things Considered*—but the cost of receiving them would increase to roughly \$195,000 per year when NPR's plan goes into effect, said KLOM News Director Michelle Petersen.) A survey of the station's listeners showed they don't want a news block, so KLOM will be piloting new programs to fill the NPR void.

The station is computerizing its newsroom and will add two more full-time employees to its nine-person news staff, made up of four full-time and three part-time employees and stringers in the state capital and Washington.

The station is also in the final stages of negotiating a deal with a major private corporation to help finance a state public radio network in California. (California Governor George Deukmejian dismantled California Public Radio and the California Public Broadcasting Commission in 1983, cutting off all state funds to public broadcasting [BROADCASTING, April 29, 1985].) KLOM would be responsible for editorial control of the new network. It has been aided in raising corporate support by noncommercial KUSC(FM) Los Angeles.

New name: NewCity

The \$68.3-million management buyout of Katz Broadcasting Co., led by Dick Ferguson, former president of Katz Broadcasting, was completed last Monday (Aug. 11). The group, comprising 11 radio properties and the American Comedy Network, syndicator of comedy material to some 150 radio stations, has been renamed NewCity Communications. The 11 radio properties are: WYAY(FM) Gainesville/Atlanta; WZZK-AM-FM Birmingham, Ala.; WEZN(FM) Bridgeport, Conn.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WSYR(AM)-WYYY(FM) Syracuse, N.Y.; KWEN(FM) Tulsa, Okla.; WFTQ(AM) Worcester, Mass., and WAAF(FM) Worcester/Boston. NewCity plans to sell WFTQ. Other principals in the Katz buyout include four former Katz executives: James T. Morley, senior vice president; Michael R. Weinstein, vice president-chief financial operator, and two group vice presidents, Richard Reis and Bob Longwell, all of whom will hold similar positions in the new firm. Financing was arranged by Mor-

gan Stanley & Co. and includes as participants: Bank of New England, Boston; Fleet National Bank, Providence, R.I.; Union Trust, Bridgeport, Conn., and CIGNA, Hartford, Conn. NewCity Communications, which plans to make stock available to its 350 employees in the near future, also issued subordinated debt through Stanley Morgan. The company's headquarters will remain in Bridgeport.

Top 40 requiem

RKO's KFRC(AM) San Francisco, one of the few remaining major-market AM stations programming top 40, abandoned the format last Monday (Aug. 11) for what station vice president and general manager Jim Smith describes as "classic MOR." The station had been programming top 40 for all or part of the day—it ran a six-hour weekday game show block in 1985—since February 1966.

The format switch was due to declining ratings of KFRC's contemporary hit radio format, said Smith. "We couldn't stop the cume erosion in spite of a heavy promotion campaign," he said, adding that the station spent roughly \$500,000 on its promotional campaign in the spring. (The campaign included television spots, outdoor billboards and live remote broadcasts.)

The KFRC executive noted that the station's core target audience during the past year had been 22-to-40-year-old adults. After the game-zone format ended (November 1985), the station's sound was repositioned to attract some "upper demographics" because there are very few teenagers listening to the AM band, said Smith. "We integrated more oldies into the playlist than other contemporary hit radio stations in the market," he said. But, said Smith, AM radio in San Francisco "has been attracting primarily a 45-plus audience." (In the spring 1986 Arbitron report, KFRC had a 1.6 overall 12-plus share, down from the winter book when it posted a 1.7.)

KFRC derives its new sound from artists such as Frank Sinatra, Tony Bennett and Nat King Cole. Smith said the station's new format fills a current programming void in the market. KLIV(AM), in nearby San Jose, airs the "Music of Your Life," MOR and pop-

adult hits from the late 1930's until the present with an emphasis on the big band era of the 1940's. Smith said KFRC will rely mostly on vocal selections of the late 1940's and 1950's.

KFRC is affiliated with both United Stations Radio Network Two and Mutual Broadcasting System.

Computer talk

A live, one-hour, call-in show about personal computers, *PC Talk Radio*, is being syndicated by Bob Korngold, Scarsdale, N.Y.-based author and lecturer on computers who also serves as the series' host. The program, which began locally over WFAS(AM) White Plains, N.Y., a year ago, is transmitted via satellite (Satcom I-R) to subscribing stations at 9 p.m. NYT Sunday through a leasing arrangement with ABC Radio. The show was launched nationally on July 13 and now airs on 24 stations.

On the market

Lake Huron Broadcasting, North Palm Beach, Fla., has retained a New York investment banking firm, Wertheim & Co., to sell the company's three radio properties: KRBE-AM-FM Houston and WOYK-FM Tampa, Fla. The three are expected to sell for more than \$50 million.

British export

After three years of negotiations, KalaMusic, the Kalamazoo, Mich.-based radio program supplier, has reached an agreement with the BBC Transcription Service to air



Pictured closing the Katz deal are (standing, l-r): Weinstein; James Greenwald, chairman and chief executive officer, Katz Communications; and Morley; (seated, l-r): Ferguson and Richard Mendelson, president and chief operating officer, Katz Communications.

New Class A Winner



Continental's Type 814B 4.3 kW FM Transmitter uses the Type 802A Exciter to deliver a crisp, clean signal.

With an output of 4,300 watts, it has plenty of power reserve for Class A operation on a 2-bay antenna system. It's solid-state except for one 4CX3500A Tetrode in the final amplifier. A built-in harmonic filter is just one of many outstanding operating benefits. For a brochure, call (214) 381-7161. Continental Electronics, a Division of Varian Assoc., Inc. PO Box 270879 Dallas, Texas 75227.

Transmitters 1 to 50 kW AM and to 60 kW FM. FM antennas, studio & RF equipment ©1986 Continental Electronics/6213



Continental
Electronics



a DIVISION OF VARIAN

the BBC's easy listening tapes in the U.S. "We have received a telegram confirming our agreement," said Kalamazoo President Stephen C. Trivers.

"In addition to providing the music to our subscribers, KalaMusic will also be the sole resale agent for this material in the U.S. and we plan to offer it to other syndicators," he said.

Further comment

Andrea Mitchell, NBC News White House correspondent, has been added to the roster of regular contributors for NBC Radio Network's three-minute weekday feature, *Comment on the News*.

Other contributors include NBC News correspondents Tom Brokaw, John Chancellor, John Palmer, John Dancy and Irving R. Levine.

Closing time. John Sebastian, the Scottsdale, Ariz., radio program consultant who created a new format sound three years ago called "eclectic-oriented-rock" (EOR), is closing up shop at the end of the month and hopes to return to day-to-day station programming.

EOR, which Sebastian now calls "the New AC," combines soft rock album selections with some "lite" jazz or "new age" artists designed for the 25-44-year-old baby-boom generation. It currently airs on six stations: KESI(FM) San Antonio, Tex.; WBGK(FM) Milwaukee; KGRQ(FM) Casper, Wyo.; WCLZ(FM) Portland, Me., and KKGR(FM) Anchorage and KRKOFM Fairbanks, both Alaska. "I'm frustrated because the [basic programming] idea is being emulated by other stations around the country, but I can't convince major stations with a lot of resources to work on launching the format with me," said Sebastian.

Sebastian, after a successful stint as program director at album-rocker WCOZ(FM) Boston (now W20U) in 1980 when the station posted a 12.6 12-plus metro share, formed a consultancy along with former radio executive Steve Casey. (Casey is now an executive at MTV and VH1.) The company, then known as Sebastian, Casey & Associates, had 25 album-oriented-rock client stations. But two years later Sebastian felt so strongly about developing his EOR format that he gave all of his clients five months notice to devote his full attention to the project.

"I need to get back control of my own destiny," said Sebastian. "And I miss the 'hands-on' operation of a station."

The Media

Hill, networks meet to talk about drug abuse

Although groups represented at meeting feel they have already done much to fight problem, they all agree to do more

The broadcast and advertising industries reaffirmed their commitment to fight drug abuse at a meeting with House leaders last week. Network representatives as well as officials from the National Association of Broadcasters, the American Association of Advertising Agencies, Turner Broadcasting System and the Motion Picture Association of America joined key congressmen at a Capitol Hill luncheon to discuss the lower chamber's call for a national antidrug campaign on television.

Two weeks ago, more than 300 congressmen wrote ABC, CBS, NBC and CNN urging them to launch an "unprecedented" public service campaign to "combat the growing tragedy of drug abuse." The House is preparing a comprehensive legislative package to fight drug abuse, and the media campaign would be considered a complement to its bipartisan initiative. As part of the package, the House Energy and Commerce Committee adopted legislation that would establish a media advisory board to work with the government in implementing antidrug-abuse campaigns to educate the public (BROADCASTING, Aug. 11).

Presiding over the luncheon was House Majority Leader Jim Wright (D-Tex.) and Minority Leader Robert Michel (R-Ill.). Also attending were: Representatives Charles Schumer (D-N.Y.) and Lynn Martin (R-Ill.), the letter's co-authors; House Energy and Commerce Committee Chairman John Dingell (D-Mich.); Richard Gephardt (D-Mo.), chairman of the Democratic Caucus; Charles Rangel (D-N.Y.), chairman of the Select Committee on Narcotics Abuse and Control; Benjamin A. Gilman (R-N.Y.),

ranking minority member on the Select Committee, and Select Committee members Frank Guarini (D-N.J.), Duncan Hunter (R-Calif.), and Lawrence Coughlin (R-Pa.), and Subcommittee on Crime members Daniel Lungren (R-Calif.), E. Clay Shaw (R-Fla.), and Lawrence Smith (D-Fla.).

The tenor of the gathering was described as "very pleasant." The broadcasters say they are already doing their part to educate the public on the seriousness of drug abuse, and they stated that view again. The networks were represented by Robert Hynes, NBC Washington vice president; Eugene Cowen, Capital Cities/ABC Washington vice president, and Robert McConnell, CBS Washington vice president. Also attending the meeting were John Summers, NAB senior executive vice president for government relations; Linda Maher, TBS director of congressional relations; the AAAA's John O'Toole, and John Giles, MPAA's vice president for congressional relations.

Details of what the various industries have done to fight drug abuse as well as future proposals were presented. The overall message from the industries, said one participant, was: "We have been doing things and we'll do more." It also seems likely that the NAB, which has acted as the umbrella organization in the broadcasting industry's campaign against alcohol abuse, would launch a similar effort on drug abuse. NAB is conducting a new public service campaign aimed at combating alcohol and drug abuse on the job. The campaign, called "Project Workplace," is a joint effort with the U.S. Chamber of Commerce, AFL-CIO, Department of Health and Human Services and the Broadcasting Industry Council to Improve American Productivity.

Also in the works is the Media-Advertising Partnership for Drug-Free America, a project coordinated by the AAAA. The net-

works are involved in that effort along with other factions of the advertising industry (BROADCASTING, July 14). To help get their message across, both CBS and NBC distributed packages outlining some of the anti-drug-abuse activities they have sponsored.

Among some of the newer initiatives under way, Capcities/ABC is producing six 30-second drug abuse spots featuring the stars of several ABC series: Bruce Willis of *Moonlighting*, Tony Danza of *Who's the Boss* and Susan Lucci of *All My Children*. CBS will air a prime time special in September on the subject. (Originally the program was scheduled as the network's "School Break Special.") CBS plans to produce several PSAs featuring stars from CBS programs. The network reported it has donated \$200 million in advertising time for public service announcements on substance abuse.

All reports indicated that the members were pleased with what they heard and that a second meeting might follow. Still, one source noted that while the congressmen are impressed by the broadcasting industry's campaign to inform the public about the dangers of drinking and driving, they want to make sure the same "money and time" will be devoted to the issue of drug abuse. Moreover, the lawmakers are said to be asking for specific figures from the networks on the time and money spent on the productions and public service announcements on drug abuse that have already aired. And some members have stated an interest in seeing more graphic depictions of the dangers of illegal drug use.

In related action, the Entertainment Industries Council sent a letter to President Reagan outlining its plans to become part of the "national crusade against drugs." The letter cites four areas of concern on which the council will focus: "creating a drug-free workplace; creating drug-free schools; en-

abling the treatment of drug abusers, and expand public awareness." The council's letter was in response to Reagan's remarks about the glamorization of drugs and alcohol on movies and television. □

World TV market: a promising but unpredictable future

NAB tutorial on international broadcasting discusses opportunities in programing and marketing

Television may be developing into a global medium with broadened opportunities for international program sales and commercial marketing, but those venturing into the potentially lucrative world airwaves may find themselves burdened by regulatory uncertainties, with profits in the embryonic enterprises a decade or more away, according to panelists at a National Association of Broadcasters forum in Washington.

The NAB's first tutorial on the topic, according to Eddie Fritts, association president, who welcomed the some 40 in attendance, featured speakers including John Eger, formerly of CBS Worldwide Enterprises, marketing consultant Warren Keegan and Kenji Kitatani of Indiana University, who each advised the group on the expanding opportunities in the global market. More cautionary words on entering the field came from Council on Foreign Relations Fellow Steven Koltai, who at one time headed a project for European direct broadcast satellite broadcasting.

Opening the session, Eger commented: "The business we're in of commercial broadcasting is no longer a local, regional or national business. It is a global business. Production, distribution and those who support it [advertisers] are global."

Soon to leave his post at CBS to form a New York-based international communications consulting firm, Global Media Group, Eger described himself as a "zealous believer" in global marketing and touted the trend as potentially providing consumers with more product information through competitive commercials, increasing funds available for growth of news services, helping develop "world class" programing and stimulating "interdependent" national economies.

Consultant Keegan, professor at Pace University and director of its Center for International Business, also made note of the push toward the globalization of markets during his brief presentation, in which he identified several of the driving forces in the transformation. These include a basic commonality of needs which marketeers can use to cross national boundaries with their products, cost savings in product research and development gained by access to the larger number of markets and the cross-cultural nature of advancing technology.

But restraining forces are also at work and cannot be ignored by those going global,

As TV goes international, can advertising be far behind? The growth of global advertising, viewed as a major financial force behind the expansion of international television, has also been cited as one reason for mergers that have created billion-dollar, worldwide advertising agencies. These mergers and their connection to global advertising were the subject of a recent episode of *Adam Smith's Money World*, a half-hour weekly business program carried by about 200 public television stations.

The report, "Going Global—The Ad Business," produced at WNET(TV) New York, explored the potential benefits and drawbacks of the international advertising conglomerates, using as a primary example Saatchi & Saatchi, which has become the world's largest agency through a series of mergers climaxing last May with the \$400-million purchase of The Ted Bates Agency.

The push for larger and larger agencies, according to Smith, is a result of growth in worldwide marketing. "As clients become bigger, they need agencies that can represent them around the world," he said. As an example of a successful international campaign, he cited a series of ads produced for Coca-Cola by McCann-Erickson. The U.S. version showed former Pittsburgh Steelers defensive tackle, (Mean) Joe Green, flipping his jersey to a young fan, and the identical concept was used for the Coke campaign in countries such as Argentina, Thailand and Brazil by substituting prominent sports figures from each of those nations.

Robert James, chairman of McCann-Erickson Worldwide, who was interviewed on the *Smith* program, explained his company's interest in the global approach: "It is a shrinking world, and we tend to have [similar] attitudes about products, and therefore we can be approached the same way. And you can sell... the same shirts all around the world. The same shoes, the same toothpaste and the same soft drink. Those are the things that we all have in common and, sure as rain, they're growing, there's more of them. So there's going to be more global advertising as well."

Keegan suggested. Substantial market differences, historical factors and national controls and barriers to entry can stymie international strategies, as can internal problems such as organizational adjustments, he explained.

Eger also pointed to potential roadblocks, including copyright laws and import quotas, but argued that some nations' fear of being homogenized, or "Coca-Colaized," by over-

exposure to American television was unrealistic. "I don't think a healthy culture can be wiped out by *Leave it to Beaver* or *Kojak*," he said.

Speaking from personal experience on the difficulties of developing an international television medium was Koltai, who reviewed his former presidency of Coronet, a \$200-million Luxembourg DBS project. Established in mid-1984 and planned as the



Stand of appreciation. Thirteen hundred citizens of Greenville-Spartanburg, S.C., turned out Aug. 2 to record their thanks to the people around the country who furnished their farmers with hay during the recent drought. WSPA-TV and WESC-AM-FM Greenville-Spartanburg, S.C., organized the filming of a music video and commissioned a local country music group, Dixiana, to write a new song, "Spirit of the Land." A helicopter was used to videotape aerial shots of the residents singing the song, and those shots were edited in with scenes of area farmers. The project was completed in only two weeks, with a local recording studio, Sandcastle, contributing studio time. The music video debuted Aug. 11 on WSPA-TV's evening news, and was simulcast on WESC-AM-FM. The recording session was also covered by the *CBS Evening News* and CNN. The music video will soon be made available to stations across the country.

first private pan-European TV satellite, with its 16 transponders leased to European broadcast companies to transmit their programs nationally and regionally over 85% of Europe. Coronet became mired in a series of complex political battles, as well as commercial struggles with competing French DBS satellites, according to Koltai.

The Coronet project was later nationalized by the Luxembourg government, which is continuing to develop it along similar lines and hopes to launch the satellite in 1987, depending on the resolution of space launching difficulties of Arianespace ("Satellite Footprints," July 28).

One lesson gained from the Coronet experience, said the former Salomon Brothers vice president, is that "opportunities are real from an investment-business perspective. You can argue about forecasts, but there is no question it is a significant new business." A cautionary word from Koltai, however: "The future is still very unclear. It's clear that between now and the year 2000 we will have x number of channels and x number of dollars from revenue. But how it will be structured and who can participate is very unclear."

Concurring was Keegan, who said the consensus of experts he had encountered was that in a five-year time frame, investors looking at global markets "might as well pan for gold." He added: "There is money to be made 10 or 20 years from now. We're at the edge of something, but the uncertainty is very, very real."

One of the strongest possibilities for U.S. companies in the rapidly developing European media scene may be in programming, argued Eger, who cited projections that if all potential satellite channels were fully utilized, Europeans would need as much as 200,000 to 500,000 hours of programming annually, 400% more than the U.S. currently produces for its own market. An expanding European television industry would present additional markets to help recapture U.S. programming costs, which Eger described as "going off the map... Costs can't be recovered with one run, maybe not even with two runs."

As an example of the potential for new television services and program outlets in Europe, Eger pointed to the relative success of Rupert Murdoch's Sky Channel, beamed by satellite into as many as seven million cabled European homes. According to recent AGB and Nielsen research, Eger said, Sky Channel is now watched by more 18-to-39-year-olds than any other European over-the-air channel, except in West Germany.

Helping to finance this growth in the European program market would be global marketers, Eger added. Television ad expenditures, now approximately \$5 billion a year in Western Europe, are estimated by advertising agency McCann-Erickson to be headed for as much as a 100% increase to \$10 billion by the end of the decade, he said.

Change in Europe's state-dominated TV industry is not coming easily, however, Eger pointed out. Developments, such as Sky Channel and the possibility of other pan-European satellite TV services have "shaken Europe more than anything else... [European nations are] scared out of their wits because

of competition for audience and advertising dollars. It is fear motivating the governments to open up. And because they have no money to fund growth, they are increasingly turning to commercial, ad-supported TV."

Other markets may present fertile ground for U.S. entrepreneurs as well, according to Kenji Kitatani, associate director, international programs, Telecommunications Management Institute, Indiana University. The majority of Asian nations, for instance, are likely to deregulate TV services and satellite channels, Kitatani said.

Even socialist nations in the region would be willing to accept barter arrangements, and in an example pointed to earlier in the meeting by Eger, CBS has been quite successful in its agreement with China to supply an hour each week of prime time programming annually, as well as one special a month, all paid for by sponsors advertising at the beginning and end of each program.

Presenting a particularly attractive opportunity in Asia is Japan, with its \$7-billion commercial media market already the world's second largest, Kitatani said. The growth of satellite services there, for instance, is expected to be financed by Japanese nonbroadcasters looking for adequate supplies of quality TV shows that U.S. pro-

grammers could supply.

For U.S. television interests, including individual stations, wishing to test the international markets before putting down major stakes, Kitatani also suggested the possibility of establishing sister-city, sister-station relationships that could finance the exchange of programs. □

Reorganization of N.J. public broadcasting proposed

Suggestion to be considered by state Senate aims to give new entity more independence

The New Jersey Senate Legislative Oversight Committee has sent a bill to the Senate recommending the dissolution of the New Jersey Public Broadcasting Authority, established in 1969, and its reconstitution as the New Jersey Public Broadcasting Corp., an organization that would be more independent of the state government. The move

Bottom Line

Price production. Price Communications (ASE: PR) purchased 56% of stock of Telemation for \$6.5 million. Price, New York-based group owner and publisher, said that selling Telemation shareholders included founding directors and officers. An additional 9% of company will be purchased and Price will offer other public shareholders opportunity to sell for "...at least \$10 per share in cash," or perhaps will allow them to continue to hold stock in what would continue to be separate publicly traded company. Selling stockholders include Kearns-Tribune Publishing Co. and group owner and publisher Standard Communications. Price said that selling shareholders will "take all actions that may be necessary for Price to replace the current board of directors of Telemation with Price designees." Telemation is Salt Lake City-based video production, post-production and duplication company that is also involved in "interactive video disk programming." Company had 1985 revenue of \$12.5 million and net income of \$713,000. Chairman of board was George C. Hatch, group owner and publisher. Price president, Robert Price, said, "It is our intention to assist Telemation in expanding beyond its present locations in Chicago, Phoenix, Seattle and Denver and to assist it in raising public and/or private funds for expansion and growth in all market areas." □

Borrowing time. Comcast recently sold \$110 million of 11¾% senior subordinated debentures due 2006. Bala Cynwyd, Pa.-based MSO has also filed with Securities and Exchange Commission to offer three million shares of class A common stock, and \$75 million in convertible debentures due Aug. 1, 2011. Proceeds, company said, would be used to help pay for Comcast's share of recently completed Group W cable acquisition. ■ Tempo Enterprises said it arranged for \$33 million revolving credit line with group of banks led by Chemical Bank. New arrangement replaced \$13 million of debt, chiefly incurred through cable system purchases. Tulsa, Okla.-based Tempo said additional available funds would be used to buy additional systems. ■ All but \$20 million of \$335 million in net proceeds from public debt offering were used by Control Data Corp. to retire bank debt. In June, Minneapolis-based computer company and parent of Arbitron Ratings reached agreement with bank consortium requiring repayment of bank debt before end of year. Arbitron continues to remain "pledged as collateral for certain contingent obligations and public debt," company said. ■ MCA has filed shelf registration with Securities and Exchange Commission for "a proposed public offering from time to time of up to \$250 million of medium-term notes from nine months to 15 years from date of issue." Company said any potential offering, through Salomon Brothers, would be used for general corporate purposes or to help finance proposed purchase of WOR-TV Secaucus, N.J. □

For naught. Securities and Exchange Commission said four individuals who profited on trading of RCA stock and options just prior to announced merger with General Electric last December, have agreed to pay fines and repay profits. Fines alone reportedly totaled

\$2.1 million, largest ever in civil insider trading case. One of those reported as having reached agreement with SEC, without having either admitted or denied charges of wrongdoing, was former analyst at Lazard Freres, New York-based investment banking firm which helped negotiate transaction. In three days preceding announcement of merger on Dec. 11, RCA stock rose 16 points, to 63½, before excess of buy order's caused New York Stock Exchange to halt trading.

□

Titles and terminations. Shareholders of Western-World Television have voted to rename company WesternWorld-Samuel Communications. Change, company said, is to "reflect a July 18 merger between Western-World Television and Samuel Broadcasting Corp." ■ Ogilvy & Mather said New York-based subsidiary unit, Ogilvy & Mather Partners, will be consolidated into co-located main office. Some employees in Partners unit will be "terminated" as result of consolidation. Spun off in 1977, Partners unit had grown to approximately \$70 million in billings, but company said reconsolidation would "reduce the expense of operating two agencies in New York." ■ Needham Harper Worldwide shareholders last week approved plan to merge agency with BBDO International, and Doyle Dane Bernbach Group. Shareholders of latter two agencies are scheduled to vote Aug. 28 on proposed merger.

□

Stock split. Home Shopping Network announced record date of Aug. 22, for proposed three-for-one stock split payable Sept. 5. ■ Directors of King World Productions approved three-for-one stock split in form of 200% stock dividend, subject to increase in number of authorized shares. Special shareholders meeting set for Aug. 25 will decide on authorization.

□

Joint video venture. Production and distribution agreement, creating Grolier Home Video, was announced by Robert Halmi, Hal Roach Studios and Grolier Inc. Letter of intent calls for material from Grolier library to serve as basis for programing to be produced by Robert Halmi and to be distributed initially through direct marketing. Roach would have rights for "nondirect marketing distribution," including broadcast and cable syndication and sale to home video retailers. Announcement also said, "It is anticipated that Grolier will distribute the Roach catalogue of video titles."

□

Borrowing and lending. Tribune Co. has offered \$100 million of notes due July 1, 1996. Notes were priced at 99.155% of par to yield 8.125%. Company said proceeds would be used to reduce short-term debt and for general corporate purposes. ■ Time Inc. said it sold 2.4-million-share holding in Temple-Inland, forest product company, at \$45% per share. ■ Allied-Signal Chairman Edward Hennessy Jr. said company would probably announce plans to reduce 176.1 million shares outstanding by between 15% to 25%. Among possible strategies reportedly being considered by parent company of broadcast equipment supplier, Ampex Corp., are long-term stock buyback or debt-for-equity swap. Hennessy reportedly did not rule out sale of some operations to finance stock reduction.

□

Caution flag. California Amplifier said it received qualified opinion from auditors, Arthur Andersen & Co. Firm's report noted that company had negative working capital of \$3.5 million for year ending Feb. 28 and questioned whether it could continue as "going concern." Until March, California Amplifier manufactured equipment used in home satellite receivers, but discontinued line because of recent problems in business (BROADCASTING, April 21). Camarillo, Calif.-based company, which several months ago reached stand-still agreement with creditors, continues to make equipment for commercial and military markets.

□

Supply-side reduction. Varian Associates said it began implementing cost-reduction measures, including cutting 5% of 13,000-employee work force, and reducing compensation of top eight company officials by 10%. Palo Alto, Calif.-based electronics equipment manufacturer said moves, which also include limits on employe overtime and restructuring of some operations, would save \$20 million to \$30 million annually. Among Varian products are microwave amplifiers and conductors, signal filters, high-power transmitters and electron tubes. Company had sales of \$972 million for fiscal year ending last September.

□

Hardware and software. Dun & Bradstreet has acquired Market Data Retrieval, Shelton, Conn.-based database covering educational institutions, educators and business executives. Terms of purchase were not disclosed; Market Data had 1985 revenue of \$22 million. ■ Tribune Co. has signed definitive agreement to purchase, for \$200 million, The Daily Press Inc., which publishes Newport News, Va., *Daily Press* and *Times-Herald* and owns co-located cable system serving 38,000 subscribers, and cable system in Danville, Va., serving 22,000 subscribers. Chicago-based Tribune, which recently sold off its cable holdings, has indicated it will sell to-be-acquired systems. Disputes between two founding families of The Daily Press Inc. led to sale of company (BROADCASTING, March 17).

would affect the state's noncommercial television system, the New Jersey Network, which operates stations on channels 23, 50, 52 and 58. It also would serve as the first test of the "Principles of Editorial Integrity in Public Broadcasting," a code developed in 1985 by public broadcasting chief executive officers and board chairmen from 25 states, endorsed by PBS and NAPTS and adopted by more than one-third of the U.S. public TV stations.

Momentum for reorganization of the authority began building in mid-December 1985, when the agency's executive director, Hendrix Niemann, announced his resignation. (Niemann and the other two directors who had served since 1969 had all been involved in a controversy over whether politics were interfering with the running of the organization.) Public attention was focused on the agency, and a legislative committee comprising five New Jersey state senators—Gerald Stockman (D), Christopher Jackman (D), Wynona Lipman (D), S. Thomas Gagliano (R) and Lee Laskin (R)—began studying the authority's role in January, holding four public hearings between January and March. The committee attempted to answer three questions: "Is there a continued need for state-funded television coverage of New Jersey news and public affairs?" "Is the authority structured to operate a TV network under recognized standards of journalistic independence and editorial integrity?" Can measures be taken to provide the authority with protection against interference from public officials.

The committee determined that New Jersey needs a state broadcasting entity that "identifies service to the citizens of New Jersey as its primary mission," rather than placing an emphasis on the affairs of New York or Philadelphia. Currently, the committee said, among "all television outlets with a broadcast presence in New Jersey, only the Public Broadcasting Authority is devoted to meeting those needs." (When the FCC set up its table of allocations, it assigned commercial VHF stations to New York and Philadelphia rather than New Jersey. Today, New Jersey residents constitute between one-quarter and one-third of those stations' audiences, the committee said. But New York stations broadcasting to New Jersey devote only 1%-2% of their local news time to stories about New Jersey, while Philadelphia stations devote 6%-7%, according to testimony by Dr. Roger N. Johnson, professor of psychology, Center for Public Policy Research, Ramapo College, Mahwah, N.J. The committee noted that the commercial WOR-TV on channel 9 had been moved from New York to Secaucus, N.J., but said that it still broadcasts from a New York tower and programs for a superstation audience.)

Because it found no evidence that a non-profit organization would be willing to operate the authority, the committee concluded that the government should continue in that role. But there are "obvious tensions and dangers inherent in the establishment of a government service for the provision of news and public affairs and the discussion of public issues," the committee said, among them that news can become propaganda, that funding or appointments may be held "hostage to the coverage [a station] provides for

the legislature of the governor," that "journalistic integrity" can become "political expediency," and that management decisions can become "bureaucratic entanglements."

In the case of the New Jersey Public Broadcasting Authority, said the committee, the relationship between stations and government "is so structured as to invite untenable intrusion of the executive and legislative branches into the decision-making process of the authority... [which] labors under an organizational structure that fails to adequately insulate it from potential political interference or to imbue it with a strong sense of institutional independence."

Of the Broadcasting Authority's 15-member board of directors five are government officials, while the other 10 are private citizens appointed by the governor. The governor also has the power to remove the authority's executive director. The authority relies on an annual line item in the state budget for approximately \$7 million of its \$11-million total budget each year. And the authority "labors under the labyrinth of personnel and procurement laws and regulations applicable to routine administrative agencies," the committee said.

After reviewing the authority's purpose and organization, the committee made several recommendations, among them:

- That the new corporation "subscribe to and comport with the code of conduct known as the 'Principles of Editorial Integrity in Public Broadcasting,' as developed by the Editorial Integrity Project."

- That the 15-member board of directors

be restructured, eliminating the positions of attorney general, commissioner of community affairs, state treasurer and one governor appointee, and adding four members of the Friends of New Jersey, a private, nonprofit corporation organized to advise, promote and raise funds for the state's public television network. The chancellor of higher education and the commissioner of education would remain on the board, as would nine residents of the state appointed by the governor. But qualifications would be established for six of the appointees: "At least one is required to have a background in public or commercial broadcasting, one in journalism or communications, one in business or finance, one in communications law, one in education and one in the arts." (The committee found fault with the current statute's "lack of any requirement for the appointment of board members with training or experience in disciplines or trades that would be relevant to the management of a broad-

casting entity.")

- That the executive director must have training or experience in public broadcasting; that he serve a four-year term, and that his early removal be the decision of the board of directors, not the governor.

- That members of the board of directors not be office holders in state or local government.

- That the board of directors be provided with \$95,000 in state funds to study "the role and financing of public broadcasting and to propose mechanisms for promoting sources of public and private funding."

The Senate has recessed until September, but a spokesman for the legislative committee studying the authority said the bill's "prospects in the Senate are probably pretty good." It will most likely be referred to the state government committee, he said, which is chaired by Senator Lipman and co-chaired by Senator Stockman. In addition, it has bipartisan support, he said. □

Changing Hands

PROPOSED

KAMA(AM)-KAMZ(FM) El Paso and KEND(AM)-KLLL(FM) Lubbock, both Texas □ Sold by El Paso County Broadcasting Co. to Holder Communications Corp. for \$10.5 million. **Seller** is principally owned by James Thrash, president. Thrash also has interest in WGGP-TV Greensboro, N.C. **Buyer** is publicly owned, Thomasville, Ga.-

based group of three AM's and three FM's headed by Bruce E. Singleton, president. KAMA is on 750 khz with 10 kw day and 1 kw night. KAMZ is on 93.1 mhz with 30 kw and antenna 1,080 feet above average terrain. KEND is on 1590 khz full time with 1 kw. KLLL is on 96.3 mhz with 100 kw and antenna 580 feet above average terrain. **Broker: Blackburn & Co.**

WTIP(AM)-WVSR(FM) Charleston, W.Va. □ Sold by Beasley Broadcasting Group to Ardman Broadcasting Corp. for \$3,250,000. **Seller** is owned by Goldsboro, N.C.-based group of six AM's and 10 FM's headed by George Beasley. **Buyer** is owned by Myer Feldman, who also owns KBCQ(AM)-KCKN(FM) Roswell, N.M., and has interest in WLLH(AM) Lowell, Mass.; WSSH(FM) Boston, and WLAM(AM)-WZKS(FM) Lewiston, Me. WTIP is on 1240 khz full time with 1 kw. WVSR is on 102.7 mhz with 50 kw and antenna 420 feet above average terrain. **Broker: Cecil L. Richards Inc.**

KNGS(AM)-KTLK(FM) Hanford, Calif. □ Sold by Sunrise Communications of Central California to KLTk Inc. for \$2.8 million cash. **Seller** is principally owned by Al Lobek, stations' general manager, who has no other broadcast interests. **Buyer** is Williamston, Mich.-based group of one AM and four FM's owned by Robert G. Liggett Jr. KNGS is on 620 khz full time with 1 kw. KTLK is on 107.5 mhz with 16.4 kw and antenna 860 feet above average terrain. **Broker for seller: William A. Exline Inc. Broker for buyer: American Radio Brokers Inc. ISFO.**

WRIP(AM)-WOWE(FM) Rossville, Ga. □ Sold by WOWE Inc. to Chattanooga Radio Limited Partnership for \$1,150,000, comprising \$700,000 cash and \$250,000 note, plus \$200,000 noncompete agreement. **Seller** is principally owned by David King, Anita Parinello, Ron Gillenardo and Ross Fleischman. It is buying, subject to FCC approval, KITE-FM Portland, Tex. ("Changing Hands," June 16). **Buyer** is owned by USA Develop-

VAN WAGNER BROADCASTING, OKC

(Robert C. Fauser, President)

has acquired

KEBC-FM

Oklahoma City, Oklahoma

from

Electronic Broadcasting Corporation, Inc.

(Ralph H. Tyler, President)

We are pleased to have served
as broker in this transaction.

BLACKBURN & COMPANY
I N C O R P O R A T E D

Media Brokers & Appraisers Since 1947

WASHINGTON, D.C. 20036	ATLANTA, GA 30361	CHICAGO, IL 60601	BEVERLY HILLS, CA 90212
1100 Connecticut Ave., NW	400 Colony Square	333 N. Michigan Ave.	9465 Wilshire Blvd.
(202) 331-9270	(404) 892-4655	(312) 346-6460	(213) 274-8151

8/18/86

ment Inc. (50%) and The Zitelman Group Inc. (50%). USA is owned by Norman Understein. Zitelman Group is owned by Richard Zitelman. Understein is Bethesda, Md.-based investor. Zitelman is Chevy Chase, Md.-based broadcast consultant. They have no other broadcast interests. WRIP is daytimer on 980 khz with 500 w. WOVE is on 105.5 mhz with 3 kw and antenna 270 feet. *Broker: The Holt Corp.*

KMFO(AM) Capitola, Calif. □ Sold by KMFO Broadcasting Co. to KMFO Radio Inc. for \$500,000, comprising \$135,000 cash and \$365,000 note at 12% for 10 years. Seller is principally owned by Grant R. Wrathall Jr. It has no other broadcast interests. Buyer is owned by Norman Stone and Chester R. Tart (37.5%), Christopher L. Murray (37.5%) and George H. Gregory Jr. (25%). It has interest in KMBY(FM) Seaside, Calif. KMFO is on 1540 khz full time with 10 kw.

WALY(AM) Gray, Ky. □ Sold by Patricia L. Powell to Crown Communications Inc. for \$470,000 comprising \$250,000 cash and two notes, one for \$170,000 at 7% for 11 years and one for \$50,000 at 7% for five years. Seller has no other broadcast interests. Buyer is owned equally by Larry A. Burdette, president; David Carrier, and Joseph B. Kesler III (33 1/3% each). Burdette is WALY station manager. Carrier is account executive and Kesler is promotion and cable coordinator with WYMT(TV) Hazard, Ky. WALY is daytimer on 1590 khz with 500 w.

For other proposed and approved sales, see "For the Record," page 75.

Satellite radio station readying for fall start-up

Station, based in Houston, and owned by LARR Computer Corp., will broadcast mostly entertainment but some educational programming

A new direct broadcast satellite radio station originating from this country is now being readied by Dr. Lawrence Herbst, president of the K-LARR Broadcasting Network, Houston, a division of the LARR Computer Corp. Herbst is looking to launch the station, which can only be received by satellite dish and special antenna owners, some time during the fall.

K-LARR, as the station is called, will primarily air entertainment programming, 24 hours a day. The station, said Herbst, will also offer computer programming courses (voice and data) through which listeners will be able to earn an accredited college degree.

K-LARR's satellite-delivered signal will be transmitted from studios in Houston to most of North America primarily by way of Satcom IV and to Europe via Comsat. Herbst also hopes to serve the Soviet Union, the Middle East and the Orient in the "foreseeable" future.

The worldwide station will have a block programming schedule as follows (all times are central): 6 a.m. to 9 a.m., call-in talk and music show; 9 a.m. to 11 a.m. satellite com-

New contender. International Television Network, Salt Lake City, is supplying television stations with four-hour block of international programming that will be transmitted nightly and repeated once from 12:30 a.m. to 8:30 a.m., NYT. Programming will come from France, Germany, Mexico, Australia, Canada and Poland and will include comedies, documentaries, movies and mini-series. Although some programming will be dubbed, most of it will be subtitled. At outset ITN will be supported by direct-response advertising carried on per-inquiry basis. Advertising Sales Network, New York, has been signed as exclusive direct-response sales representative for ITN. Seventeen TV stations have signed as affiliates of ITN, including four small-market network affiliates. ITN affiliates have option of carrying all or only part of programming block. ASN said last week it has obtained more than 40 sponsors for ITN, including clients of such direct-response agencies as Grey Direct, BBDO Direct, Lawrence Butner Advertising and A. Eicoff & Co. ASN is making available eight minutes of national commercial time per hour and four minutes of local time per hour. International Television Network began operations on Westar IV, transponder 10D on July 24. Advertising Sales Network has been in business for several years, according to company spokesperson.

puter school sponsored by the Popotech Institute, another division of LARR Computer Corp. (listeners will need a LARR decoder box for the computer); 11 a.m. to noon, a variety music show including rock, country and nostalgia; noon to 1 p.m., international news, 1 p.m. to 6 p.m. variety music programming, and 6 p.m. to midnight, special events music programming and old-time radio shows. Part of the programming day is to be repeated between midnight and 6 a.m.

K-LARR, said Herbst, will air material from a number of radio programming companies including Westwood One, Culver City, Calif., and Alternative Programming, Dallas—the last supplying 500 reels of music—and will produce some of its own programming. "We will eventually have our own uplink trucks around the world for news and specials," he said, adding that K-LARR will

subscribe to both AP and UPI news services.

According to Herbst, a LARR Computer Corp. subsidiary is manufacturing small satellite dishes for the home, portable dishes and specially designed antenna's for the car to receive the K-LARR network. All the dishes are expected to be on the market by Christmas time. Satellite dishes for the home will retail at \$1,195, with portable dishes at \$199.95 and the car antenna at \$99.95.

Initial investment for the launching of the K-LARR Broadcasting Network is estimated at \$20 million. Revenue for the undertaking will be derived from several sources, including the sale of advertising time and the marketing of both LARR Computer's equipment and some of its other services.

K-LARR is an unlicensed radio station, but Herbst said he has received the White House's stamp of approval for its operation.

NAB/NRBA

Radio '86 Convention New Orleans

*While you're attending the Convention,
call us for a confidential discussion
in our suite at the Soniat House
Hotel, Chartres Street.
Phone 522-0570 from Sept. 11-13.
Todd and Ted Hepburn.*

**THE
TED HEPBURN
COMPANY**

P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

TELECASTINGS

Signing on

Nielsen announced two more metered markets to go on line in 1987. Seattle (all six stations have committed to the service, said Nielsen: KSTW-TV, KCPO-TV, KTZZ-TV, KING-TV, KOMO-TV and KIRO-TV) will go on the meter in May. The Hartford-New Haven, Conn., market will go on-line in July, said Nielsen. Stations signing up in the latter market so far include WHCT-TV Hartford, WTIC-TV Hartford and WTXN(TV) Waterbury, all independents. Seattle-Tacoma is the 13th largest market in the U.S., and Hartford-New Haven is the 24th. Nielsen now has 12 metered markets, with Atlanta scheduled to be metered next October.

Comic relief

Comic strip characters are making appearances on television in campaign designed to "establish the health and well-being of children as a top priority in the United States." Developed for the Child Welfare League of America (CWLA) and co-sponsored by the

American Academy of Pediatrics, "Art for Kids' Sake" features eight 30-second spots and two four-second station ID's that use such cartoon strips and characters as "Doonesbury," "Garfield," "Spiderman," "Dennis the Menace," "Little Orphan Annie" and "Hagar the Horrible" to deal with issues such as child care, child abuse and neglect, runaway children and teen-age pregnancy.

The spots are presently airing on six Taft-owned television stations and have been syndicated to 33 stations by Group W Television Sales, which distributes the campaign as a part of its "For Kids' Sake" public affairs programming package, developed in September 1985. That campaign debuted over Taft's WCDX(TV) Miami, and will air on most Group W stations next January. Each station makes a commitment to address the issue for 12 months.

The cartoon spots use dialogue along with cartoon scenes created especially for the campaign. Art for Kids' Sake also includes posters, greeting cards, jigsaw puzzles and a mural decorated by 70 cartoonists, to be auctioned at Christie's Auction Gallery in New York, and a three-minute, 35

mm film to be used in movie theaters during G-rated films. Profits from the sale of the items will be split equally among CWLA and its local agencies, which are listed in spots produced by stations for local use. All services were donated and syndication rights to the characters were waived so that more than 80 cartoonists could contribute their characters to the campaign. "These cartoon characters know no generational bounds," said campaign organizer Philip Lerner, external affairs consultant with CWLA. "When you have an all-star cast, each one of them has a following."

First Lady support

Nancy Reagan will be the keynote speaker at an Academy of Television Arts & Sciences luncheon in Los Angeles on Friday, Oct. 31, kicking off a two-day, antidrug symposium. ATAS President Richard Frank, also president of Walt Disney Productions, said that with children watching 27 hours of TV per week, the television industry had to do something about the often glamorized portrayal of the drug world.

Family affair

The importance, issues and values of the family will be explored by WSB-TV Atlanta in a local programming campaign to begin Saturday (Aug. 23). "Family 2 Family" will be a theme in prime time programs, news stories, series, public service announcements and community events. The campaign will kick off with "Bring Your Family to Meet Our Family," an all-day open house Saturday at the studios of WSB-AM-FM-TV. On Sunday, WSB-TV will air *The Family Today*, a program examining television families and featuring interviews with the cast of ABC's *Growing Pains* and with Danny Thomas, star of *One Big Family*, which will debut in the fall. In addition, WSB-TV will "criss-cross north Georgia, examining families as they live today."

Shows sold

Television South of Great Britain has acquired the Midem Organization, sponsor of MIP-TV, MIPCOM and other international television festivals. TVS paid \$7.5 million for the organization which will continue to be headed by Bernard Chevry. TVS will finance the purchase with the sale of \$30 million of nonvoting shares at \$1.50 per share.

Signed up

Television Information Office has signed Post-Newsweek's WDIV(TV) Detroit as a member of the organization. All four Post-Newsweek station are now TIO members.

KEYCOM CORPORATION

has acquired

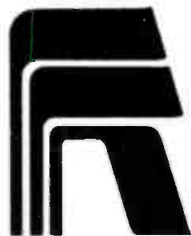
KIKO-AM/FM

Phoenix (Globe), Arizona

from WILLARD SHOECRAFT

For \$1,750,000.00

The undersigned represented the Buyer in this transaction and assisted in the negotiations.



Kalil & Co., Inc.

3438 North Country Club • Tucson, Arizona 85716 • (602) 795-1050

“Between the one-man office and the Wall Street monolith. That’s CEA’s niche.”

“Knowing the qualified buyers has a great deal to do with being successful in the brokerage business today. The rush to buy and sell brought on by favorable interest rates and price escalation has created a volatile market for television station sales. The 1987 tax law change proposals and increased pressures in Congress to reevaluate the three-year rule may bring even more sellers to the table sooner.

Communications Equity Associates’ professional team of brokers, CPAs, lawyers and consultants is qualified to handle even the most complicated transactions involving equity and debt placements. In the fast-paced, complex television industry, that’s important. With the expertise of CEA, you won’t have to pay mega-fees for bankers whose only knowledge of your business is a crash course in broadcasting.

The ability to arrange financing and advise on a myriad of broadcast-related situations is what sets CEA apart from the rest. Between the limited one-man operation and the huge banking firms of Wall Street, there’s

CEA — an entrepreneurial organization willing to work harder, travel farther and respond faster.

Getting the best price is critical. But equally important to our industry is the continuance of a broadcasting system committed to the highest standards.

To help maintain this system through work with responsible, professional broadcasters is CEA’s goal. Energy, specialization and teamwork are CEA’s mark.

We all talk about being in the people business. Put our people to the test.”

1133 20th St., N.W., Suite 260
Washington, DC 20036 202/778-1400

Kent M. Phillips, Sr. Vice President & Managing Director
Glenn Serafin, Director — Radio Broadcast Services
Dennis R. Eckhout, Senior Broadcast Analyst

CEA is a member of the National Association of Securities Dealers, Inc. and all its professional associates are licensed by the NASD.



*DIANE HEALEY LINEN
Senior Vice President
Broadcast Services
After graduating
from Harvard Business School, Diane Healey Linen continued her career in broadcasting for ten years with NBC in a number of upper management positions before joining CEA to head the Broadcast Services Division.*



COMMUNICATIONS
EQUITY
ASSOCIATES

Investment Banking, Financial and Brokerage Services

Thomson buys Comark

Thomson-CSF, the \$8-billion-a-year French electronics manufacturer, last week announced its purchase of privately owned Comark Communications Inc., Southwick, Mass., for an undisclosed amount. Comark claims a 20% share of the U.S. UHF transmitter market and around \$10 million in annual sales.

Comark President Nat Ostroff declined to discuss details of the deal beyond saying Comark's management will be affected slightly by the deal. Although he will remain president, he said, Serge Le Camus, chairman of Thomson-LGT, Thomson-CSF's transmitter subsidiary, has replaced Richard E. Fiore as chairman of Comark. Fiore will stay on as a consultant and a member of Comark's board, he said.

In announcing the deal, Thomson-CSF said it "demonstrates Thomson's commitment to the U.S. broadcast market." Despite Thomson-LGT's success internationally—it claims to have installed 20,000 transmitters in 110 countries—it has never been able to make a significant dent in the U.S. transmitter market. An attempt to build its U.S. presence earlier this year was frustrated when RCA rejected Thomson's offer to purchase its broadcast transmitter-antenna divisions.

Comark's line of high-power UHF trans-

mitters complements Thomson-LGT's line of low-power UHF transmitters, VHF transmitters and FM transmitters. Together, Comark and Thomson-LGT will be well-positioned to fill—at least partially—the vacuum in the UHF and VHF transmitter markets created when RCA announced its withdrawal last year.

Both Comark and Thomson-LGT made news at the National Association of Broadcasters convention last spring. Comark introduced a 60 kw UHF transmitter with a klystron (in the final amplifier stage), which it says is more electrically efficient than any klystron in use today. Thomson-LGT introduced a 30 kw solid-state VHF transmitter, the first tubeless VHF transmitter with that much power.

In related news, another Thomson-CSF subsidiary, Thomson-CSF Broadcast, maker of video graphics and animations products, has sold \$300,000 in Vidifont systems to Harte Hanks Television. The three two-channel Vidifont V systems will go to Harte Hanks stations in Springfield, Mo.; Greensboro, N.C., and San Antonio, Tex.

RFR in the Rockies

Denver's largest broadcast antenna farm, housing five of its seven TV's and another eight FM's, will be the subject of a joint FCC-Environmental Protection Agency site

survey of radio frequency radiation (RFR) levels.

According to the FCC's Robert Cleveland, the commission hopes to begin the study in late September, possibly the week of Sept. 22. Transmission facilities at Lookout Mountain, 15 miles west of Denver's center, include NBC-owned KCNC-TV, Gannett's KUSA-TV, Tribune's KWGN-TV, McGraw-Hill's KMGH-TV and public station KRMA-TV. The eight FM's are KAZY, KBPI, KCFR, KOAQ, KOSI, KPKE, KUVU and KYGO.

Similar surveys in Seattle in 1985 and Honolulu in 1984 led broadcasters there to modify their facilities, usually in relatively minor ways such as new fencing or warning signs, to limit public and occupational exposure to the emissions. The FCC, working with levels recommended by the American National Standards Institute (ANSI), established RFR exposure limits for broadcasters at the beginning of 1986.

The two federal agencies also just completed a five-day RFR study at an antenna site in Portland, Ore. (BROADCASTING, May 26). Cleveland and the EPA's lead spokesman, Richard Tell, of the agency's Las Vegas Office of Radiation Programs, declined to reveal preliminary findings of the work, conducted July 28-Aug. 1, but said final results will be made public in two to four months.

Approximately two-thirds of the five-man Portland study was concentrated on a west side antenna farm, Healy Heights, where two towers carry antennas of six FM broadcasters—KGON, KJIB, KKRZ, KXL-FM, KPDO-FM and noncommercial KBOO—in close proximity to several hundred city residents. EPA measurements made there in the mid-1970's showed RFR levels exceeding current FCC-ANSI limits.

Measurements were made going out several hundred yards from the Healy Heights site in most directions, said Cleveland, and levels were taken inside and outside some local homes. Also checked for excessive RFR were other sites in and near the city, including a Sylvan Hills antenna farm with six TV's and five FM's, and Mount Scott, where two FM's share facilities with two-way radio and microwave transmitters. An antenna site in the city's Council Crest Park, which contains only two-way and microwave operations, was also studied by the two agencies.

Local officials, reacting to concern in Portland about RFR levels, have a city moratorium in effect on building new communications structures. The week the FCC-EPA team was conducting its survey, the city council extended the moratorium to early 1987.

Similar moratoriums have affected local broadcasters in other markets, including Seattle, where Fisher Broadcasting of Seattle told the FCC in comments filed Aug. 1 in a related proceeding (BROADCASTING, Aug. 11) that it had spent approximately \$100,000 in an effort to fully operate KOMO-TV facilities despite restrictive county and city RFR ordinances.

Another Seattle station, KONG-TV, has

ENTERPRISE

Systems Group, Inc.

announces its acquisition of

**Kaman Broadcasting Systems and
its premiere product line**

THE BROADCAST MANAGEMENT SYSTEM

FILMS • DEMOGRAPHICS • AUTOSWITCH • FINANCIALS

For more information contact:

Corporate Headquarters

1115 Elkton Drive

Colorado Springs, CO 80919

303/599-1452

New York

212/605-0377

Atlanta

404/851-9325

Memphis

901/763-1078

Indianapolis

317/843-5508

London

01/398-8511

Narragansett Television Company of California, Inc.
has acquired the assets of
KOVR-TV, Inc.
owner and operator of



serving Stockton/Sacramento, California

Narragansett Capital Corporation initiated
this transaction, arranged acquisition financing
of \$120,000,000, and participated
as an equity investor



Narragansett Capital Corporation
40 Westminster Street, Providence, Rhode Island 02903

July 29, 1986

fought local jurisdictions for three years and has spent a reported \$2 million trying to construct a channel 16 transmitter at the Cougar Mountain antenna farm outside Seattle, where the FCC-EPA study was conducted last May. On Aug. 1, a county superior court judge dismissed an appeal by local residents of a county government decision to allow the construction, and the broadcaster is currently awaiting a Washington State Court of Appeals review confirming another county superior court's approval of the construction.

The FCC-EPA environmental studies are conducted under an interagency arrangement recently extended through the next fiscal year, according to the FCC's Cleveland. The agencies' budgets account for two site studies (each costs approximately \$4,000-\$5,000 in travel and shipping expenses, not including team member salaries), or other interagency consultation on RFR issues. No further sites are scheduled after the Denver survey, Cleveland added.

EIA releases TV interface

A standardized interface between television receivers and peripheral devices has been developed by TV set manufacturers, cable converter makers and cable operators working together in an Electronic Industries Association technical committee. The 20-pin baseband interface, developed after nearly four years of work, is to be built into TV receivers and interfacing devices including set-top cable converters, videocassette recorders and other products.

According to Eugene Lemke of RCA, who serves as chairman of the EIA committee on television receivers, which oversaw the work, the standard provides mechanical and electrical specifications so manufacturers of devices used with TV sets can rely on a standardized interface. The primary application for the standard, Lemke added, will be with cable converters. The cable industry has been burdened by consumer confusion resulting from set-top converter-decoders taking over tuning functions from receivers, according to EIA, but the interface will ultimately eliminate set-top tuning, helping to simplify and lower the cost of the converters and returning full subscriber access to receiver remote control and other tuning features.

"The need for an interface was driven by real life problems," Lemke said. "The cable industry is in a mess, having complicated

converter boxes with high failure rate. The biggest payoff is to customers in the cable industry [who] can have simpler cable converters."

National Cable Television Association's Wendell Bailey, vice president of science and technology, called the work "very important," and added. "It was not easy to achieve consensus between cable TV operators, and converter and receiver manufacturers. There was great wrangling and tussling on what was to be on each pin. It was a great victory to persevere and agree on a standard. [It will] greatly uncomplicate the interface between the cable and the set."

The decision to use a baseband interface was made early in the work, according to participants, although receiver manufacturers initially suggested using a signal form intermediate between baseband and full RF. But a lengthier development time frame, plus the desire to avoid the possibility of multiple interface standards, led the group away from the intermediate frequency interface to the baseband approach by 1985, when testing began.

Three field tests were conducted on the baseband interface last year, using a "mini-cable system" provided by ATC in Denver and modified receivers from six participating manufacturers, according to EIA staff engineer Tom Mock. Four scrambling systems were used: a Zenith baseband system, a Jerrold modified digital audio satellite system, Oak's Sigma digital audio baseband system and a Scientific-Atlanta RF system modified to be decoded at baseband.

Three of the four converter manufacturers participating have since indicated there would be little difficulty in also inexpensively adopting the large number of existing RF decoders to the baseband interface, and one, Zenith, which manufactures a line of its own baseband products, is currently working to see if a new RF-based conversion system can also be accommodated at baseband.

Some receiver manufacturers have indicated they would move to place the new interface plug inside the set within months, Lemke said, although most commentators believe there will probably be a several-year delay before either the simplified decoders and the interface-equipped receivers are widely available.

"There is a long-term turnover and proliferation problem" acknowledged NCTA's Bailey, but he said the association and several cable operator members hope to help

the process along and have formed an NCTA engineering subcommittee to urge MSO's to push for interfacing converters. The newly formed group, chaired by Joe Van Loan of Viacom, will meet in Washington for the first time this Wednesday, Aug. 20.

A 23-page document describing the standard (IS-15) is also available from EIA in Washington for \$12.

Computer prompting

A Washington-based firm is offering computer software that allows television news directors to turn a personal computer into a teleprompter and generate real-time closed captions of newscasts for reception by the hearing impaired. The firm is Computer Prompting Corp., and the software is the CPC-1000.

With the CPC-1000, an IBM or IBM-compatible PC becomes a word processor/prompter. In the prompting mode, it displays six lines of script at a time in any of three fonts (see photo). The speed at which the teleprompter scrolls is controlled by a knob on a hand-held unit that comes with the software and plugs into the computer.

The software generates closed captions of the script while it is being scrolled on the prompter. The captions are sent by the PC through an encoder to the transmitter where they are broadcast in digital form over line 21 of the vertical blanking interval. Because the creation of the captions is tied to the scrolling, the captions of any given segment of the script are broadcast and received in the homes of persons with closed-caption decoders at about the same time the segment is being read by the anchors or reporters.

According to CPC President Sidney Hoffman, the software provides news directors with an opportunity to closed-caption their newscasts relatively inexpensively. The software without the captioning capability sells for \$4,000. With the capability, it goes for \$6,000.

According to the National Captioning Institute, which promotes line 21 captioning and which has been working with CPC, some 130,000 homes are now equipped with captioning decoders. TeleCaption II set-top decoders, which are attached to a set's antenna terminals, are available for \$199.99 from around 160 sources, including the NCI, the Sears catalogue, associations for the deaf and consumer electronics retailers.

The effective link between buyer and seller.

Confidential, ethical, professional and experienced.
The effective link between buyer and seller for
successful broadcast and cable transactions.

NF&A

Norman Fischer & Associates, Inc.
Media Brokerage Appraisals Management Consultants
1209 Parkway Austin, Texas 78703 (512) 476-9457

Satellite stereo

Group W/TVSC will offer a stereo audio service for satellite-delivered syndicated television programming starting Sept. 15. Wegener Communications' Panda II stereo audio equipment will be used for the stereo delivery and is now being installed at Group W satellite distribution facilities in Pittsburgh.

Among the stereo programs Group W/TVSC will distribute next fall are *Hee Haw*, *Soul Train*, *Hit City*, Billy Graham specials and several other shows now under consideration with program suppliers. Those stations taking delivery of the stereo versions

will not be charged any extra fee, and monaural audio feeds will continue for all programs, according to Group W/TVSC spokesman Jack Muck.

Wegener's Panda II is also used by Wold Communications for stereo television satellite delivery, and the system is in place for satellite feeds at some 300 radio stations.

Engineering excellence

The Academy of Television Arts & Sciences has awarded Emmys for outstanding achievement in engineering development to Stefan Kudelski for stereo recording and to CBS, Sony and Cinedco for electronic editing. The awards are to be presented Sept. 6 during the nontelevised portion of the 38th Emmy awards ceremony.

Switzerland-based Kudelski was cited for the development of Nagra portable production and post-production quarter-inch audiotape recorders which use time code to synchronize stereo audio with videotape recorders. An earlier Nagra recorder design

had already won Kudelski an Emmy citation.

The second award will go to CBS, Sony and Cinedco for the design of an electronic editing system used for film programs. Cinedco's Adrian Ettlinger worked with all three companies in design of product, marketed by Cinedco as Ediflex system.

Gearing up

An new on-frequency microwave repeater in the CARS 12.7-13.25 band has been developed for cable television operators by **Hughes Aircraft's Microwave Products Division**. The MWB-122, available in four outdoor models from \$18,000 to \$22,000, can be used to amplify signals received from primary microwave transmitters and retransmit them to secondary cable hub sites. The Torrance, Calif., manufacturer has a broad line of CARS band systems, including other kinds of repeaters, although the technology to repeat on the transmitted frequency has previously been used only for common carrier applications.

□

Miralite has developed a new 3.7 meter C-band earth station antenna that reduces terrestrial interference an average 150% by using an absorbant-material shroud mounted on the reflector edge. The Santa Ana, Calif.-based manufacturer began shipping the \$4,500 Miralite TI last month.

Conference call

The National Association of Broadcasters is calling for technical papers to be presented at its annual broadcast engineering conference during the 1987 NAB convention in Dallas March 28-31. Broadcasters and manufacturers with new developments in equipment, systems and techniques should submit one-page abstracts of proposed papers to the NAB engineering conference committee in Washington by Oct. 10.

The NAB committee will meet later that month to select papers for presentation. All accepted papers must be completed and received by NAB by Feb. 13, 1987 to be included in the volume of conference proceedings.

For the Record

As compiled by BROADCASTING, Aug. 7 through Aug. 13, and based on filings, authorizations and other FCC actions.

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

of Central California to KLTK Inc. for \$2.8 million cash. Seller is principally owned by Al Lobek, stations' general manager, who has no other broadcast interests. Buyer is Williamston, Mich.-based group of one AM and four FM's owned by Robert G. Liggett Jr. Filed Aug. 6.

■ WQSA(AM) Sarasota, Fla. (1220 khz; 1 kw-D)—Seeks assignment of license from Horizon Communications to Multi Media Communications Corp. for \$650,000 cash. Seller is owned equally by James Seemiller, E.F. Schwarzer and Anita Anesi (33 1/3% each). Buyer is owned by Philip J.

Ownership Changes

■ KXEG(AM) Phoenix; KSHY(AM) Cheyenne, Wyo.; KBBX(AM)-KCGL(FM) Centerville, Utah; KXEN(AM) Festus-St. Louis, Mo.; KQXI(AM) Arvada, Colo., and KXAK(AM) Corrales, N.M. (KXEG: 1010 khz; 1 kw-D; 250 w-N; KSHY: 1370 khz; 1 kw-D; KBBX: 1600 khz; 5 kw-D; 1 kw-N; KCGL: 105.5 mhz; 500 w; HAAT: 650 ft.; KXEN: 1010 khz; 50 kw-D; KQXI: 1550 khz; 10 kw-D; KXAK: 1310 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Mid-America Gospel Radio Network Inc. to BDG Enterprises Inc. for \$9,115,000. Seller is wholly owned subsidiary of Harold S. Schwartz & Associates Inc. It has interest in WTHE(AM) Minneola, N.Y. Buyer is principally owned by Burt W. Kaufman, president, and George Spicer. Kaufman is vice president and Spicer is general manager of KXEG(AM) Phoenix. Filed Aug. 1.

■ KMFO(AM) Capitola, Calif. (1540 khz; 10 kw-U)—Seeks assignment of license from KMFO Broadcasting Co. to KMFO Radio Inc. for \$500,000, comprising \$135,000 cash and \$365,000 note at 12% for 10 years. Seller is principally owned by Grant P. Wrathall Jr. It has no other broadcast interests. Buyer is owned by Norman Stone (49%) and C&C Communications Inc. (51%). C&C is owned by Chester R. Tart (37.5%), Christopher L. Murray (37.5%) and George H. Gregory Jr. (25%). It has interest in KMBY(FM) Seaside, Calif. Filed July 31.

■ KNGS(AM)-KTLK(FM) Hanford, Calif. (AM: 620 khz; 1 kw-U; FM: 107.5 mhz; 16.4 kw; HAAT: 860 ft.)—Seeks assignment of license from Sunrise Communications

Professionalism, Integrity, Confidence

"The Ingredients For Successful Results (quietly)"



Ronald J. Ninowski



James A. Gammon



Donald R. Bussell



Carl J. Fielstra



Richard T. Wartell



Marc O. Hand



Al Perry



Jack F. Satterfield



Gammon & Ninowski

Media Investments, Inc.

Providing confidential brokerage, investment, corporate financial and broadcast consulting services exclusively to the communications industry. To obtain a prospectus of the services provided by Gammon & Ninowski, contact one of our regional offices.

Washington, DC	Ronald J. Ninowski	(202) 862-2020	Denver, CO	Marc O. Hand	(303) 534-3513
Washington, DC	James A. Gammon	(202) 862-2020	Denver, CO	Al Perry	(303) 239-6670
Washington, DC	Donald R. Bussell	(202) 862-2020	Kansas City	Richard T. Wartell	(913) 681-2901
Philadelphia, PA	Jack F. Satterfield	(215) 525-8767	Los Angeles, CA	Carl J. Fielstra	(714) 837-9800

Member: National Association of Media Brokers (NAMB), NAB, INTV

Carlton, Sarasota, Fla.-based investor with no other broadcast interests. Filed Aug. 4.

■ **WRIP(AM)-WOWE(FM)** Rossville, Ga. (AM: 980 khz; 500 w-D; FM: 105.5 mhz; 3 kw; HAAT: 270 ft.)—Seeks assignment of license from WOWE Inc. to Chattanooga Radio Limited Partnership for \$1,150,000, comprising \$700,000 cash and \$250,000 note, plus \$200,000 noncompete agreement. Seller is principally owned by David King, Anita Parinello, Ron Gilenardo and Ross Fleischman. It is buying, subject to FCC approval, KITE-FM Portland, Tex. ("Changing Hands," June 16). Buyer is owned by USA Development Inc. (50%) and The Zitelman Group Inc. (50%). USA is owned by Norman Understein. Zitelman Group is owned by Richard Zitelman. Understein is Bethesda, Md.-based investor. Zitelman is Chevy Chase, Md.-based broadcast consultant. They have no other broadcast interests. Filed Aug. 4.

■ **WALY(AM)** Gray, Ky. (1590 khz; 500 w-D)—Seeks assignment of license from Patricia L. Powell to Crown Communications Inc. for \$470,000 comprising \$250,000 cash and two notes, one for \$170,000 at 7% for 11 years and one for \$50,000 at 7% for 5 years. Seller has no other broadcast interests. Buyer is owned equally by Larry A. Burdette, president; David Carrier, and Joseph B. Kesler III (33 1/3% each). Burdette is station manager at station. Carrier is account executive and Kesler is promotion and cable coordinator with WYMT(TV) Hazard, Ky. Filed Aug. 1.

■ **WQBC(AM)** Vicksburg, Miss. (1420 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Hol-Co Inc. to V-C Enterprises Inc. for \$22,500 cash and assumption of liabilities. Seller is principally owned by Frank J. Hollifield, who has no other broadcast interests. Buyer is owned by Richard A. Vork, president (50%), and Elizabeth T. Cooper (50%). Cooper's father, Owen Cooper, has interest in WLBT-TV Jackson, Miss. Filed Aug. 4.

■ **WLS-AM-FM** Lansing, Mich. (1320 khz; 5 kw-D; 1 kw-N; FM: 101.7 mhz; 3 kw; HAAT: 180 ft.)—Seeks assignment of license from Sentry Broadcasting Inc. to North Star Broadcasting Inc. for \$2,820,000 cash, including \$970,000 noncompete agreement. Seller is owned by Sentry Insurance. Buyer is owned by R. Charles McLravy (20%); InterFirst Venture Corp. (75%) and Communications Partners Ltd. (5%). InterFirst has interest in American Cablesystems Corp. and in WLBT-TV Jackson and WLBM-TV Meridian, both Mississippi. CPL has interest in Universal Cable Communications and in KCFX-FM Harrisonville, Ohio. It is buying, subject to FCC approval, WCRJ-FM Jacksonville, Fla., and WLLT-FM Fairfield, Ohio. McLravy has interest in WLAJ-TV Lansing, Mich. Filed Aug. 1.

■ **KMOB** Moab, Utah (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Long Lines Broadcasting Inc. to Moab Broadcasting and Television Corp. for \$10 and forgiveness of debt. Seller is owned by Joe D. Kingsley, Royce Henningson, Linda Ottersbach and Country Investments (25% each). They have no other broadcast interests. Buyer is owned by principally owned by Dixie L. Barksdale, president, Craig V. Wirth, and Randall J. Taylor. It has no other broadcast interests. Filed July 30.

New Stations

FM's

■ **Bedford, N.H.**—Donna M. MacNeil seeks 96.5 mhz, 3 kw, HAAT: 171 ft. Address: 24 Wendover Way, Bedford, N.H. 03102. Applicant has no other broadcast interests. Filed Aug. 4.

■ **Bedford, N.H.**—Vernon C. Floyd seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: Route 11, Box 2712, Hattiesburg, Miss. 39401. Principal has interest in WORV(AM)-WJMG(FM) Hattiesburg, Miss. Filed Aug. 4.

■ **Bedford, N.H.**—Gladys E. and Robert R. Powell seek 96.5 mhz, 3 kw, HAAT: 328 ft. Address: Pinkham Notch Rd., Box 326, Jackson, N.H. 03846. Gladys Powell is managing general partner and 80% owner of applicant. She is general manager of WMOU-FM Berlin, N.H. Robert Powell is general partner and 20% owner of applicant, and is employed as sales representative at WMOU-FM. Their son and daughter, Stephen E. Powell and Deborah P. Stever, also have interest in WMOU-FM. Filed Aug. 4.

■ **Bedford, N.H.**—Appledore Communication's seeks 96.5 mhz, 1.4 kw, HAAT: 460 ft. Address: 116-D South River Rd., Bedford, N.H. 03102. Applicant is wholly owned by Steven A. Silberberg, who also has interest in WHAV(AM)-WLYT(FM) Haverhill, Mass. Filed Aug. 4.

■ **Bedford, N.H.**—Bedford Radio Broadcasting Co. seeks 96.5 mhz, 3 kw, HAAT: 90 ft. Address: 12 Great Brook Dr., Milford, N.H. 03055. Applicant is owned by Gail G. Gunn, who is employed by WNDS(TV) Derry, N.H. Filed Aug. 4.

■ **Bedford, N.H.**—Airwave Communications Inc. seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: 105 Chestnut Hill Lane, Stamford, Conn. 06903. Applicant is owned by Joseph G. Feintuck, who has no other broadcast interests. Filed Aug. 4.

■ **Bedford, N.H.**—Satellite Systems Engineering Inc. seeks 96.5 mhz, 1.35 kw, HAAT: 492 ft. Address: 7315 Wisconsin Ave., Suite 521 E, Bethesda, Md. 20814. Applicant is Maryland corporation owned by Wilbur L. Pritchard, president (55.29%); Rheinhard Stamminger (12.06%), and 16 others at less than 5% each. Pritchard's wife, Kathleen, owns 3.62% of stock, and his daughter, Ruth, owns 1.91%. They have no other broadcast interests. Filed Aug. 4.

■ **Bedford, N.H.**—Benjamin Macwan seeks 96.5 mhz, 3 kw, HAAT: 327 ft. Address: 47-01 Newton Rd., Long Island, N.Y. 11103. Applicant is former radio host and producer with interest in app.'s for one new TV and five new FM's. His son, David, has interest in app. for new TV at Hardeeville, S.C. Filed Aug. 4.

■ **Bedford, N.H.**—Colonial Communications seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: 154 Joppa Hill Rd., Bedford, N.H. 03102. Applicant is owned by James Gold, who is acting station manager and sales manager of WFEA(AM) Manchester, N.H. His father, Robert, has interest in WPOR-AM-FM Portland, Me., and WFEA. Filed Aug. 1.

■ **Bedford, N.H.**—Kirkley Paige Beal seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: 1829 Chantilly Ct., Virginia Beach, Va. 23451. Applicant is general sales manager at WMYK(AM)-WZAM(FM) Elizabeth City, N.C. She is app. for new TV's at Bridgewater, Va., and Topsham, Me. Filed Aug. 1.

■ **Bedford, N.H.**—Michael J. Hughes seeks 96.5 mhz, 1.53 kw, HAAT: 459 ft. Address: 111 Lake Shore Rd., Salem, N.H. 03079. Applicant is operations manager for WVNH(AM) Salem, N.H. He has no other broadcast interests. Filed Aug. 4.

■ **Bedford, N.H.**—Bedford Broadcasting Service seeks 96.5 mhz, 3 kw, HAAT: 328 ft. Address: c/o 9235 N.E. 175th, Bothell, Wash. 98011. Applicant is owned by Bernadette Boozer (51%) and Duane J. Polich (49%). Boozer has interest in app. for new FM at Oswego, N.Y. Polich has interest in KLCK(AM) Goldendale, Wash., and in app.'s for new FM's at Pullman, Wash., and Oswego, N.Y. Filed Aug. 4.

■ **Bedford, N.H.**—Susan R. Beauchamp seeks 96.5 mhz, 2 kw, HAAT: 395 ft. Address: 1640 Worcester Rd., Apt. 303D, Framingham, Mass. 01701. Principal has no other broadcast interests. Filed Aug. 4.

■ **Bedford, N.H.**—Bedford Concepts seeks 96.5 mhz,

Summary of broadcasting as of May 31, 1986

Service	On Air	CP's	Total*
Commercial AM	4,838	170	4,958
Commercial FM	3,917	418	4,335
Educational FM	1,247	173	1,420
Total Radio	10,002	761	10,763
FM translators	789	444	1,233
Commercial VHF TV	547	23	570
Commercial UHF TV	415	222	637
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,262	273	1,535
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
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.

1.45 kw, HAAT: 465 ft. Address: P.O. Box 2883, Woburn, Mass. 01888. Applicant is owned by Philip J. Shea and his wife, Patrice. Shea is senior broadcast technician at WRKO(AM)-WROR-FM Boston and chief engineer at WROL(AM) Boston. Filed Aug. 4.

■ **Bedford, N.H.**—Interstate Communications seeks 96.5 mhz, 1.8 kw, HAAT: 420 ft. Address: 17 Scotland Rd., Kingston, N.H. 03848. Applicant is owned by Richard A. DeFabio (13.3%); his wife, Laura (20%); Sheila Steele (33.3%), and Susan Tucker (33.3%). Richard DeFabio is local sales manager at WNDS(TV) Derry-Manchester, N.H., and has interest with Steele and Tucker in WRYF-FM Hinsdale, N.H. Filed Aug. 4.

■ **Belpre, Ohio**—Lower Ohio Valley Educational Corp. seeks 91.7 mhz, 0.110 kw, HAAT: 428 ft. Address: P.O. Box 473, Belpre, Ohio 45714. Applicant is owned equally by Anthony L. Atkinson, Glenn Newman, William White, John Horner and Britt Jones (20% each). It is app. for new noncommercial FM at Vienna, W. Va. Filed Aug. 5.

■ **Sturtevant, Wis.**—R.A.D. Broadcasting Corp. seeks 104.7 mhz, 1.55 kw, HAAT: 442 ft. Address: 4325 Woodland Trail, Sturtevant, Wis. 53177. Applicant is owned by Norris F. Richardson, president (50%); David B. Daniels (25%), and Michael H. Andreasen (25%). They have no other broadcast interests. Filed Aug. 5.

New TV's

■ **Charlotte Amalie, V.I.**—Franklin D. Graham seeks ch. 43; ERP: 8,7096 kw vis., 0.87096 kw aur.; HAAT: 423 ft.; ant. height above ground: 130 ft. Address: 301 Guinea Rd., Stamford, Conn. 06903. Principal is applicant for new FM's in Montecito, Calif., and Orlando, Fla., and for new TV in Christiansted, V.I. Filed Aug. 5.

■ **Marion, Ind.**—Gerald J. Robinson seeks ch. 23; ERP: 5,000 kw vis., 600 kw aur.; HAAT: 968 ft.; ant. height above ground: 967 ft. Address: 2250 Seymour Ave., Cincinnati 45212. Applicant has no other broadcast interests. Filed Aug. 1.

■ **Crockett, Tex.**—William Sanders seeks ch. 40; ERP: 1,000 kw vis., 100 kw aur.; HAAT: 344.1 ft.; ant. height above ground: 447.5 ft. Address: 3928 River Rd., Atlanta 30049. Applicant has no other broadcast interests. Filed July 28.

Facilities Changes

Applications

AM's

Tendered

■ **WBHY** (840 khz) Mobile, Ala.—Seeks CP to increase power to 10 kw and install DA-D. App. Aug. 5.

■ **WLFJ** (680 khz) St. Petersburg, Fla.—Seeks CP to add night service with 7 kw and install DA-N. App. Aug. 6.

■ **WKDX** (1250 khz) Hamlet, N.C.—Seeks CP to change freq. to 1240 khz. App. Aug. 8.

Accepted

■ **KRDZ** (900 khz) Del Norte, Colo.—Seeks MP to change TL. App. Aug. 7.

■ **KPPL** (1390 khz) Denver—Seeks CP to change TL and make changes in ant. sys. App. Aug. 7.

■ **KDEO** (940 khz) Waipahu, Hawaii—Seeks CP to make changes in ant. sys. App. Aug. 7.

■ **WSGH** (1040 khz) Lewisville, N.C.—Seeks MP to operate transmitter by remote control. App. Aug. 7.

■ **WNOW** (1030 khz) Mint Hill, N.C.—Seeks MP to operate transmitter by remote control. App. Aug. 7.

■ **KRAD** (1040 khz) Perry, Okla.—Seeks MP to operate transmitter by remote control. App. Aug. 7.

FM's

Tendered

■ **WDJC** (93.7 mhz) Birmingham, Ala.—Seeks CP to install aux. sys. App. Aug. 6.

■ ***WYFB** (90.5 mhz) Gainesville, Fla.—Seeks CP to change TL and make changes in ant. sys. App. Aug. 8.

■ ***WUWF** (88.1 mhz) Pensacola, Fla.—Seeks CP to change HAAT to 616.97 ft. and change TL. App. Aug. 5.

■ **KHOM** (104.1 mhz) Houma, La.—Seeks mod. of CP to change TL and change HAAT to 1,943.73 ft. App. Aug. 6.

■ ***KXMS** (88.7 mhz) Joplin, Mo.—Seeks CP to change

ERP to 10 kw and change HAAT to 184.53 ft. App. Aug. 5.

Accepted

- KHIH (94.7 mhz) Boulder, Colo.—Seeks mod. of CP to change DA pattern. App. Aug. 5.
- KQID-FM (93.1 mhz) Alexandria, La.—Seeks mod. of CP to change HAAT to 1,432.05 ft. App. Aug. 5.
- WDTX (99.5 mhz) Detroit—Seeks mod. of lic. to move SL to 306 South Washington Ave., Royal Oak, Mich. App. Aug. 11.
- WFUR-FM (102.9 mhz) Grand Rapids, Mich.—Seeks mod. of CP to change ERP to 48 kw and change HAAT to 510 ft. App. Aug. 8.
- KXLP (98.1 mhz) New Ulm, Minn.—Seeks CP to change TL and change HAAT to 655.02 ft. App. Aug. 8.
- WJYY (105.5 mhz) Concord, N.H.—Seeks CP to change ERP to 1.55 kw and change HAAT to 456.25 ft. App. Aug. 8.
- WKLX (98.9 mhz) Rochester, N.Y.—Seeks mod. of CP to change TL and change HAAT to 492 ft. App. Aug. 8.
- WQSM (98.1 mhz) Fayetteville, N.C.—Seeks CP to change HAAT to 829.84 ft. App. Aug. 8.
- WRCM (98.7 mhz) Jacksonville, N.C.—Seeks CP to change freq. to 98.7 mhz; change TL; change ERP to 12.1 kw. App. Aug. 8.
- KAFM (97.5 mhz) Durant, Okla.—Seeks CP to change freq. to 97.5 mhz; change TL; change ERP to 45 kw, and change HAAT to 513.8 ft. App. Aug. 5.
- KOOS-FM (94.9 mhz) North Bend, Ore.—Seeks CP to change freq. to 94.9 mhz and change ERP to 15 kw. App. Aug. 5.
- WRIO (101.1 mhz) Ponce, P.R.—Seeks mod. of CP to change TL; change ERP to 39.81 kw, and change HAAT to 1,644 ft. App. Aug. 8.
- WMXQ (105.5 mhz) Moncks Corner, S.C.—Seeks mod. of CP to change TL; change ERP to 2.04 kw, and change HAAT to 383.76 ft. App. Aug. 8.

TV's

Accepted

- KTGF (ch. 16) Great Falls, Mont.—Seeks MP to change ERP to vis. 2,030 kw, aur. 203 kw and change HAAT to 1,046 ft. App. Aug. 5.
- *WNED-TV (ch. 17) Buffalo, N.Y.—Seeks MP to change HAAT to 1,082.4 ft. App. Aug. 7.

Actions

AM's

- KCHU (770 khz) Valdez, Alaska—Granted app. to change TL and make changes in ant. sys. Action July 30.
- KGER (1390 khz) Long Beach, Calif.—Granted app. to make changes in ant. sys. Action Aug. 1.
- KGFJ (1230 khz) Los Angeles—Granted app. to increase night power to 400 w. Action Aug. 1.
- KPCC (1240 khz) Pasadena, Calif.—Granted app. to change nighttime power to 400 w. Action Aug. 1.
- WREF (850 khz) Ridgefield, Center, Conn.—Granted app. to increase power to 1 kw. Action Aug. 1.
- WAWB (810 khz) Hahira, Ga.—Granted app. to change TL. Action July 31.
- WBML (900 khz) Macon, Ga.—Returned app. to increase power to 2 kw. Action Aug. 4.
- WTMT (620 khz) Louisville, Ky.—Granted app. to make changes in ant. sys. Action Aug. 1.
- WSBS (860 khz) Great Barrington, Mass.—Granted app. to increase power to 2.2 kw. Action Aug. 4.
- WACM (1490 khz) West Springfield, Mass.—Granted app. to change TL. Action July 30.
- KAAH (870 khz) Bethany, Mo.—Granted app. to increase power to 1 kw. Action Aug. 1.
- KCHS (1400 khz) Truth or Consequences, N.M.—Granted app. to increase power to 1 kw. Action Aug. 1.
- WZBO (1260 khz) Edenton, N.C.—Granted app. to make changes in ant. sys. Action July 31.
- KRXX (1010 khz) Milwaukee, Ore.—Dismissed app. to change TL and make changes in ant. sys. Action July 30.
- KTUN (1180 khz) Humble, Tex.—Granted app. to make changes in DA pattern. Action Aug. 1.
- KMAS (1030 khz) Shelton, Wash.—Granted app. to in-

crease day power to 10 kw. Action Aug. 4.

FM's

- KECA (98.1 mhz) Fairbanks, Alaska—Returned app. to change TL; change ERP to 25 kw; change HAAT to minus 4.53 ft., and make changes in ant. sys. Action Aug. 5.
- KVMA-FM (107.9 mhz) Magnolia, Ark.—Dismissed app. to make changes in ant. sys. Action July 28.
- KFTZ (103.3 mhz) Idaho Falls, Idaho—Granted app. to change ERP to 50 kw and change HAAT to 590.4 ft. Action July 31.
- KFXD-FM (94.9 mhz) Nampa, Idaho—Returned app. to change ERP to 48.6 kw and change HAAT to 2,694.19 ft. Action Aug. 1.
- WSTQ (97.7 mhz) Sreator, Ill.—Granted app. to change TL. Action Aug. 4.
- KEZT (104.1 mhz) Ames, Iowa—Granted app. to change TL and change HAAT to 1,008.93 ft. Action July 30.
- KTOF-FM (104.5 mhz) Cedar Rapids, Iowa—Granted app. to change HAAT to 1,038.82 ft. Action Aug. 1.
- KGCI (97.7 mhz) Grundy Center, Iowa—Returned app. to change TL and change HAAT to 358 ft. Action Aug. 1.
- WKQZ (93.5 mhz) Midland, Mich.—Granted app. to change ERP to 1.372 kw and change HAAT to 486.1 ft. Action Aug. 4.
- WBKJ (105.1 mhz) Kosciusko, Miss.—Granted app. to change ERP to 100 kw. Action July 30.
- KVRO (105.5 mhz) Stillwater, Okla.—Granted app. to change ERP to 30 kw and change HAAT to 15.1 ft. Action Aug. 4.
- KSDN-FM (94.1 mhz) Aberdeen, S.D.—Granted app. to change ERP to 100 kw and change HAAT to 438 ft. Action Aug. 4.
- *KAZI (88.7 mhz) Austin, Tex.—Dismissed app. to change TL; change ERP to 1.05 kw; change HAAT to 471 ft., and make changes in ant. sys. Action July 28.
- *KHCS-FM (88.1 mhz) Round Rock, Tex.—Granted app. to change ERP to 3,000 w. Action July 28.
- KCGI (105.5 mhz) Centerville, Utah—Granted app. to change ERP to .339 kw. Action July 30.
- WSEY (96.7 mhz) Sauk City, Wis.—Returned app. to change ERP to 1.78 kw and change HAAT to 429.35 ft. Action Aug. 1.
- *KYDZ (90.1 mhz) Cody, Wyo.—Granted app. to change ERP to 10 kw and change HAAT to minus 459.2 ft. Action July 31.

TV's

- *WAIQ (ch. 26) Montgomery, Ala.—Granted app. to change ERP to vis. 1,420 kw and change HAAT to 600 ft. Action Aug. 4.
- WHOI (ch. 19) Peoria, Ill.—Granted app. to change ERP to .224 kw, aur. 224 kw. Action July 29.
- KHFT (ch. 29) Hobbs, N.M.—Granted app. to change ERP to vis. 8 kw, aur. .8 kw and change HAAT to 522 ft. Action July 29.
- WETG (ch. 66) Erie, Pa.—Granted app. to change ERP to vis. 35.81 kw, aur. 3.58 kw; change HAAT to 884.6 ft.; replace ant., and change TL. Action Aug. 4.
- WOLF-TV (ch. 38) Scranton, Pa.—Granted app. to change ERP to vis. 1,280 kw, aur. 128 kw. Action July 31.
- *WQTO (ch. 26) Ponce, P.R.—Granted app. to change ERP to vis. 434 kw; change HAAT to 990.56 ft.; replace ant., and change TL. Action July 31.
- KWTV (ch. 9) Oklahoma City—Granted app. to change HAAT to 1,524.54 ft. Action July 29.
- *KETA-TV (ch. 13) Oklahoma City—Granted app. to change HAAT to 1,524.54 ft. and install new ant. Action July 29.
- *WCTE (ch. 22) Cookeville, Tenn.—Granted app. to change ERP to vis. 1,314 kw and change HAAT to 1,395 ft. Action July 29.
- KCKU (ch. 14) Tyler, Tex.—Granted app. to change ERP to vis. 4,594, aur. 459 kw and change HAAT to 3,234.08 ft. Action July 29.

In Contest

General counsel made following decision:

- Naples Park and Golden Gate City, Fla. (Mark L. Wod-

linger and Nathan L. Goetz) FM proceeding. Granted joint request for settlement agreement and dismissed Goetz's application; granted Wodlinger's app. for new FM station at Naples Park, and terminated proceeding. By order, July 18.

Review board made following decisions:

- Ventura, Calif. (California Broadcasting Corp. and Channel Islands Television Corp.) TV proceeding. Scheduled oral argument for Sept. 19 on exceptions to supplemental initial decision of ALJ Byron E. Harrison granting app. of Channel Islands for new TV station at Ventura, and denying competing app. of California Broadcasting. Each party has 20 minutes for argument. California Broadcasting may reserve part of its time for rebuttal. By letter, July 16.
- East Hampton, N.Y. (Chester Associates and John F. Shea III) FM proceeding. Remanded proceeding to presiding ALJ for further hearing and preparation of such supplemental initial decision as may be warranted by supplemental record. By MO&O, July 29.

ALJ Joseph Chachkin made following decision:

- Fort Worth (Alden Television Inc., et al) TV proceeding. Granted motion for summary decision by Fort Worth Television Inc., and resolved air hazard issue in its favor. By order, July 17.

ALJ John M. Frysiak made following decisions:

- Orlando, Fla. (Marlin Broadcasting of Central Florida Inc., et al) TV proceeding. Granted Orlando 27 Inc.'s petition to enlarge issues against U.S. Communications Inc. to determine whether its failure to timely report filing lawsuit against Carmen Morris and Pluria Marshall Jr. constituted violation of rules. By MO&O, July 31.
- El Paso (UN2JC Communications and Salcido Broadcasting Co.) TV proceeding. Granted Salcido's petition to enlarge issues against UN2JC to determine real party-in-interest behind its app. By MO&O, July 24.
- Jasper, Tex. (Jasper County Broadcasting Co.) FM proceeding. Granted Jasper's motion for summary decision and granted its app. for new FM at Jasper and terminated proceeding. By MO&O, July 31.

ALJ Joseph P. Gonzalez made following decision:

- Shepherd and Hemlock, Mich. (Great Lakes Radio Corp. and Christian Media Inc.) AM proceeding. Granted Great Lakes motion and dismissed with prejudice Christian's app., for failure to prosecute; conditionally granted app. of Great Lakes for authority to change location of AM station WMMI from Marshall, Mich., to Shepherd, and terminated proceeding. By MO&O, July 25.

ALJ Edward J. Kuhlmann made following decision:

- Des Moines, Iowa (Des Moines Educational Broadcasting Foundation and Family Stations Inc.) educational FM proceeding. Granted joint request for settlement agreement and dismissed Des Moines' app. with prejudice; granted Family's app. for new education FM at Des Moines, and terminated proceeding. By MO&O, July 30.

ALJ Edward Luton made following decision:

- Guadalupe, Calif. (Dellar-Davis Broadcasting Co., et al) FM proceeding. By separate orders: granted joint request for settlement agreement by Reimer Broadcasting, Dellar-Davis Broadcasting and Karen L. Nichols and dismissed Nichols' app. with prejudice; granted joint request for settlement agreement between Reimer and Dellar-Davis and dismissed Dellar-Davis' app. with prejudice. By order and MO&O, July 18.

ALJ Walter C. Miller made following decisions:

- Shepherdsville, Newburg and Okolona, Ky. (Kinwix Communications, et al) AM proceeding. Granted joint motion for settlement agreement between Minority Broadcasting Co. and Joanna Gliner and dismissed Gliner's app. with prejudice; granted joint request for settlement agreement between Minority and Kinwix Communications and dismissed Kinwix's app. with prejudice; conditionally granted Minority's app. for new AM station at Newburg, and terminated proceeding. By MO&O, July 21.
- Destin, Fla., and Metairie, La. (Louise M. and Harold R. Harding, et al) AM proceeding. Granted Louisiana Broadcasters' motion and dismissed its app. with prejudice. By order, Aug. 4.
- Ann Arbor and Jackson, Mich. (Michigan Bell Telephone Co. and Century Teleview of Michigan) PLMS proceeding. Granted joint request for settlement agreement; granted Michigan Bell's amended app. for new one-way station to operate on 158.1 mhz in Public Land Mobile Service. Ann Arbor: granted Century's amended app. for new one-way station to operate on 158.1 mhz in same service at Jackson.

and terminated proceeding. By MO&O, Aug. 4.

ALJ Richard L. Sippei made following decisions:

- Anchorage (Aloha Broadcasting Co. and Comco Broadcasting Inc.) FM proceeding. Granted joint request for settlement agreement and dismissed Aloha's app. with prejudice; conditionally granted Comco's app. for new FM station at Anchorage, and terminated proceeding. By MO&O, July 17.
- Brawley, Calif. (Adrienne Richardson and Brawley Broadcasting Co.) FM proceeding. Granted joint request for settlement agreement and dismissed Richardson's app. with prejudice; granted Brawley's app. for new FM station at Brawley, and terminated proceeding. By MO&O, July 17.
- Los Angeles (RKO General, et al) FM proceeding. Granted Los Angeles Broadcasting Co.'s voluntary request and dismissed its app. with prejudice. By order, July 30.
- Amarillo, Tex. (New North Broadcasters, et al) FM proceeding. Granted joint request for settlement agreement by New North, Atkins Broadcasting and Lewellyn Broadcasting, and dismissed New North's and Lewellyn's apps. with prejudice; granted Atkins app. for new FM station at Amarillo,

and terminated proceeding. By MO&O, July 16.

ALJ Joseph Stirmer made following decision:

- Novato, Calif. (Magdalene Gunden Partnership, et al) TV proceeding. Granted motion by Novato Television and dismissed its app. with prejudice. By order, July 23.

ALJ James F. Tierney made following decisions:

- Juneau, Alaska (Locher Development Corp., et al) FM proceeding. Granted joint request for settlement agreement and dismissed apps. of Empire Communications Inc. and Advancom Inc.; granted app. of Locher Broadcasting Inc. (successor to Locher Development) for new FM station at Juneau, and terminated proceeding. By MO&O, July 28.
- Thoreau, N.M. (Michael J. Benns and California Media) FM proceeding. Granted Benns' app. for new FM station at Thoreau and terminated proceeding. By MO&O, July 31.
- Bellevue, Wash. (C.R. Pasquier Associates of Bellevue Inc., et al) TV proceeding. Granted motions for summary decisions by Bellevue Broadcasting Co. and C.R. Pasquier Associates and resolved air hazard issues in their favor. By order, July 17.

Call Letters

Applications

Call	Sought by
New FM	
WMLX-FM	Mark L. Wodlinger, Naples Park, Fla.
Existing AM's	
KTAP	KZON Leo Kesseiman, Santa Maria, Calif.
WSTN	WJED Fayette County Broadcasting Service, Somerville, Tenn.
Existing FM	
KHFX	KGOL Shamrock Broadcasting Co., Lake Jackson, Tex.

Grants

Call	Assigned to
New AM	
WNJO	Sandpiper Communications Park Inc., Seaside Park, N.J.
New FM's	
WKBX	Kingsbay Area Broadcasting Co., Kingsland, Ga.
WHOB	Gateway Broadcasting Associates, Nashua, N.H.
Existing AM's	
KEZQ	KBOX KEZQ Limited Partnership, North Little Rock, Ark.
KMMG	KFRC RKO General Inc., San Francisco
WBGW	WKQE Woolfson Broadcasting Corp., Tallahassee, Fla.
WTHU	WFCO Dean and Petrina Aubol, Thurmont, Md.
WTPS	WKDJ Muncy Broadcasting Inc., Hughesville, Pa.
KVIL	KVIX Blair Broadcasting of Texas Inc., Highland Park, Tex.
Existing FM's	
KEZQ-FM	KEZQ KEZQ Limited Partnership, Jacksonville, Ark.
KWLU	KHFO Pollack Broadcasting Co., Osceola, Ark.
WBGW-FM	WBGW Woolfson Broadcasting Corp., Tallahassee, Fla.
WJMR	WWMZ Kokosing Communications Corp., Fredericktown, Ohio
KOFM	KUAL Enid Quality Broadcasting Corp., Enid, Okla.
WKWQ	WBLR-FM S.P. Enterprises Inc., Batesburg, S.C.
KFST-FM	KPJH Fort Stockton Radio Co., Fort Stockton, Tex.
Existing TV's	
KNBC-TV	KNBC National Broadcasting Co., Los Angeles
KZKC	KZCK-TV Kansas City Television Ltd., Kansas City, Mo.
WFYF	WJCK Moreland Broadcasting Associates, Watertown, N.Y.
*WELU	WKKU Consumer Educational Research and Development TV Center, San Benito, Tex.
WHKE	WKRW-TV Le Sea Broadcasting Corp., Kenosha, Wis.

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION HEIGHT STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
28441 HIGHBRIDGE RD. STE 201
ROLLING HILLS ESTATES CA 90274
(213) 377-3449

301-731-5677 Complete
Broadcast Facilities
Design & Installation
harrison systems Ltd.
1315 Annapolis Road Suite 411
MARTINVILLE Maryland 20784

BROADCAST DATA SERVICES
Computerized Broadcast Service
Including
Data Base/Allocation Studies
Terrain Profiles
A Div. of Moffet, Larson & Johnson, Inc.
(703) 841-0282

RAMTRONIX, INC.
Connector Supplier
to the Broadcast Industry
Kings/ITT Cannon
67 Jefryn Blvd. E.
Deer Park, N.Y. 11729
(516) 242-4700

**UNUSED
CALL LETTERS
CALL**
dataworld[®]
1-800-368-5754

RADIOSTAT ©ATH1986
"WE SURVEY TO FIND YOUR AUDIENCE"
"CREATE AN "UNDISPUTABLE" SALES TOOL"
"TRAIN YOUR SALES DEPARTMENT TO USE IT"
"SALES STAFF "BACK UP CONSULTING SERVICE" FULL YEAR
AMERICAN TELESURVEY NETWORK, INC.
807 COURT ST. * MARYVILLE, TN 37801
CONTACT Ted DeLaCourt 615-982-0404

FCC ON-LINE DATABASE
dataworld[®]
Allocation/Terrain Studies
AM • FM • TV • LPTV • ITFS
4827 Rugby Ave., Suite 200
Bethesda, MD 20814
(301) 652-8822 1-800-368-5754

Complete Listing Of:
**UNUSED
CALL LETTERS**
Call Letter Systems
P. O. Box 13789
Jackson, MS 39236-3789
(601) 981-3222

Completely Current - No Maritime Calls
**AVAILABLE
CALL LETTERS**
WITH FULL APPLICATION KIT
RADIO INFORMATION CENTER
575 Lexington Avenue, New York, NY 10022
(212) 371-4828

**Stephen Raleigh
Broadcast Services**
Full Service Technical Consulting
Specialists In Audio & RF Systems
Facility Design & Installation
P.O. Box 3403, Princeton, N.J. 08540
(609) 799-4357

media communications inc.
COMPLETE ENGINEERING NEEDS
FCC Information • Allocations AM,
FM, LPTV • Terrain Studies • Frequency Studies •
Field Engineering • Research •
P.O. Box 37732
Shreveport, La 71133-7732
Call (318) 746-4332

DON'T BE A STRANGER
To Broadcasting's 191,781* Readers
Display your Professional or Service
Card here it will be seen by station and
cable TV system owners and decision
makers
*1982 Readership Survey showing 52
readers per copy

Professional Cards

A.D. RING & ASSOCIATES, P.C.
CONSULTING RADIO ENGINEERS
 Suite 500
 1140 Nineteenth St., N.W.
 Washington, D.C. 20036
 (202) 223-6700
 Member AFCCCE

SAIC Carl T. Jones
 Corporation
 A Subsidiary of Science Applications International Corporation
CONSULTING ENGINEERS
 7901 YARNWOOD COURT
 SPRINGFIELD, VA. 22153
 (703) 569-7704
 MEMBER AFCCCE

LOHNES & CULVER
 Consulting Engineers
 1156 15th St., N.W. Suite 606
 Washington, D.C. 20005
 (202) 296-2122
 Member AFCCCE

COHEN and DIPPPELL, P.C.
CONSULTING ENGINEERS
 1015 15th St., N.W., Suite 703
 (202) 783-0111
 Washington, D.C. 20005
 Member AFCCCE

SILLIMAN AND SILLIMAN
 8701 Georgia Ave. #805
 Silver Spring, MD 20910
ROBERT M. SILLIMAN, P.E.
 (301) 589-8288
THOMAS B. SILLIMAN, P.E.
 (812) 853-9754
 Member AFCCCE

Moffet, Larson & Johnson, Inc.
 Consulting Telecommunications Engineers
1925 North Lynn Street
Arlington, VA 22209
(703) 841-0500
 Member AFCCCE

ANDRUS AND ASSOCIATES, INC.
ALVIN H. ANDRUS, P.E.
 351 SCDTT DRIVE
 SILVER SPRING, MD. 20904

 301 384-5374
 Member AFCCCE

HAMMETT & EDISON, INC.
CONSULTING ENGINEERS
 Box 68, International Airport
 San Francisco, California 94128
 (415) 342-5208
 Member AFCCCE

JOHN B. HEFFELFINGER
 9233 Ward Parkway, Suite 285
 816-444-7010
 Kansas City, Missouri 64114
 Member AFCCCE

JULES COHEN
& ASSOCIATES, P.C.
 Suite 400
 1730 M St. N.W.
 Washington DC 20036
 (202) 659-3707
 Member AFCCCE

CARL E. SMITH
CONSULTING ENGINEERS
 AM-FM-TV Engineering Consultants
 Complete Tower and Rigging Services
 "Serving the Broadcast Industry
 for over 30 Years"
 Box 2727 Bath, Ohio 44210
 (216) 659-4440

VIR JAMES
CONSULTING ENGINEERS
 Applications and Field Engineering
 Computerized Frequency Surveys
 3137 W. Kentucky Ave. - 80219
 (303) 937-1900
DENVER, COLORADO
 Member AFCCCE & NAB

E. Harold Munn, Jr.,
& Associates, Inc.
 Broadcast Engineering Consultants
 Box 220
 Coldwater, Michigan 49036
 Phone: 517-278-7339

ROSNER TELEVISION
SYSTEMS
CONSULTING & ENGINEERING
 250 West 57 Street
 New York, N.Y. 10107
 (212) 246-2850

Mullaney Engineering, Inc.
 Consulting Telecommunications Engineers
 9049 Shady Grove Court
 Gaithersburg, MD 20877
 301-921-0115
 Member AFCCCE

HATFIELD & DAWSON
 Consulting Engineers
 Broadcast and Communications
 4226 6th Ave., N.W.,
 Seattle, Washington, 98107
 (206) 783-9151
 Member AFCCCE

ENTERPRISE ENGINEERING P.C.
 Consulting Engineers
 FW HANNEL PE
 PO Box 9001 Peoria, IL 61614
 (309) 691-4155
 Member AFCCCE

STRUCTURAL SYSTEMS
TECHNOLOGY, INC.
 MATTHEW J. VLISSIDES, P.E.
 PRESIDENT
 TOWERS, ANTENNAS, STRUCTURES
 New Tall Towers, Existing Towers
 Studies, Analysis, Design Modifications,
 Inspections, Erection, Etc.
 6867 Elm St., McLean, VA 22101 (703) 356-9765
 Member AFCCCE

C. P. CROSSNO & ASSOCIATES
 Consulting Engineers
 P.O. Box 18312
 Dallas, Texas 75218
 (214) 669-0294
 Member AFCCCE

JOHN FX. BROWNE
& ASSOCIATES, P.C.
 525 Woodward Ave.
 Bloomfield Hills, MI 48013
 (313) 642-6226
 Washington Office
 (202) 293-2020
 Member AFCCCE

D.C. WILLIAMS
& ASSOCIATES, INC.
 Consulting Engineers
 840 IV TV LPTV CATV
 P.O. OFFICE BOX 100
 FOLSOM, CALIFORNIA 95630
 (916) 933-5000

R.L. HOOVER
 Consulting Telecommunications Engineer
 11704 Seven Locks Road
 Potomac, Maryland 20854
 301-983-0054
 Member AFCCCE

SHERMAN & BEVERAGE
ASSOCIATES INCORPORATED
 CONSULTING &
 FIELD SERVICES
 P.O. Box 770
 WILLIAMSTOWN, NEW JERSEY
 (609) 728-2300 08094

CLARENCE M BEVERAGE
COMMUNICATIONS TECHNOLOGIES, INC.
 BROADCAST ENGINEERING CONSULTANTS
 SUITE #5, 123 CREEK ROAD
 MOUNT HOLLY NJ 08060
 609 912 0007

 **LAWRENCE L. MORTON**
ASSOCIATES
 21671 SUPERIOR LANE
 LAKE FOREST CALIFORNIA 92030
LAWRENCE L. MORTON, E.E.
 AM - FM - TV
 APPLICATIONS - FIELD ENGINEERING
 ANTENNA BROADCASTING FOR AM STEREO
 (714) 859-6015

SELLMEYER & KRAMER, INC.
CONSULTING ENGINEERS
 J.S. Sellmeyer, P.E., S.M. Kramer, P.E.
 APPLICATIONS - FIELD ENGINEERING
 P.O. Box 841 McKinney, TX 75069
 214-542-2056 214-548-8244
 Member AFCCCE

PAUL DEAN FORD
 BROADCAST ENGINEERING CONSULTANT
 R.R. 12, Box 379
 WEST TERRE HAUTE, INDIANA 47885
 812-535-3831

 **Teletech, Inc.**
TELECOMMUNICATIONS ENGINEERS
 FM-TV-MOS-LPTV-Land Mobile
 Applications—Frequency Searches
 P.O. Box 924
 Dearborn, MI 48121
 (313) 562-6873

D.B. COMMUNICATIONS, INC.
 Broadcast/RCC/cellular/satellite
 Telecommunications Consultants
 4401 East West Highway, Suite 404
 Bethesda, Maryland 20814
 (Located in Washington, D.C. Area)
 (301) 654-0777
 contact: Darrell E Bauguess

George Jacobs
& Associates, Inc.
 Consulting Broadcast Engineers
 Domestic & International
 Member AFCCCE
 Suite 410 8701 Georgia Ave.
 (301) 587-8800 Silver Spring, MD
 20910

EVANS ASSOCIATES
 Consulting Communications Engineers
 AM-FM-TV-CATV-ITFS-Satellite
 Broadcast Engineering Software
 216 N. Green Bay Rd.
 THIENSVILLE, WISCONSIN 53092
 Phone (414) 242-6000
 Member AFCCCE

DON'T BE A STRANGER
 To Broadcasting's 191 781* Readers
 Display your Professional or Service
 Card here. It will be seen by station and
 cable TV system owners and decision
 makers.
 *1982 Readership Survey showing 52
 readers per copy

EDM & ASSOCIATES, INC.
 B/casi-AM-FM-TV-LPTV-ITFS Translator
 Frequency Searches & Rule Makings
 C/Carrier-Cellular, Satellites
 MMDS, P/P Microwave
 1234 Mass. Ave., N.W., Suite 1006
 Washington, D.C. 20005 Phone (202) 639-8880
 Member AFCCCE

contact
BROADCASTING MAGAZINE
 1735 DeSales St. N.W.
 Washington, D. C. 20036
 for availabilities
 Phone: (202) 638-1022

LECHMAN & JOHNSON
 Telecommunications Consultants
 Applications - Field Engineering
 2033 M Street NW Suite 702
 Washington DC 20036
 (202) 775-0057

Classified Advertising

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

RADIO

HELP WANTED MANAGEMENT

General sales manager KENS-II, Cable Ch. 24 has immediate opening for a General Sales Manager. Programmed as an independent television station, KENS-II is sold separately and in combo with KENS-TV, San Antonio's top-rated television station. We are looking for someone who is currently a general or local sales manager in radio that can provide training and leadership for our staff of five. A strong background in new business development and promotions is a must. This is a one of a kind opportunity with compensation at a minimum of \$55,000 annually. Send a complete resume with references to David Sankovich, V.P. General Sales Manager, KENS-TV, P.O. Box TV 5, San Antonio, TX, 78299-0500. KENS-TV/Kens-II is a division of Harte-Hanks Communications, an E.O.E. No phone calls please.

Wanted: clerically skilled, organized, dedicated and animated individual with broadcast savvy. Send resume to Penny Conklin, 5858 Hollywood Blvd., 4th floor, Hollywood, CA. 90028.

General sales manager AM/FM medium market in Alabama. Established stations. Salary/override, \$42,000. Send resume to Box H-9.

Director of radio, Northwest public radio, a growing three-station public radio network serving major portions of Washington, Idaho and Oregon seeks manager, Great staff, audience, support and locale. Requires appropriate degree, significant management experience and strong programming skills. Public radio experience and advanced degree preferred. Letter and resume by Sept. 8, 1986. Dennis Haarsager, GM Radio-Television Services, Pullman, WA. 99164-2530. Washington State University is an AA/EEO employer.

General sales manager needed for an aggressive fast growing radio group in the Carolinas. Sales management experience a must. Send detailed resume and salary history to: P.O. Box FM 106X, Florence, SC 29501

General manager: Eastern PA full time AM station is seeking a sales, promotion, and people oriented manager. If you're the right person, this could be the opportunity you've been looking for. Send resume to: Box H-20.

Group owner of AM/FM stations in Midwest looking for experienced motivated G.M., with strong sales and marketing background. Must have 3 years G.M. experience. CRMC, college degree or equivalent experience. Salary & bonus on performance. You'll like or style. Send full details of your background and earnings to Box H-46.

Sales manager for 100,000 watt west Texas station. Tell us about your successes: how you motivate people; how you establish rates. A top rated station with backup staff, copy writer and excellent production team. Send resume to Box H-47.

Expanding radio group is looking for management people for major, medium and small market stations. Plenty of advancement opportunities. We need general managers, sales managers and account executives. Excellent compensation and plenty of opportunity to grow quickly with us. Send resume and broadcasting history to David Weinfeld, VP, Vanguard Communications, Box 213, Geneva, NY 14456 EOE.

General manager. Small market AM/FM combo. Western Pennsylvania. Aggressive sales leader/motivator. Super opportunity. Send resume and salary history to: John Kelly, 1054 Troy-Schenectady Road, Latham NY 12110. EOE.

Sales manager: Looking for a leader. Able to carry an existing list, create new business and motivate a four person sales department. Proven radio sales track record a must. Send resume, salary history. Tell us why you're the one for the job. WRRO Box 1440 Warren OH 44482 c/o General Manager.

HELP WANTED SALES

Sales manager wanted for MAGIC 105 in San Antonio. Must have proven ability to build and lead a winning local sales effort. A minimum of three years' sales management experience required. Excellent financial and company opportunity. Send resume and references to Jack Collins, KSMG-FM, 8930 Four Winds, Suite 500, San Antonio, TX 78239.

Texas Panhandle City of 30,000 seeking account executive with production ability. Must be aggressive and self-starter with at least one year radio sales experience. Resume and tape and photo to Dannel Sehonn, Box 1779, Tampa, TX 79065. KGRO-KOMX 806-669-6809

Our four salespeople will earn an average of \$35,000 in 1986. Group owned, dominant FM in southeast medium market is looking for creative self-starter. \$18-24,000 guaranteed in first year. Send work personal history in confidence to Box G-102.

We need aggressive, enthusiastic and experienced account executive who would like to live in one of the great cities of America. The right people will have an opportunity to make significant income while living in a marvelous climate and great place to raise a family. The future is bright. Contact Margaret Fort, General Sales Manager, WIS Radio, Columbia, South Carolina, at 803-772-5600. An equal employment opportunity employer.

Southern New Jersey Premier small market station, looking for eventual sales manager. Excellent billings, but it's time to expand our three-member sales team to four. References a must. Call 609-465-9400. EEO/M/F.

Katz Broadcasting is looking for an account executive who makes things happen. Is the customer number one with you? Do you strive to be the best? Do you enjoy taking challenges? Are you able to set priorities and develop strategies for your activities? If so, radio station K95FM can offer you an exciting opportunity. We are a rapidly growing, Tulsa, Oklahoma radio station, offering the newest and most comprehensive sales training and technology. We offer unlimited income potential, an innovative environment focused on excellence, incentives and recognition based upon your individual success, and a chance to join a company with a record of success and a sense of purpose. If you feel you have the talent... act now! Call Larry Liebowitz at 918-587-9500. Katz Broadcasting is an equal opportunity employer.

Colorado ski resort looking for sales manager for AM/FM. Must be experienced, organized, aggressive, creative, and able to motivate. Send resume and salary requirements to Box H-18.

Account executive: WALK FM/AM. Long Island's premiere AC station, is expanding its sales staff. Minimum of three years radio experience required. Send resume to Barbara Ravinett, Local Sales Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 E.O.E.

Life's a beach in Charleston, South Carolina. If you're experienced, hard working and desire management with a fast growing company, you may be my local sales manager. Excellent compensation and future for the right producer. Send your information to: Steve Newcombe, GSM, WFXR-FM, 60 Markfield Drive, Suite #4, Charleston, SC 29407.

Account executive for aggressive, highly promotional combo. Two years minimum experience. Please send letter of introduction, resume to: Thomas R. Hunt, WSSX/WTMA, P.O. Box 31089, Charleston, SC 29417.

HELP WANTED ANNOUNCERS

Evening position open, good A/C communicator, P/B helpful not necessary. T&R to WLBR Box 1270, Lebanon, PA 17042.

KPBS radio, San Diego's public radio station, is seeking two full-time hosts for its classical music programming. Broadcast experience and familiarity with classical music required. Excellent communication and pronunciation skills are a must. Relaxed and friendly on-air presence required. Salary in the low to mid 20's with excellent benefits. Obtain employment application directly from: San Diego State University Employment Office, 3rd floor Administration Building, San Diego, CA 92182. Submit resume and 5-minute audition tape of classical music announcing along with application no later than Monday, August 25, 1986. EEO/AA Title IX employer.

Easy listening leader, looking for mature voices. News and commercial production mandatory. Premier south Jersey station. Tape and resume to Larry Keene, Box 94, Avalon, NJ 08202. Don't call us, we'll call you. EEO M/F.

Fine Arts Radio WFMT, Chicago, seeks experienced classical music announcers for the new Beethoven Satellite Network. Candidates must have experience in classical radio announcing, accurate pronunciation of foreign languages, and solid production skills. Salary range is open. Send resume with three references and a non-refundable cassette voice demo to: Torey Malatia, Beethoven Satellite Network, WFMT, Three Illinois Center, 303 East Wacker Drive, Chicago IL 60601. Applications accepted immediately. No phone calls, please. AA/EEO.

Morning man, prestigious dominant station medium market near major eastern markets, MOR AC, top news, sports, features, heavy commercial load, warm personality. Benefits. Resume to: Box H-48.

Classy Midwest station needs classy PD, 100kw Contemporary. Need music and promotion experience. Includes air show. Send qualifications to Box H-55.

HELP WANTED TECHNICAL

Progressive AM/FM Texas station seeks an experienced engineer to maintain well equipped station in market of 60,000. Experience is essential. Both stations on the air 24 hours. No rush, we seek competent and stable person for this position. Box H-10.

Experienced chief for market's top combo. Directional fulltime AM, Class C FM. Salary, insurance, profit sharing with growing company. WEBC/WA/C 218-728-4484.

Chief engineer. For medium market station in the Mid-South. Experienced with AM-DA, FM transmitter systems, program automation essential. Box H-54.

Director of engineering. Must be familiar with studio construction and 2-way aircraft installation. Extensive travel required for national network operation. Looking for a motivated self-starter. Send resume to Jack Valinski, Metro Traffic Control, 4828 Loop Central Drive 800, Houston TX 77081. EOE.

HELP WANTED NEWS

Experienced anchor-reporter for morning shift in three person news department. Experience only. Personality welcomed. Tape & resume to Ed Huot, WTRC Box 699, Elkhart, IN 46515 EOE.

Co-anchor/reporter: looking for a personable anchor to join our male co-anchor on the market's number one rated, award winning 6:00 and 11:00 newscasts. Candidates should have prior television experience as anchor or reporter. Send tape, resume and salary requirements to: E.O.E. M/F. Stew Kasloff, News Director, WVA-TV P.O. Box 1930, Bluefield, WV 24701.

Authoritative morning-drive anchor for WOR radio in New York. Must have five years major market or network experience. Excellent writing, reporting and conversational on-air style. Send tape, resume and a brief description of your qualifications to Bernard Gershon, Managing Editor, WOR Radio, 1440 Broadway, New York, NY 10018. No calls will be accepted. EOE.

For Fast Action Use
BROADCASTING'S
Classified
Advertising

Morning edition host/producer: Sacramento, California. Top rated NPR affiliate seeks host for local segments of KXPR's morning edition including writing and voicing newscast/feature segments, cover local and state governmental affairs to produce actualities, voicers and features for use on Morning Edition. Minimum 3 years full-time experience as on-air talent and reporter/producer for news program. Bachelors degree in journalism, communications or related field. Daily board shift, 4:30 a.m. to 8:00 a.m., Monday through Friday. Operation for all broadcast related equipment. KXPR is licensed to California State University, Sacramento and serves Sacramento and eight surrounding counties. Above national average salary and excellent employer paid benefits plan. Deadline September 15th or until position is filled. KXPR is an EOE/AA employer. Women and minorities are encouraged to apply. Send non-returnable cassette sample of newscast and feature production (no more than 5 minutes each), or live ME aircheck, cover letter, resume and 3 references with phone numbers to: Morning Edition Search, KXPR/Hornet Foundation, California State University, Sacramento, 6000 J Street, Sacramento, CA 95819.

Statewide radio news network: anchor/reporter with writing, tape editing skills; must have metro-quality sound; background in covering politics and government helpful. T&R, writing samples to Bob Priddy, Missouri, 216 E. McCarty, Jefferson City, MO 65101.

News director. Small market in upstate New York. Excellent news reputation. Convenient to Buffalo and Rochester. Must be college graduate, assertive leader; have good air delivery, minimum two years experience. Resume and tape to Whittingham, WBTA/WBTF, Batavia, NY 14020. EOE.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Program director/morning personality wanted for the #1 rated AM news/sports information and music station in Columbia, South Carolina. Outstanding opportunity for an individual who is willing to work hard and has the ability to direct others. Send cassette, resume and salary requirements directly to Charles T. Jones, Jr., General Manager, WIS Radio, PO Box 21567, Columbia, SC 29221. An equal employment opportunity employer.

On air program director. Major southeast market. Target Black adults with Gospel music and community affairs format. Send resume to Box H-64. EOE.

Urban contemporary program director position open at WPEG in Charlotte, NC includes 10am-2pm air shift. Send tape and resume to WPEG, P.O. Box 128, Concord, NC 28025. Prior experience required. No phone calls, please! EOE.

SITUATIONS WANTED MANAGEMENT

Top radio sales manager trainer/motivator, etc. with 22 years in unrelated field as business owner seeks similar radio position in "California Only". No market too small or too large. Box G-93.

Top broadcaster: 25 year pro sales, national sales, major market programmer, corporate management, engineering, First FCC. I will increase your revenues, lower overhead, raise ratings and I will increase your bottom line. Call now. 305-225-0761.

Well rounded military and college trained mass communicator desires management position with new operation or as a traveling trouble shooter. Strong points include maturity, management skills, community involvement and training methods. Available after August 15th. Reply Box H-11.

Western New York OM, looking for GM position with small market station. Can motivate, lead, train. Nine years experience in sales, promotion, on air, public relations. College grad. looking for long term commitment. Box H-27.

Ambitious, 16-year, full-service/news-talk programmer seeks first general manager/station manager position, small-to-medium markets. Understands the relationship of winning sales, programming and promotion efforts to produce positive long-term bottom line results. I've worked with the best in both turnaround situations and at legendary radio stations. Disciplined, goal-oriented and a win-win leader. Let me work some magic for you. Currently successfully employed, but its time to advance! Please respond to Box H-20.

GM or GSM. Aggressive, creative, professional, sales-oriented, talented. 27 years experience, agency, radio, TV. Employed. Any size market. Box H-19.

If you have the signal... I have the strategy. Aggressive general manager seeks the opportunity to turn your station around. Good track record and excellent business background. Reply to Box H-43 to receive my resume.

Interim management. Over fifty years radio experience, definitely not required. For temporary management anywhere - call Charles E. Seebeck, "always working" - Staunton, Virginia. 24 hour phone 703-885-4850. Someone you know knows me!

Working broadcast manager. Successful in sales, promotion, programming, news and most of all -- profit. Recently sold FM in South Florida. Now available. Family man, community involved. References on request. Box H-63.

Attention Virginia, Maryland, Delaware owners promotional and sales-minded, aggressive, bottom line oriented, former owner, now available. A superb track record. Last station with a 44 share of 9 station market. References available upon request. Box H-62.

GM or GSM available due to management change at Birmingham, Alabama, Class C. Nine years GSM at highly profitable medium and top 50 market stations. Ten years sales and programming, College grad. Strong management skills. Stan Reed, 404-323-4540, 7423 Standing Boy Road, Columbus, GA 31904.

15 years experience broadcasting and sales. All facets including management. Call Barry 906-786-7790.

SITUATIONS WANTED SALES

Broadcast professional seeks September or October opportunity in Mid-west or South-west! Sales/announcing combination my forte! I'm affordable! Box H-58.

Nobody works harder, dedicated and reliable, sales, news, announcer. Will relocate. Call Ray after 4: 309-343-5429.

Radio-TV-Cable sales manager, employed, major market, seeks upward move. Well qualified. 415-731-0395.

SITUATIONS WANTED ANNOUNCERS

Attention eastern small markets: Experienced announcer with production skills seeks air shift (A/C, Country/AOR). Hardworking and dedicated with 24 hour work habits. Call Larry after 7pm, EDST 301-475-3186.

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.

AC, AOR, CHR, Talk. 17 years experience. NYC. Philadelphia, Boston. Straight or personality. Call John 617-255-9149.

Have ability... will travel! Get multiple talents for the price of one by calling 214-539-0877.

Talented Black male announcer with print news experience seeks immediate entry level position. Karl Gayle 212-325-5451.

Dedicated female rock and roller good delivery, tired of nostalgia, looking for career move. Ruth 315-253-4243.

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.

SITUATIONS WANTED TECHNICAL

Looking for employment as a chief engineer at a medium or major market radio station(s). I have experience with high powered transmitters (50kw/25kw) at a major market combo facility. I have worked closely with the P.D. to improve ratings by increasing the reliability and the air quality of the stations. I believe in and practice good engineering standards with references to prove it. Contact Robert King, telephone: 503-222-7440.

SITUATIONS WANTED NEWS

Radio news pro. award winner. Strong delivery, writing, gathering, Newstalk experienced. Seeking challenging opportunity. 305-923-5167.

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

Currently living in N.Y.C. and employed with management co. Eager to break into radio news. Some experience, hard worker, have car, money no object. Call for tape and resume including street work, and writing samples with cover letter Robert Brown business number 212-867-7020.

#1-rated anchor, top 30's market, seeks to relocate. Excellent track record. Stable. Box H-70.

Has your major or large market news department lost its punch? Demographic, people-oriented ND available. Innovator, motivator, winner. 901-794-4695.

Sportscaster: eleven years experience multi-award winner. PBP, reporting, newswriting. Looking for a new challenge in sports or news. 303-241-6452.

Sportscaster in Southwest looking for new climate. Four years in medium market. Strong PBP, reporting, hosting skills. Available immediately. 713-522-6048.

SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

Major programmer/personality: AC-CHR-Urban. Developed the power format. Successful track record top ratings all formats. Former national P.D. for immediate increase in ratings and revenues call 305-225-0761.

AC-oriented PD Creative interests include music specials, spec spots, SCA. Small market, Jim 615-896-4271.

Program director with top ratings record available now. Top 10 market experience. 14 years total. Quality production, promotions, public service. CHR/AC/AOR formats. Mark Hill 503-476-4839.

MISCELLANEOUS

We buy records—45s and LPs— No quantity too large. Immediate payment; all sounds and vintage; for export; can travel. Florida-Rock Distributors, 7315 NW 79 Terrace, Miami, FL 33166.

TELEVISION

HELP WANTED MANAGEMENT

National sales manager. Leading Seattle-Tacoma independent seeks experienced national sales manager. Successful candidate will have five years' broadcast sales and two years' national rep experience. Send resume to General Sales Manager, KSTW-TV, P.O. Box 11411, Tacoma, WA 98411. EOE.

Local sales manager. We are a Southwest NBC affiliate in the top 100 looking for the right person to run our local sales effort. As part of a large broadcast group, we offer excellent benefits and opportunities to grow in one of America's nicest cities. Candidates should have two years' experience in sales management or extensive sales background. Candidates should be well versed in research, computer use, and sales training. Please send resumes to Box H-29.

General sales manager. CBS affiliate in 54th ADI is seeking creative, competitive sales leader. Excellent opportunity for a person with ability and the desire to grow with an established broadcast company. Send resume and letter stating your sales philosophy to Ray J. Chumley, Vice President and General Manager, WEYI-TV, Box 250, Clio, MI 48420. EOE.

Chief engineer needed for NBC affiliate in attractive Northeast market. Must be strong, aggressive manager with talent for supervising people and working effectively with department heads. Transmitter experience plus latest satellite and state-of-the-art production facilities knowledge a must. Reply to General Manager, WBRE-TV, 62 South Franklin St., Wilkes-Barre, PA 18773. EOE.

Local sales manager: NBC affiliate in small mid-Atlantic market seeks achievement motivated local sales manager. Experience with direct and agency television sales is required. Please send resume and cover letter outlining sales philosophy. EOE. Box H-52.

Local/regional sales manager for top 15 indy needed. Excellent track record needed - send resume and track record to Box H-60.

Sky Channel of the Pacific is seeking a project director to design and administer activities for the planning of public telecommunications systems to serve the US Trust Territory of the Pacific Islands. Qualifications include knowledge of broadcasting, education, satellite and related technology; previous experience in telecommunications planning and work with Pacific or other regions of the developing world. Application deadline September 5. For further information contact either: John Gilliam, Sky Channel of the Pacific, 251 Martyr St., Suite 105, Agana, Guam 96910, (Country Code 671) 653-1270. William Cooperman, PTFP/NTIA, Room 4625, Department of Commerce, Washington, DC 20230. 202-377-5802.

WNYC-TV: Manager-TV maintenance. Manager-TV maintenance wanted to supervise a maintenance staff of five, assist in design and installation of new facilities, perform appropriate administrative duties and oversee the upkeep of equipment. Must have at least three years of supervisory experience in a management level engineering position at a TV station or video facility; television maintenance background with an ability to troubleshoot to the component level; ability to work well under pressure; thorough knowledge of state-of-the-art video equipment. Salary commensurate with experience. If interested, send resume with salary history to Personnel-WNYC, 1 Centre St., 32nd Floor, New York, NY 10007. EOE/AA.

General sales manager for leading television station group in top 15 market. Must have proven management skills. EOE. Box H-59.

Experienced general manager for growing Flint, Michigan independent TV station. Call owner in confidence, G.J. Robinson, 513-351-9110. EEO.

General sales manager for aggressive group-owned midwest NBC affiliate. Require strong background in local, regional, and national sales with emphasis on local business development and effective use of TvB. Leadership and organizational skills are essential to build a solid sales effort and train a professional sales team. Rochester is a progressive, growing market that has great potential for substantial growth. Ownership provides opportunity for advancement and excellent fringe benefits package. Send resume to Clark L. Wideman, Vice President - General Manager, KTTT Television, Inc., 601 1st Ave. SW, Rochester, MN 55902. EOE.

Development manager: WXXI TV-AM-FM, an outstanding public broadcasting center in Upstate New York, seeks an experienced development professional to lead and direct all development activities. This person will supervise and coordinate membership, corporate underwriting, auction, volunteer services, and special events. Must have record of at least five years' solid achievement in sales/marketing/development. PTV experience desired, master's degree preferred. Salary commensurate with experience. Send resume and salary history to: WXXI Personnel Department, P.O. Box 21, Rochester, NY 14601. EOE.

HELP WANTED SALES

Vendor support marketing consultant: Seeking highly motivated individual for marketing division of communications corporation. Must have at least three years' experience conducting vendor meetings with proven track record. Salary commensurate with qualifications. Send resume to P.O. Box 5787, Virginia Beach, VA 23455.

Account executive. Solid, top 35 Sunbelt CBS affiliate seeking experienced account executive who wants to move up. Bright, highly motivated individual. Should have a minimum of two successful years of television sales experience. Consideration will be given to person with knowledge of major retail, co-op and vendor development. Knowledge of television production is desirable. Strong understanding of ratings a must. Box H-33.

Account executive: Working at deadend street? Feel you're not moving up as fast as you desire? We've just purchased our fifth station in four years and need an energetic pro to grow with us. Handle a top local list and prove your ability to us and opportunities will abound. Brad Worthen, WVNY-TV, 100 Market Square, So. Burlington, VT 05401.

Growing television group is looking for motivated, success oriented sales personnel. Television and/or radio sales experience preferred. Send resume to Dan Robbins, P.O. Box 2997, Abilene, TX 79604. EOE.

Local account executive needed for top 15 market. Aggressive exec. with agency, co-op, vendor, and direct experience needed. Also additional research experience. Box H-61.

Top independent station KPHO-TV, Phoenix seeks experienced account executive with 3 years' in TV sales preferred. Send resume to Local Sales Manager. EOE.

Local sales manager: for sales committed affiliate in top 75 market. We need a tough pro to take us to our goals. Position available now. Send resume and salary requirements to Box H-56. An equal opportunity employer.

HELP WANTED TECHNICAL

Asst. chief opportunity. Minimum 5 years' experience Sony ENG, Grass Valley, DVE, Ampex with #1 station. Excellent salary, benefits. Contact Cecil Cope, KIFI-TV, Box 2148, Idaho Falls, ID 83401. 208-523-1171.

Chief engineer: KFYR-TV in Bismarck, North Dakota is seeking a chief engineer. Should have RCA transmitter - Harris microwave and ACR experience. Applicants with chief or assistant chief status and minimum 5 years TV experience preferred. Associate degree helpful. Reply to: General Manager, KFYR-TV, Box 1738, Bismarck, ND 58502. Salary negotiable. Resume required. KFYR-TV is an equal opportunity employer.

Maintenance engineer. Top ten market, PBS station: Excellent opportunity. Applicant should have minimum three years' maintenance experience. SBE Certification, FCC General Class, college degree preferred. Good benefits, competitive salary. Resumes to: Gilda Jones, KERA-TV/FM, 3000 Harry Hines Blvd., Dallas, TX 75201.

Remote truck supervisor/maintenance engineer: 3-5 years broadcast and digital solid state maintenance experience. Two years previous remote truck supervisor experience, network level or equivalent. Excellent managerial skills and client relations. Must be a motivator. Send resumes to: Bill McKechney, F & F Productions, Inc., 10393 Gandy Blvd., St. Petersburg, FL 33702. EOE, M/F.

Chief engineer. Once-in-a-lifetime opportunity to become chief at the world's most powerful television station in America's hottest growth market! All new 24-hour full stereo station with 5,000,000 watts at 2,000 feet with DVE, 1" tape, remote production truck, dual city studios, microwave, Harris TVE240 transmitter, backup emergency generators and much, much more needs people-oriented team player to head up state-of-the-art facility. Strong management skills, budgeting ability and demonstrated ability at design of facilities and maintenance of state-of-the-art broadcasting equipment a must. BSEE desirable. Attractive compensation and solid benefit and fringe package to right person. Detailed resume, letter and references to Tom Scanlan, President/GM, WKFT Television, 230 Donaldson St., Fayetteville, NC 28301. EOE, M/F. No phone calls. All replies answered.

Chief engineer. UHF Miami, Florida, market. Experience in all phases of broadcast engineering and good management background required. Send resume to: Box H-42. EOE.

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 Rd., Col., OH 43216. 614-481-6663.

Maintenance engineer for state of the art video broadcast equipment. FCC license helpful. Resume to WBRE TV 28, P.O. Box 28, Wilkes-Barre, PA 18773. EOE.

Remote engineer position open on mobile unit. Must have strong tech maintenance background, Ampex VPR-2Bs, Grass Valley switching, Chyron 4100, Ikegami cameras, salary commensurate with experience. Call Ken Gardner, 317-463-1800, WLFV-TV, Inc., Box 7018, Lafayette, IN 47903.

Assistant chief engineer. Proven maintenance abilities required. Minimum three years' experience. Progressive coastal independent seeks individual skilled in all facets of television engineering. Reply to Mark Beck, WPXT-TV, 2320 Congress St., Portland, ME 04102. 207-774-0051.

HELP WANTED NEWS

Producer. Quality station looking for quality producer. The rest of the team is in place. Now it needs a leader. Send resume and salary requirements to Box G-97. EOE, M/F.

Photojournalist. Top station in market is seeking an experienced photojournalist. Successful applicant will have shooting experience as well as knowledge of state-of-the-art equipment. Send tape & resume to Billie Gavitt, News Business Manager, KWTV, P.O. Box 14159, Oklahoma City, OK 73113. No phone calls, please. EOE, M/F.

Midwest affiliate seeks a general assignment reporter and an AM cut-in/noon anchor. College degree and experience required for both positions. Please send resume and tape by August 22, 1986, to Personnel Director, WHOI-TV, 500 N. Stewart St., Creve Coeur, IL 61611. EOE.

Producer: Eastern Seaboard medium market, NBC affiliate #1 in news. Experienced show producer. Salary in low 20's. We are an affirmative action, equal opportunity employer, M/F. Box H-14.

Meteorologist/reporter. Anchor weekend weather, report weekdays. Must be AMS qualified. Broadcast experience required. Tape, resume to Bob Allen, News Director, KCRG-TV, Cedar Rapids, IA 52401. EOE.

News producer: Want a people-person to help guide a 26 person news staff. Multiple live. Graphics. Chyron. ABC affiliate. Minimum 18 months' experience. Reply Box H-30. EEO.

News director for competitive medium market. We just lost ours to a major market. Send resume and letter of particulars including salary requirements explaining why you should be his replacement to Operations Manager, KCEN-TV, Box 6103, Temple, TX 76503-6103. EOE. No phone calls, please.

Weathercaster: Net affiliate, Sunbelt, looking for experienced professionals for morning and noon weathercasts. Meteorologists preferred. Send resume/salary requirements to Box H-15. Equal opportunity employer, M/F.

Anchor/reporter. News reporter needed for morning and noon newscasts. Strong reporting skills and some anchoring experience required. Send resume/salary requirements to Box H-16. EOE, M/F.

Sportscaster to produce and anchor daily sportscasts at 6 & 10. Send tape and resume to News Director, WSMV, Box 4, Nashville, TN 37202.

Assignment editor—WDIV/Post-Newsweek in Detroit, has an opening for an assignment editor in the news department. Responsible for daily operations of the assignment desk. Three years experience in commercial, local or network television news. Must demonstrate basic journalistic judgement and skills including ability to write news copy. College degree preferred. Send resume to WDIV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. EOE.

Live truck coordinator. WTAF-TV Philadelphia, has an immediate opening for a live truck coordinator with a minimum of 3 years experience in live operations and news gathering. Responsibilities include shooting live shots, truck operation, and assignment planning. Technical and editorial background preferred; valid driver's license required. Forward letter of application to: Live Truck Coordinator, P.O. Box 1647, Philadelphia, PA 19105. We are an equal opportunity employer.

Reporter with anchor potential for market news leader. Minimum of 1 year experience. Tapes & resumes to: News Director, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702. No later than August 29, 1986. No calls, please. An equal opportunity employer.

Dominant CBS affiliate is searching for a 6 & 10 anchor. Salary commensurate with experience. If you have at least one year anchoring experience, send your resume & tape to Peggy Quinn, News Director, KAUZ-TV, P.O. Box 2130, Wichita Falls, TX 76307. No phone calls, please.

Producer. Midwest CBS affiliate seeking experienced TV producer. If you are creative and know how to use live, send your tape and resume to News Director, KOLR-TV, Box 1716, Springfield, MO 65805. Smokers need not apply. EOE.

Meteorologist: Weekend weathercasts, meteorology degree. Top 20 network affiliate. EOE. Resumes to Box H-68.

Assignment editor: WTEN-TV, Albany, NY seeks creative, energetic person to run assignment desk. Familiarity with Capital District of NY State preferred. Applicants should have two years TV experience and good people skills. Send resume and cover letter explaining why you're the person for us to: John Turell, News Director, WTEN-TV, 341 Northern Blvd., Albany, NY 12204. EOE.

Meteorologist: ABC affiliate has immediate opening to anchor weekday early and late newscasts. Please send resume and tapes to: Ron Wildman, WGXA, Box 340, Macon, GA 31297.

Co-anchor/reporter. Public television station in 43rd market serving Pennsylvania state capital, is seeking co-anchor/reporter to team up with female co-anchor for daily news program. Must have minimum of 3 years experience and a demonstrated ability to interview public officials. Send resume and tape to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EEO.

Producer. Public television station in 43rd market seeking producer for weekly Pennsylvania statewide program with "Nightline" format. Must have a minimum of three years experience with ability to deal with public officials and produce news packages. Send resume and tape to: Personnel, WITF-TV, Box 2954, Harrisburg, PA 17105. EEO.

Central Florida's leading news station needs an experienced anchor to work weekends with existing male co-anchor. Rush non-returnable air check to: Bob Jordan, WFTV, Box 999, Orlando, FL 32802. No agents, beginners, or phone calls, please. WFTV is an equal opportunity employer.

Weather anchor sought for 6 and 11 newscasts in small market network affiliate. AMS seal preferred. Tape and resume to ND, WVIR-TV, Box 769, Charlottesville, VA 22902. EOE.

Consumer reporter: Top 20 network affiliate looking for hard-hitting experienced reporter. Strong on-camera and writing skills essential. EOE. Resumes to Box H-69.

HELP WANTED PROGRAMING PRODUCTION & OTHERS

Cable TV manager: To plan, coordinate, develop, program, schedule and operate university cable/ITFS/satellite delivery systems, and to increase the utilization of these systems. Requires appropriate B.A., and 3 years similar experience. Approximate starting salary \$23,500-\$26,500. Send letter and detailed resume postmarked by August 22, 1986 to Educational Communications Division, Attention: Dolores Baran/6457, University of Wisconsin-Milwaukee, P.O. Box 413, Milwaukee, WI 53201. Women and minorities are urged to apply. An equal opportunity (M/F) affirmative action employer.

Executive producer/production manager: Gainesville, Florida. Organizational and management skills combined with strong studio and remote production experience. Responsible for all local programing production, budgeting and development of programs. BA/BS in communications or related field and 4 years television production experience required. MA preferred. Minimum \$20,000. Apply WUFT-TV Search Committee. 2000 Weimer, University of Florida, Gainesville, FL 32611. Deadline August 28, 1986. An EEO/AA employer.

Producer/director: WDIV/Post-Newsweek in Detroit, has an opening for a producer/director in the programming department. This position will include producer/director assignments in news and commercial production with emphasis on local program production. Writing skills and both studio and remote production experience preferred. A minimum of 3-5 years experience as a producer/director is required. Send resume to WDIV, Personnel Department, 550 W. Lafayette, Detroit, MI 48231. EOE.

Production manager for Midwest independent station needed to start immediately. Must enjoy writing commercial copy and working closely with clients. Could also involve handling station promotion. EOE. Box H-57.

Producer/director: Talented and versatile production director to switch and direct news, public affairs and entertainment programs. Must have three to five years' directing experience with heavy emphasis on news. Letter, resume and current tape to Aaron Coleman, Film Director/Production Supervisor, WPVI-TV, 4100 City Line Ave./, Philadelphia, PA 19131. EOE.

Producer/director. Philadelphia independent TV station with active in-house production unit seeking creative producer/director—min. 3-5 yrs. exp. directing commercials, live sports and live music programs. Familiarity with time code editing systems and digital effects essential. Send resume, salary requirements and videotape to Leila Brenner, WPHL-TV, 5001 Wynnefield Ave., Philadelphia, PA 19131. EOE, M/F. No phone calls.

Production supervisor. Production supervisor for top 50 PBS station. Hands-on position requiring BA in broadcasting or related field, light, set construction and supervision. Duties include supervising and instructing student production crew, lighting design, remote set-up, production, strike, part of production creative team. Application deadline August 29, 1986. To apply mail resume, cover letter and three references to: David Fant, Production Manager/Executive Producer, WGVC/WGVK-TV, 201 Manitou Hall, Allendale, MI 49401.

Promotion manager. Good growth opportunities. Mid-90's market, Eastern Coastal region. Send resume and tape to: Dale Stafford, Operations Manager, WITN-TV, Highway 17 South, P.O. Box 468, Washington, NC 27889. An equal opportunity employer.

SITUATIONS WANTED SALES

Radio-TV-cable sales manager, employed, major market, seeks upward move. Well qualified. 415-731-0395.

SITUATIONS WANTED TECHNICAL

Audio engineer, music producer experienced in major TV market, state-of-the-art electronic music studios, and recording techniques (field and in-house). Young, motivated, dedicated. Brian Hewitt, 313-569-7404.

Over 30 years experience in all phases of broadcasting. Down link, studio stl., transmitter. FCC licensed. Contact Wm. Taylor 601-366-7526. Available now, day, week, or contract.

Employed technical operations manager looking for opportunity to move up and take on bigger challenges. Empathic, can do approach to the most stressful of environments. Major network experience. Box H-44.

SITUATIONS WANTED NEWS

Television newswriter seeks fulltime or freelance position in New York City. Four years' writing, reporting experience. Columbia, MA 404-892-8817.

Male anchor/reporter for early and late newscasts, strong reporting skills, 6 years' anchoring experience, helicopter pilot, 44, ready to move in September, now co-anchoring in medium market. Box H-7.

News director, medium market, or EP, larger. 18 years' anchor, reporter, producer, 2 1/2 as ND. Good with people, strong budget manager. East of Mississippi. Box H-6.

Sportscaster with huge ratings and acclaim in a 100+ ADI. Looking for new audience to conquer. Mike 305-473-4325.

Meteorologist: creditable, professional and ready with strong, personable delivery. Education: MS, BS. Call 618-549-6571, John.

High quality news vet. Anchors, reports, produces. Management potential. Wants return to top 50. 1-502-827-2530.

Award-winning Hispanic reporter: Hard-hitting urban reporter seeks bigger challenge in top market. Can do investigative, feature and spot reporting. Seven years' news experience. Francisco - 203-261-9658. ASAP.

Sportscaster with 4 years on-air radio experience plus 2 in TV production seeking a sports anchor/reporter position. Recent college graduate. Credible, capable, dedicated. 713-522-6048.

Award-winning broadcast journalist with 4 years' experience seeks position. Strong writing/technical skills. Can do it all. Willing to learn the rest. Tracy Thibeau, AFN Bremerhaven, APO, NY 09069.

Writer/producer: 12 yrs. international experience, includes network and national publications! Both sides of the camera. Box H-49.

Weathercaster. Fill-in experienced seeking fulltime start. Solid meteorological background, personable, professional. Also interested in reporting, community affairs. Charles 804-323-2852.

Help me back into sports. Award-winning one man band. Small markets welcome. Will move anywhere. Box H-67.

SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

Hardworking, ambitious, dedicated, and creative. Fresh on the job market with a BS in telecommunications from Ohio Univ. Looking for a job as a videographer/photographer, grip or in entry level production. 3 yrs.' experience at PBS affiliate. Opportunity for advancement desired. I love to work with talented and innovative people who take pride in their work. Willing to move anywhere for the right job. Contact: Philip Drechsler, 128 Lones Dr., Perrysburg, OH 43551. 419-874-8069.

Seeking production opportunity can write, creative, humorous, good skills, experienced. Call Jeff after 7 PM. 315-451-3599.

I'm looking for a place where my ideas will be heard. Working for production company in New York as writer/researcher, production assistant. Have written and directed ads. Would like a production or promotion position. Christopher 717-824-0759.

Had my first taste of experience, now ready for full time position. Working knowledge of video. Willing to relocate. Alan Miller, 615-832-8022.

MISCELLANEOUS

Primo People now seeking outstanding sportscasters. Must appeal to non-sports fans too! Send tape and resume to Steve Porrcelli or Jackie Roe, Box 116, Old Greenwich, CT 06870-0116. 203-637-3653.

CABLE

HELP WANTED SALES

Emerging conservative Christian television network featuring diversified entertainment, educational, and spots programing seeks aggressive individual with minimum 5 years' cable and/or broadcast management and sales experience to become Director of Marketing and Sales Operations. Send resume and references to BBCM/Position L, 6445 Powers Ferry Rd., #180, Atlanta, GA 30339. EOE.

ALLIED FIELDS

HELP WANTED INSTRUCTION

Broadcast production: Instructor assistant professor. Full time tenure track. MA and professional experience required, Ph.D. preferred. Teach undergraduate classes in radio and television production. Appointment begins January, 1987. Send resume, Placement file or transcript and three letters of recommendation to: Dr. Vivian Dicks, Chairperson, Communications Studies Department, University of Detroit, 4001 W. McNichols, Detroit, MI 48221. AA/EOE

HELP WANTED MANAGEMENT

Broadcast lender. Firstmark Financial Corporation, a major provider of funds to both the broadcast and cable industries, is looking for an addition to its Communications Finance Division. The successful candidate will market and qualify potential broadcast borrowers. Established contacts with individuals in the radio industry a must. Some prior lending experience to communication firms is desirable. Send resume and salary history in confidence to: Personnel Director, Firstmark Financial Corporation, 110 E. Washington St., Indianapolis, IN 46204.

HELP WANTED PROGRAMING, PRODUCTION AND OTHERS

Vendor support marketing consultant: seeking highly motivated individual for marketing division of communications corporation. Must have at least three years experience conducting vendor meetings with a proven track record. Salary commensurate with qualifications. Send resume to P.O. Box 5787, Virginia Beach, VA 23455.

Videographer The University of Tennessee Center for Educational Video and Photography seeks an experienced, creative craftsperson to shoot and edit video tape. Responsible for ENG/EFP recording of educational materials, documentaries, and sporting events: must be skilled with portable cameras, 3/4 and 1 inch recorders; lighting, and audio recording, as well and with editing systems; must have the strength and agility for hand-held work. Applicants with a Bachelor's degree and 5 years experience are sought; preference given to persons with background in a variety of work settings including news, advertising, entertainment, and sports; must have valid driver's license and be willing to work flexible hours, including nights and weekends. Send sample videocassette, letter stating salary requirements and resume by August 22, 1986, to: Karl Hill, CEVP, The University of Tennessee, Suite 91 Communications Building, Knoxville, TN 37996-0312. An equal opportunity/affirmative action employer

Experienced videotape editor. Growing Boston 1st facility seeks talented editor. Minimum 3 years experience; Paltex/ Datatron and DVE experience preferred. Must work well with wide variety of clients. Send resume to Bob Hurvitz, Auvdiv Productions, 1380 Soldiers Field Road, Boston, MA 02135.

Experienced videotape editor. Growing Boston 1st facility seeks talented editor. Minimum 3 years experience; Paltex/Dalton and DVE experience preferred. Must work well with wide variety of clients. Send resume to Bob Hurvitz, Auvdiv Productions, 1380 Soldiers Field Road, Boston, MA 02135.

Media specialist in audiovisual center. Responsible for producing, directing, shooting, editing 3/4" video tape productions, multi-image production assistance and distribution and maintenance of audiovisual equipment. Reports to the Director of Audiovisual Center. Qualification: Undergraduate degree in Radio-TV, Communications, and at least one year professional experience preferred. Training and experience in one or more of the following areas: microcomputer programming, graphic production, electronics, audio engineering, visual equipment repair and maintenance. Salary: \$14,000 plus excellent fringe benefits, twelve months appointment. Available September 1, 1986. Send resume and three names of references to Dr. Myra Maccon, P.O. Box 3282, Delta State University, Cleveland, MS 38733 by August 22, 1986. EOE, M/F.

HELP WANTED RESEARCH

Director: research & planning. Responsibilities include developing books and other media for sale to broadcasting industry. Qualifications: Ph.D. or equivalent, direct experience in publishing industry, substantial knowledge of broadcasting. Send resumes and salary history to Ann Miller, National Association of Broadcasters, 1771 N St., NW, Washington, DC 20036. EOE.

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.

Increase morning ratings with proven comedy material. 11 scripts/\$10. Free samples. Ghostwriters, 2301 Unity Ave. North, Dept BR. Minneapolis, MN 55422.

EMPLOYMENT SERVICES

Media Marketing finds opportunites for career-minded individuals who thrive on professionalism. Television and radio. P.O. Box 1476, Palm Harbor, FL 34273-1476. 813-786-3603.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000 and 5,000 watt AM-FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Instant cash-highest prices. We buy TV transmitters and studio equipment. \$1,000 reward for information leading to our purchase of a good UHF transmitter. Quality Media, 404-324-1271.

FOR SALE EQUIPMENT

AM and FM transmitters—used, excellent condition. Guaranteed. Financing available. Transcom, 215-884-0888.

Harris SX-1, 1KW AM, 1985, mint, going up in power. Transcom Corp. 215-884-0888

Silverline 30kw UHF TV transmitter, new, \$195,000. Immediate delivery. Bill Kitchen, Quality Media, 404-324-1271.

FM transmitters: 25 KW-sparta 625**5kw-Bauer 605b, RCA BFT 5E1, AEL 5KE, RCA BTF 5 B**3.5kw-McMartin 3.5K**1KW-Syntronics 1.5KW, Gates FM 1C, Transcom Corp. 215-884-0888.

AM transmitters: 25KW-CSI(1985)**10KW-RCA BTA 10U** 5KW-ITA 5000A 1KW-Harris SX1, RCA 1N**250W-Gates 25GY. Transcom Corp. 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.

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.

Townsend UHF TV transmitter: 110KW, immediate availability. Possible financing. Call 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.

Good condition. RCA UHF TTU-50C Transmitter on channel 19 for sale. Includes Townsend solid state exciter and four Klystrons, good heat exchange, ect. Call R.T. Laughridge, 803-776-3600.

AM transmitters: 50,10,5,2.5,1.5, and .25 Kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

Used Emcee TU-1000 channel 39 1kw \$18,500. Harlan Jacobsen 602-945-6746.

For Sale: Sony BVP-330A video camera, \$20,000. Sony BVH-500A portable 1" recorder, \$20,000. Package price \$35,000. Excellent condition. Southern Productions: 615-248-1978.

FM starter equipment: Almost complete package includes: Harris FML-3E antenna, Harris Micro Mac-16 console. Audicord R/P carts, Instacart 48, Otari 5050B, Otari ARS-1000, Rusalang studio furniture, Technics cassettes, Comrex phone system and more. All used less than one year! Call Stan Bivin 405-363-4567

RCA TK 47 Prisms, new factory surplus, \$1500 each. TK28/29 prisms, field lenses, relay lenses. Limited quality, order spares now. 609-435-6778.

FM transmitters: 25,20,15,10,5,1, and .25 Kw. Continental Communications, Box 78219, St. Louis, MO 63178-664-4497.

New surplus equipment: Optimod-TV, optimod SAG Thomson EBS System, BE audio carts, Panasonic 8816 audio, TEK 1485K, Ampex TBC 80. 609-435-6778.

Collins 22.5 KW FM transmitter, 945' 3 1/8" coax, ERI 12 bay antenna; package or separately. Phone 318-445-1234.

RCA-TT10-AL TV transmitter = TCR-100 cart machine w/SPU-1500 cartridges for TCR-100. Make offer all or one. Call Raymond Britton 817-859-5481.

Satellite news gathering: Ivec0 220 microlink 2.3 meter Andrew antenna with motorized polarization, 28' microwave mast, 12.5 KW Onan diesel, 600 watt MCL TWT, Harris exciter, TEK waveform monitor, spectrum analyzer monitoring and much more. \$169,000. 301-977-3822.

Blank tape half price! Perfect for editing, dubbing or studio recording commercials, resumes, student projects, training, copying, etc. Field mini KCS-20 minute cassettes, \$6.99 ELCON evaluated 3/4 videocassettes guaranteed broadcast quality. To order call Carpel Video, Inc. 301-845-8888 or call toll free, 800-238-4300.

Everything... from towers to cart machines. New or used. Call for your specific equipment needs. Dale Hendrix, Holt Technical Services, 215-866-2131. A division of The Holt Corporation.

Multi-camera video truck for sale: 1985 32' Ford F600 with 10,000 miles, two outside entrance doors, Ikegami Cameras, Grass Valley switcher, Chyron CG, isolated audio booth with Yamaha mixing console. \$325,000.00 Call 512-458-4343 or 512-453-5122.

Gates 5G 5000 watt FM transmitter in good condition, with exciter. Make offer. Mims Boswell, Jr., WBKJ, Kosciusko, MS 601-289-1340.

Used broadcast TV equipment. Hundreds of pieces wanted and for sale. Please call Systems Associates to receive our free flyer of equipment listing. 213-641-2042.

Everything... from towers to cart machines. New or used. Call for your specific equipment needs. Dale Hendrix, Holt Technical Services, 215-866-2131. A division of the Holt Corporation.

BE FM 5A transmitter, BE exciter, 393 Andrew coax cable and BE rec. Spare semi conductor kit plus all other necessary equipment. All new. Nothing unwrapped. Tubes still in packing. Call Dick Jones: 512-895-1230.

For Sale: Sony BVP-330A video camera, \$20,000. Sony BVH-500A portable 1" recorder, \$20,000. Package price \$35,000. Excellent condition. Southern Productions: 615-248-1978.

FM starter equipment: Almost complete package includes: Harris FML-3E antenna, Harris Micro Mac-16 console. Audicord R/P carts, Instacart 48, Otari 5050B, Otari ARS-1000, Rusalang studio furniture, Technics cassettes, Comrex phone system and more. All used less than one year! Call Stan Bivin 405-363-4567

RCA TK 47 Prisms, new factory surplus, \$1500 each. TK28/29 prisms, field lenses, relay lenses. Limited quality, order spares now. 609-435-6778.

New surplus equipment: Optimod-TV, optimod SAG Thomson EBS System, BE audio carts, Panasonic 8816 audio, TEK 1485K, Ampex TBC 80. 609-435-6778.

Schaffer 9,000 automation system. Everything working when it was shut off. No longer need system. Contact Mike 405-255-1350 for information.

Collins 22.5 KW FM transmitter, 945' 3 1/8" coax, ERI 12 bay antenna; package or separately. Phone 318-445-1234.

Fp-40S camera, TP-66s TK-27s, TP-7s, RCA TR-70B VTR, VR-1200B, Grass Valley switcher, BVH-1100s, VPR-2s, and 2Bs. Tektronics 1485R, 1420s, 528, 520, BVU-820, TCR-100, HL-77A, 5800, ADDA DVE, new 3M 400 and 420 video tape, 2850s, and ECS-1 editors, TK-29C film island, TEK 1485Rs and much, much, more. Call for a complete list of equipment. Lynwood Taylor or Marvin Luke 919-977-3600.

**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.**

SALES MANAGER

Class C FM (maximum facility) and 5,000 watt fulltime AM in South Central U.S. Both stations dominant power in fast growing dominant city with metro area of 200,000+. Super growth potential and great opportunity for innovative and aggressive sales manager with sales training and promotional abilities. All responses confidential. Our staff knows of this ad. Send complete resume and experience history to Box H-45. EOE.

**RADIO CENTRO
NATIONAL SPANISH NETWORK**

Wants stable sales professionals to fill positions of GENERAL and REGIONAL SALES MANAGERS to be located in New York, Los Angeles, and Dallas. With a minimum of 3 years of experience in national sales, and deep knowledge of the Hispanic market and ad-agencies. Rush resume to: Radio Centro, 10670 Nth. Central Expwy., Suite 401, Dallas, TX 75231.

Radio Sports Sales

Katz Radio Group Sports, a unit of the Katz Radio Group, America's largest station representative, is seeking an aggressive salesperson. This self-starter will have the responsibility of selling sponsorships for the Katz Radio Group, which represents the largest number of professional and collegiate radio sports properties in the country.

If you have the initiative, desire and drive to canvass and close regional and national accounts, and you are eager to work for a company that recognizes the potential for growth, please send your resume in confidence to:

Dave Halberstam
Vice President, Manager
Katz Radio Group Sports
One Dag Hammarskjold Plaza
New York, NY 10017 212-572-5508

KATZ COMMUNICATIONS INC
An Employee-Owned Company



Katz. The best.

**IMMEDIATE OPENING
NEWS PERSON**

Top rated A/C station needs experienced morning drive anchor to handle news and public affairs department. Conversational style a must. Send cassette demo and resume to Ray Schilens, Program Director, WJQY Radio, Box 5333, Fort Lauderdale, FL 33310. EOE, M/F.

**Help Wanted Programing,
Production, Others**

JOYNER BROADCASTING COMPANY

is expanding to 3 more top 100 markets by 1-87. We're seeking top management pros; engineers, & air personnel. Successful track record is required. Formats vary including Urban Rock. Resume with references to: Tom Joyner, Pres., P.O. Box 1125, Cary, NC 27511. EOE.

**THIS PUBLICATION AVAILABLE
IN MICROFORM**

University Microfilms International

300 North Zeeb Road,
Dept. P.R., Ann Arbor, MI 48106

Help Wanted Technical

**SHORTWAVE
ENGINEERING
MANAGER**

Herald Broadcasting, a subsidiary of The Christian Science Monitor Syndicate, has an immediate need for a qualified individual to oversee the installation and operation of our new 500 kilowatt shortwave broadcasting station. The station, which will begin testing in September and commence full-scale operation in January 1987, is located near Bangor, Maine.

Qualified applicants should hold an FCC license, have an engineering degree (or equivalent in hands-on experience), and have a solid broadcast engineering background with a strong emphasis on managing high powered transmission facilities.

Please call or send your resume to Peggy Heeg, The Christian Science Publishing Society, P818, One Norway Street, Boston, MA 02115. Tel. 800-225-7090.

**WBZ RADIO
1030 AM
AM STEHEO**

is seeking an individual experienced in all phases of broadcast engineering. A thorough knowledge of RF systems is desired. Contact Norm Avery, Engineering Manager, WBZ Radio, 1170 Soldiers Field Rd., Boston, MA 02134. 617-787-7000. Westinghouse Broadcasting and Cable is an equal opportunity employer.

Situations Wanted Technical

DIRECTOR OF ENGINEERING

Rare opportunity. 15+ years experienced, people-oriented, administrator of major market AM/ FM's. Looking for new challenge with established or growing group. If you believe that quality audio and maintenance are essential for getting and keeping top ratings, let's talk. Box G-71.

ATTENTION

BLIND BOX RESPONDENTS

Advertisers using Blind Box Numbers cannot request tapes or transcripts to be forwarded to BROADCASTING Blind Box Numbers. Such materials are not forwardable and are returned to the sender.

Situations Wanted Management

AM or FM OWNERS

GM, experienced, developed system to increase profits. Will bring it to you. Home: 1-904-642-8277. Bus: 1-904-743-3336.

GROUP VICE PRESIDENT

Major group general manager now ready to put 28 years of complete experience to work directing your group operation. Past successes in programing, sales staff development, and bottom line management. Great people skills and organizational abilities. Understands centralized and decentralized environments. Reply in full confidence to Box H-65.

LOOKING FOR A GM?

Total Broadcast Background.
Don J. Weir
503-343-5602

TELEVISION

Help Wanted Programing, Production, Others

Senior Producer PROGRAMMING

Be part of a successful show in America's #1 city. Seasoned, creative, hardworking field producer needed for senior position on Evening Magazine. Responsible for development through post-production of weekly segments. Must have three years experience in field feature production. EOE

MUST SUBMIT RESUME, WRITING SAMPLES AND VIDEO CASSETTE OF 3-5 FEATURE SEGMENTS TO:



KDKA-TV
ONE GATEWAY CENTER
PITTSBURGH, PA 15222

MIDWEST MAJOR MARKET STATION

Looking for director with solid background in news. We have state of the art equipment -- Your creativity will get the most out of it. Main responsibility is directing news. This job requires an energetic, proven leader. Minimum 3 yrs. experience directing news. Good salary & benefits. Equal opportunity employer. Box H-51.

Help Wanted News

An Opportunity Like This Only Comes Around Every 17 Years...

Nashville's number one, Peabody award-winning news operation is seeking an exceptional co-anchor for a 60 minute weekday newscast. Our popular, seventeen year veteran is moving on—we need a strong journalist with a warm personality to fill these shoes. If you work as well in front of the camera as behind the scenes, send resume and tape to:

News Director—WSMV
P.O. Box 4
Nashville, TN 37202



WSMV
NASHVILLE

WANTED

Major Broadcast Group seeks enthusiastic new blood for exciting Entertainment News venture, based in Los Angeles. We are looking for:

- Executive Producer
- Producers
- Correspondents
- Associate Producers

If you're looking for a challenge, are a glutton for long hours, and won't be intimidated by the most aggressive news operation in town, send a resume with cover letter before August 21st to:

Broadcasting
Box H-50

An Equal Opportunity Employer M/F

Help Wanted Management

MANAGER, ON-AIR PROMOTION

for CBS-owned station in Philadelphia. Must have 3-5 years' experience in episodic and topical news promotion. Please send tape, resume and salary requirements to:

BRIAN BLUM
WCAU-TV
City Avenue &
Monument Road
Philadelphia, PA 19131
Equal opportunity employer

CBS

GENERAL MANAGER

New public TV station (56) in north-west Indiana seeks strong leader to put station on-air in 1987. Prefer person that has started station previously. Must work well with staff & community with abilities in fundraising. BA required. Send resume & references to Lawrence Ventura, NIPB Search, 1800 E. 35th Ave., Gary, IN 46409. Close August 31. EEO.

Help Wanted Technical

MAINTENANCE ENGINEER

WMAQ-TV, an NBC O&O, seeks engineer to supervise transmitter operations. Candidates must have supervisory experience, substantial experience in maintenance and operation of VHF television transmitters, microwave systems and other equipment. Proficiency in record keeping, maintenance of current drawings, and general class FCC license. Knowledge of station facilities design and drafting skills helpful.

Send resume with salary requirements to Constance Holmberg, NBC Personnel, Suite ME, Merchandise Mart Plaza, Chicago, IL 60654. NBC is an equal opportunity employer. M/F



GENERAL SALES MANGER LOCAL/REGIONAL SALES MANAGER ACCOUNT EXECUTIVES

Expanding television group has need for sales management and sales people. If you are well motivated, seeking career growth with a dynamic company, this could be your opportunity. Excellent incentives, top benefits. EOE

Write in full confidence to: Director of Sales, Box G-120

ALLIED FIELDS

Radio & TV Programing



Lum and Abner Are Back

...piling up profits for sponsors and stations. 15-minute programs from the golden age of radio.

PROGRAM DISTRIBUTORS ■ P.O. Drawer 1737 Jonesboro, Arkansas 72403 ■ 501/972-5884

STARROCK

A revolutionary, live, **classic rock** format for adults 25-49. Developed by Jack Starr Broadcast consultants. Free demo and more info., call 512-448-1873.

NOSTALGIA/ADULT PROGRAMING

Program director retiring after 30 years in Midwest radio. Offering 30-minute "Memory Time" programs with intro, close, comments. Music from 30's, 40's and 50's. 7 1/2 IPS, 7" reels. Fine adult programming. Broadcast on 10 midwest stations. \$5.00/program. Bob Einhaus, 1822 Bryn Mawr Circle, Atlantic, IA 50022.

Miscellaneous

VENTURE CAPITAL DEBT FINANCING

For broadcasters
Sanders & Co.
1900 Emery St., Ste. 206
Atlanta, GA 30318
404-355-6800

Help Wanted Sales

BROADCAST EQUIPMENT SALES

Circuit Research Labs, Inc. seeks an energetic individual to join its sales team in Tempe, Arizona.

Applicants should be well versed in all phases of radio and television broadcast operations, have excellent communication skills and previous experience selling to broadcasters.

If you are interested in employment with our dynamic company, please send your resume in confidence to:



Ray Updike,
Director of Marketing and Sales,
Circuit Research Labs, Inc.
2522 West Geneva Drive,
Tempe, Arizona 85282.

Help Wanted Technical

REGIONAL SALES MANAGER

Comark Communications, Inc., a leading manufacturer and distributor of television broadcast transmitters and RF systems, is expanding its marketing efforts and now has an immediate opening for an experienced, professional RF sales manager in the Southwest. Sound technical background and proven experience in RF system sales a must. This is a fulltime, salary-plus-bonus position. Resumes only to:

Director of Marketing
Comark Communications, Inc.
P.O. Box 506 Colmar, PA 18915

Employment Services

NEW LOW SUBSCRIPTION RATES! For \$30 you get six weeks of MediaLine job leads in NEWS, PRODUCTION, ENGINEERING, PROGRAMMING, PROMOTION, SALES AND ON-AIR TALENT. Learn more. 312-855-6779.



For Sale Stations

BROADCAST MEDIA ASSOCIATES

Media Investment Analysts & Brokers
702-789-2700

CALIFORNIA-OREGON-WASHINGTON
FM'S AND COMBOS—\$350,000 TO \$10 MILLION.
DETAILS TO QUALIFIED BUYERS ONLY.

316 California Avenue, Suite 700, Reno, Nevada 89509

CLASSIFIED ADVERTISING IS YOUR BEST BUY . . .

This space could be
working for you.

Hogan - Feldmann, Inc.
MEDIA BROKERS • CONSULTANTS
P.O. Box 116
Encino, California 91426
Area Code (818) 981-3201



R.A. Marshall & Co.

Media Investment Analysts & Brokers
Bob Marshall, President

Class C FM station with companion fulltime AM serving top 50 Southeastern market. \$3.0 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

The Holt Corporation

NORTHERN FLORIDA METRO

This market's credentials are impressive, and our Class A FM has the best potential in town. Available for \$650,000 with one-third down, and balance negotiable.

Call Gary Kirtley In Falls Church, VA at 703-698-8824 today, for more information!

Suite 205
The Westgate Mall
Bethlehem, PA 18017

Washington Office:
7809 Freehollow Drive
Falls Church, VA 22042

Box 2869
One Tower Park
Winchester, VA 22601

STATIONS FOR SALE

Georgia AM-FM - Exp. 1986 Gross - \$1 mil. Excellent facilities - one million down - owner financing.

Georgia AM - small town, fulltimer - small down - payment-assume obligations.

Georgia AM - fulltimer - possibility 80-90 FM - growing market - can increase power - owner financing.

Southeast - AM-FM combo - near major metro - owner financing.

Other AMs - combos available - call 704-669-7935 or 404-998-1080 or Box 1134, Montreat, NC 28757 or Suite 410 Sandalwood Drive, Atlanta, GA 30338.

Western resort market FM's for sale. Price range \$2.3-2.5 million.

Texas medium market class C FM's for sale. \$675,000-\$1.5 million.

NF&A

Norman Fischer & Associates, Inc.
Media Brokerage Appraisals
Management Consultants

1209 Parkway Austin, Texas 78703 (512) 476-9457

Ralph E. Meador

MEDIA BROKER
AM-FM-TV-Appraisals
P.O. Box 36
Lexington, MO 64067
816-259-2544

ILLINOIS CLASS A FM

350,00 SMSA population
good equipment, real estate
\$488,000 terms
Box H-4

Hill country Texas Combo
\$1.2 million cash

512/327-9570

JAMAR RICE CO.

110 Wild Basin Rd. # 245 • Austin, TX 78746

ONLY \$95,000 DOWN

Colorado AM/FM combo. Positive cash flow. Contact David LaFrance 303-234-0405



CHAPMAN ASSOCIATES
nationwide media brokers

SOUTH TEXAS CLASS A FM

Only station in country. Ant. site @ highest point between Rio Grande & Gulf. Capable of upgrading to class C. Ant. @ 1000 ft. ASL terrain tapers down to 50 ft. ASL @ 60 miles. Operated in the black since Sign-on in 3/85. City of 3500 with stable billing & could be tripped with sales effort. Automated country, several networks available. Installing ABC. \$75,000 cash. 512-394-6896 after 5 pm CST.

- FM near large university city in Illinois. \$240,000. Terms.
- Powerful FM plus fulltimer in Maryland. \$1.7 million. Very favorable terms.
- Class C on coastal California. 1.9 million. Terms

Business Broker Associates
615-756-7635, 24 hours

"25 YEARS EXPERIENCE
GOES INTO EVERY SALE"

A. B. La Rue,
Media Brokers

TV • RADIO • CABLE • APPRAISALS

EAST

500 East 77th Street
Suite 1909
New York NY 10021
(212) 288-0737

WEST

9701 Wilshire Boulevard
Suite 700
Beverly Hills CA 90212
(213) 275-9266

SOUTH

11285 Elkins Road
Suite J-8
Roswell GA 30076
(404) 442-5711
HAL GORE, Vice-pres.

**BOB KIMEL'S
NEW ENGLAND MEDIA, INC.**

BUYERS AND SELLERS

There's never any obligation when talking to any of our professional staff.

8 Driscoll Dr., St. Albans, VT 05478
802-524-5963

RURAL REGIONAL CLASS C mountain resort area \$650K.

NETWORK TV \$6.5M.

COMBO S.W. med. small negotiable. \$1 to \$2M.

PLUS C's, As, AM's, COMBOs.

MITCHELL & ASSOCIATES

John Mitchell or Joe Miot
Box 1065 Shreveport, LA 71163
318-868-5409
318-869-1301

TV STATION FOR SALE

Single station market in Sunbelt resort area. Independent UHF in isolated, growth city. Inexpensive, balanced programming in place. Modern facility with state-of-the-art equipment. Excellent upside potential for experienced broadcaster. Priced at \$4.5 million with good terms for qualified buyer. Exclusive listing. Contact:

**MILTON Q. FORD
& ASSOCIATES**

5050 Poplar Ave. • Suite 1135
Memphis, TN 38157 • 901/767-7980

For Sale Stations Continued

WIS.- U.P. MICH. TOP BUYS

Full financial disclosure, first call.

U.P. Class C - twice gross nice profit & cash flow 500 M
Cass - 550 M terms.

N E Wis.-Class A - 500 M cash - 600M terms. Appx.
twice gross.

S.W. Wis -Class A - 400 M cash only \$105,000 00 cash
flow

**PACKERLAND
CONSULTANTS & SALES**
414-235-2625

FOR SALE

Radio group. \$25 million cash. Fi-
nancial qualifications required for in-
formation.

Box H-66.

SUNBELT

Cash flow \$940,000+ regional full class
C, 5,000 Watt/AM. Real Estate included.
Cash sale only, \$8,950,000 firm. Finan-
cials required with Serious inquires only.
By owner. Box H-53.

Location	Size	Type	Price	Terms	Contact	Phone
SW	Met	FM	\$4000K	Terms	Jim Mergen	(818) 366-2554
MO	Sm	AM/FM	\$1400K	Terms	Bill Lochman	(816) 941-3733
MW	Med	AM/FM	\$975K	\$230K	Bill Lytle	(816) 941-3733
CA	Med	AM	\$850K	\$200K	Jim Mergen	(818) 366-2554
AZ	Sm	AM/FM	\$700K	\$300K	Peter Stromquist	(818) 366-2554
CO	Sm	AM/FM	\$650K	\$95K	David LaFrance	(303) 234-0405
CO	Sm	AM/FM	\$650K	\$75K	Greg Merrill	(801) 753-8090
MW	Sm	AM/FM	\$565L	\$165K	Bill Lytle	(816) 941-3733
SE	Met	AM CP	\$500K	Terms	Mitt Younts	(202) 822-8913
SW	Med	AM	\$450K	\$100K	Bill Whitley	(214) 680-2807

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.



EARLY DEADLINE NOTICE

Due to holiday, Monday, September 1, 1986, the deadline for classified advertising for the September 8 issue will be noon, EDST, Thursday, August 28, 1986.

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: 60¢ per word, \$9.00 weekly minimum. No personal ads. All other classifications: \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

Rates: Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted: \$80.00 per inch. Situations wanted: \$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.

Books for Broadcasters/Cablecasters

TUNE IN TO SUCCESS IN BROADCAST SALES. A twelve cassette-twenty-four lesson seminar that shows you how to be more productive ... increase sales ... multiply your income. Prepared and produced by Pam Lontos, nationally-known sales wizard, you'll learn how to organize yourself... prospect by telephone ... sell persuasively... research your clients... sell benefits ... eliminate/overcome objections ... sell to "non-believers" ... close the sale fast ... and much, much more. Equal—at least—to a \$500 per person sales clinic, this seminar-at-home (or in your car), is a tremendous aid for all those involved in broadcast sales.
PL100 \$250.00

THE FUTURE OF VIDEOTEXT. Worldwide investment in videotext technology has passed the \$100 million mark and shows no sign of slackening, as broadcasters, telephone companies, publishers and computer companies rush to adopt this new way of using the TV set for information display. Videotext, involving text, graphics, and even still photos on an adapted video screen, is in full swing in the U.S., Britain, France, Germany, Japan and a score of other countries. Yet despite the investment, research and attention, no videotext service is a commercial success, and some skeptics doubt it can ever succeed. Analytical and well documented, *The Future of Videotext* explores the problems and explains: the evolution and present status of videotext, in major countries around the world; the technology of videotext including broadcast systems (teletext), telephone line systems (viewdata), and hybrid systems using phone lines and cable or broadcast; the advantages and disadvantages of videotext compared to print on the one hand and TV on the other; just what kinds of services are viable—and which are not—using this medium; how consumer and business applications differ; where the industry is going and more. 197 pages.
O-86729-025-0 \$34.95

101 WAYS TO CUT LEGAL FEES AND MANAGE YOUR LAWYER By Erwin Krasnow, Esq. and Jill MacNeice. A practical guide for broadcasters and cable operators. Let one of the nation's top communications lawyers show you how to: Select the right lawyer for you. Enter into the best fee arrangement. Get the most out of your lawyer. Control legal costs. Monitor and evaluate your lawyers performance. Remedy problems with your lawyer. The book that opens up the "secrets" of getting and using legal services. Communications "superlawyer" Erwin G. Krasnow is former General Counsel for the National Association of Broadcasters (and now a partner in Liipfert, Bernhard, McPherson and Hand). In his new book, Mr. Krasnow strips away the mystique surrounding the legal profession to show broadcasters and cable operators 101 ways to cut costs and boost the performance of in-house and outside counsel. 103 pages; softbound.
CP-101 \$29.95

CREATING ORIGINAL PROGRAMMING FOR CABLE TV. Cable television now reaches over 30% of Americas' households—and the ever growing number of stations available on new cable TV systems has created a huge need as well as a viable market for original programming. This basic, "how-to" manual edited for the NFLCP, will take you step-by-step through the fascinating world of cable TV programming. Representatives of cable companies, programming services, producers and a communications attorney explain the ins and outs of how to create programming for cable TV. They discuss who the participants are in this new enterprise; the role of advertising on cable TV programming; suggest program sources; provide an overview of copyright and royalty issues; and show the way from producing to distributing original programming. The role of access and independent producers is examined and a glossary of terms has been provided. 175 pages, index, glossary.
O-86729-043-9 (HC) \$29.95
O-89461-036-8 (PAP) \$21.95

MAKING IT IN RADIO, by Dan Blume. A wealth of information for anyone who wants to know more about careers in radio broadcasting either as a professional or for personal knowledge. **MAKING IT IN RADIO** tells the inside story about the industry, explains the rewarding jobs and careers it offers, and shows how stations and networks operate. The rich traditions of radio, its unlimited future, the wonders of satellite transmission, and much more are covered. And 19 top professionals, including morning man Don Imus of WNBC, ABC-TV sportscaster Don Chevrier, and CNN anchorman Bob Cain, provide firsthand advice about careers in radio announcing, programming, sales, engineering, and management. They also discuss how one determines if a career in radio is for him or her, and, if so, how to prepare for the field, break into the business, and advance in the industry. 178 pages, comprehensive glossary, bibliography, index.
CM100 \$9.95

VIDEO USER'S HANDBOOK, 2nd Edition. A thorough hands-on manual for all levels of TV production to help you get more effective use out of your video equipment. Peter Utz outlines many new and creative ideas for getting truly professional results with even the most basic video set-up. It not only teaches you how to solve the simple problems that can arise, but also enables you to avoid the large ones. You get complete descriptions, and instruction in the use of all kinds of studio machinery, not to mention information on audio, lighting, editing and graphics. This book is packed with diagrams, photographs, TV screen reproductions, even cartoons, all designed to sort out and simplify the huge variety of situations that can arise in a television studio. 500 pages, index, illus., appendices, bibliography.
O-86729-036 \$17.95

BROADCASTING AROUND THE WORLD, by William E. McCavitt. A unique guide to broadcasting techniques, regulations and practices the world over! In one volume, this exhaustively-researched sourcebook gives you full info on the broadcasting done in Britain, the USSR, Poland, India, Italy, Canada, Brazil, Germany, Guyana, Japan and lots more... including the U.S. Broadcast codes and FCC rules and regulations. And, our regs are compared to the methods used in almost every foreign country that has extensive broadcasting activity. FM transmitting towers, network management, government control... they're all completely described from information provided by people who work with the broadcasting industry of the country involved. This book is a great opportunity to learn about world-wide radio and television broadcasting and to find out the effects of different political systems and many different philosophies of communication. 336 pps., 104 illus.
T51193 \$22.95

VIDEO EDITING AND POST-PRODUCTION: A PROFESSIONAL GUIDE, by Gary H. Anderson. A complete "real world" guide to both the technical and nontechnical factors of video tape post-production by well-known, four-time Emmy Award winner, Gary H. Anderson. The book includes: basics; art and technique; overview of common videotape edit bay; preparation; online and offline editing; digital video effects; trends and future directions. Complete with a glossary, a bibliography and suggested reading materials, *Video Editing and Post-Production* is comprehensive in scope and incisive in explanation. It is the one-volume pragmatic reference for both the student and practicing professional.
K521-A \$34.95

<h2>BROADCASTING BOOK DIVISION</h2>																													
1735 DeSales Street, N.W., Washington, D.C. 20036																													
Send the books whose numbers are indicated at right. Payment must accompany your order.																													
Name _____																													
Address _____																													
City _____ State _____ Zip _____																													
	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="border-bottom: 1px solid black; border-right: 1px solid black; padding: 5px;">Book No.</th> <th style="border-bottom: 1px solid black; padding: 5px;">Price</th> </tr> </thead> <tbody> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr><td style="border-right: 1px solid black; height: 15px;"> </td><td> </td></tr> <tr> <td colspan="2" style="padding: 5px; text-align: right;">Total \$ _____</td> </tr> </tbody> </table>	Book No.	Price																									Total \$ _____	
Book No.	Price																												
Total \$ _____																													

Fates & Fortunes

Media

Paul W. Fiddick, president, radio division, Multimedia Inc., joins Heritage Communications Inc., Des Moines, Iowa, in same capacity. Heritage, multiple cable systems operator and owner of three TV stations, is acquiring Rollins Communications Inc., Atlanta-based owner of five AM, one FM and four TV stations.

Garry H. Ritchie, VP and general manager, Diversified Communications' WCJB(TV) Gainesville, Fla., joins WDAU-TV Scranton, Pa., which Diversified is buying. **Carolyn B. Catlin**, general sales manager, WCJB, replaces Ritchie.



Ritchie



Heslet

Joe Heslet, general manager, KMJ(AM)-KNAX(FM) Fresno, Calif., joins KHII(FM) Denver as general manager.

Jack R. Donahue, VP and general manager of Burke Broadcasting Co.'s TV stations, KYCU-TV Cheyenne, Wyo., KSTH(TV) Scottsbluff, Neb., and KTVS(TV) Sterling, Colo., joins KDLT(TV) Mitchell, S.D., as general manager.

Robert Browning, VP and general manager, KF5M-TV Fort Smith, Ark., joins WHNT-TV Huntsville, Ala., as executive VP and general manager.

Steven E. Decker, business manager and controller, WHO(AM)-KLYR(FM) Des Moines, Iowa, adds duties as controller, radio division, of stations' licensee, Palmer Communications Inc., group owner of four AM, four FM and two TV stations.

Jan M. Harris, business manager, WLPN(AM)-WFOG(FM) Hampton Roads, Va., named station manager.

Galen Hassinger, chief engineer, WCBD-TV Charleston, S.C., joins WINK-TV Fort Myers, Fla., as operations manager.

Dave McKay, operations manager, KQYT(FM) Phoenix, joins WZEZ(FM) Nashville in same capacity.

Joseph Coscia, executive news editor, WNBC-TV New York, joins ABC-TV there as district manager, affiliate relations.

Appointments at Comcast Cable Communications Inc.: **Paul Gillett**, VP, labor relations, Group W Cable Inc., New York, to VP, human resources, Bala Cynwyd, Pa.; **David M. D'Ottavio**, manager, North coastal district, Group W Cable, to VP, Northeast region.

Bala Cynwyd: **Diane Christie**, former acting system manager, Citizens Cable Communications, Fort Wayne, Ind., to general manager, Comcast's newly acquired Fort Wayne system; **Ronnie G. Colvin**, technical and installation engineer, Meridian, Miss., system, to general manager.

Barbara Miller Mauk, assistant VP and director, human resources, KIRO-AM-TV and KSEA(FM), all Seattle, named VP, human resources.

William L. Watson, general counsel, Malrite Communications Inc., Cleveland, joins Beasley Broadcast Group, Goldsboro, N.C., in same capacity.

Appointments at Pennsylvania State University's noncommercial WPSX-TV Clearfield, Pa.: **Anna H. Dorman**, assistant coordinator, contracts and business services, Pennsylvania State, to head of development; **Sherry Macklin**, editorial assistant, WPSX-TV, to membership coordinator; **Jill M. Caravan**, editor, WPSX-TV program guide, to promotion specialist.

Marketing



Kitch

Fred D. Kitch, executive VP, client service, Keller-Crescent Co., Evansville, Ind., named executive VP, marketing and sales.

Gary E. Burandt, executive VP and director, international operations, HCM, Paris, joins Young & Rubicam, New York, as senior VP and man-

agement supervisor.

Bob Garrison, senior VP and media director, BBDO, Chicago, named senior VP and executive media director.

Randall G. Emond, senior VP and director, marketing sciences, BBDO Worldwide, New York, joins FCB/Leber Katz Partners there as senior VP, marketing planning department.

Lavada Heath, sales manager, Seltel, Los Angeles office, named VP and office manager. **Ralph Claussen**, account executive, Los Angeles, and **Dave Ware**, office manager, Houston, named sales managers, Los Angeles.

Jeffrey W. Singer, associate media director, Saatchi & Saatchi Compton Inc., Detroit, named VP and associate media director.

Jayne Lipman, finance director, Manhattan Records, N.Y., joins MJI Broadcasting there as VP, marketing.

Dave Lyon, account supervisor, Saunders, Lubinski & White Inc., Dallas, named VP and account supervisor.

Susii Hearst, account executive, TeleRep, San Francisco, named sales manager. **Margaret McDonald**, buyer and planner, The Con-

petitive Edge, Detroit advertising agency, joins TeleRep there as account executive.

Kathleen Smith, research manager, Petry Television, New York, named senior group research manager.

Christine Tsitouris, account executive, Torbet Radio, Atlanta, joins Durpetti & Associates there as regional manager.

Appointments at Siddall, Matus & Coughter Inc., McLean, Va.-based advertising agency: **Bob Shira**, associate creative director, Burton Campbell, Atlanta, to senior art director; **Tommy Thompson**, creative group supervisor, Cole Henderson Drake, Atlanta, and **Jeanette Tyson**, from Tracy Locke Inc., Los Angeles, to senior copywriters.

Kelly McCarthy, account executive, Barkley & Evergreen Advertising, Shawnee Mission, Kan., named account supervisor.

Andrew Bolt, marketing manager, cable/home video department, Four Star International, Hollywood, joins Blair Television, Los Angeles, as account executive. **Jeff Basler**, account executive, KLZ(AM)-KAZY(FM) Denver, and **Anna Chinappi**, team supervisor, Blair TV, named account executives, Blair Television, Dallas.

Jonathan Stimes, account executive, Century Broadcasting, Chicago, joins Republic Radio there as account executive.

Karl Middelburg, account executive, Blair Television, Los Angeles, joins Worldvision Enterprises Inc. as account executive, Southern division, based in Atlanta.

Christopher C. Roman, marketing director, Research Resource Survey Research Center, Los Angeles, joins Independent Television Sales Inc. there as account executive.

William D. Lockhart, former sales and marketing manager, Group W Cable, Fresno, Calif., joins Viacom Cablevision, Pleasanton, Calif., as northern California marketing director.

Bruce Lumpkin, general manager, KSTW(TV) Tacoma, Wash., joins WDCA-TV Washington as general sales manager.

Steven Marks, national sales manager, WFLX(TV) West Palm Beach, Fla., joins WTTE(TV) Columbus, Ohio, as general sales manager.

Joseph Austin Koff, national sales manager, WTOG(TV) St. Petersburg, Fla., joins WFLX(TV) West Palm Beach, Fla., as general sales manager.

Mark De Boskey, general manager, KGNU(FM) Fresno, Calif., joins KYXY(FM) San Diego as general sales manager.

Michael Schiefer, account executive, WDTX(FM) Detroit, named local sales manager.

Mary Noel, former account executive, WHRO(FM) Norfolk, Va., joins WLPN(AM)-WFOG(FM) Hampton Roads, Va., as local sales

manager.

Jim Johnson, account executive, KCRG-AM-TV Cedar Rapids, Iowa, named regional sales manager. **Diane Yetmar-Miller**, from KHAK-AM-FM Cedar Rapids, joins KCRG as account executive.

Cheryl Holbeck, senior account executive, KRZN(AM)-KMJI-FM Denver, named business director.

Risa Schneider, account executive, WJXT(TV) Jacksonville, Fla., named retail development manager. **Gary Hiatt**, general sales manager, KOPA(AM)-KSLX(FM) Phoenix, joins WJXT as account executive.

Janet L. Henry, from KTVI(TV) St. Louis, joins KMOV-TV there as account executive.

Kathy Borcia, account executive, KNTS(AM) Mesa, Ariz., **John Browning**, local sales manager, KNIX-AM-FM Phoenix, and **Scott Stuart**, account executive, KSLX(FM) Phoenix, join KMEQ-AM-FM Phoenix as account executives.

Joseph Fitzgerald, from KGNR(AM) Sacramento, Calif., joins WDZL(TV) Miami as account executive.

Susan H. Cope, telemarketing manager, *Utah County Journal*, Salt Lake City, joins KMGR-AM-FM there as sales executive.

Gwen Ozaki, media director, Kobasic, Harris & Savage, Portland, Ore., joins KATU(TV) there as account executive.

Diane Sciandra, associate media director, Healy, Schutte & Comstock Advertising, Buffalo, N.Y., joins WKBW-TV there as account executive.

Michael H. Barnes, sales manager, Morgan Building Systems, Austin, Tex., joins KTFM(FM) San Antonio, Tex., as account executive.

Thomas J. Boland, account executive, KFSN-TV Fresno, Calif., and **Richard SanVicente**, district manager, northern California and Washington, American Multi-Cinema, Los Angeles, join KICU-TV San Jose, Calif., as account executives.

Brian Marsh, operations manager, WFTS(TV) Tampa, Fla., joins WFMY-TV Greensboro, N.C., as account executive.

Programing

Appointments at CBS Entertainment, Los Angeles: **Maddy Desmoni-Horne**, associate director, motion pictures for television, to director, dramatic program development; **Carole M. Kirschner**, manager, comedy program development, to director, comedy program development; **Larry Strichman**, program executive, motion pictures for television, to director, motion pictures for television.

Joseph Ceslik, executive VP and general sales manager, ITC Entertainment, New York, joins D.L. Taffner/Ltd. there as VP and general sales manager, syndication. **James Stern**, VP, Eastern division sales, ITC Entertainment, replaces Ceslik.

Edward R. Sause, VP and controller, motion pictures and filmed entertainment, Coca-Cola Co., New York, named VP and controller, television operations, entertainment busi-

ness sector. He will be responsible for financial reporting, accounting, budgeting and forecasting for Coca-Cola's Columbia Pictures Television Group, Columbia Pictures International, Embassy Communications and Merv Griffin Enterprises.

Ted Harbert, VP, program planning and scheduling, ABC Entertainment, Los Angeles, named VP, motion pictures. **Judd Parkin**, director, mini-series and novels for television, named executive producer, motion pictures for television.



Harbert



Klingensmith

Robert Klingensmith, executive senior VP, video division, Paramount Pictures Corp., Los Angeles, named president, video division.

Ann Daniel, former VP, prime time series development, ABC Entertainment, Los Angeles, joins Henry Winkler/John Rich Productions, there as president. Winkler/Rich is two-year-old company that currently produces ABC's *McGyver*.

Marvin Katz, VP, business affairs, Hanna-Barbara Productions Inc., Hollywood, joins Phoenix Entertainment Group, Studio City, Calif., as senior VP, business affairs and administration.

Mike Tanner, director, marketing and promotion, WJLA-TV Washington, joins Buena Vista Television, Burbank, Calif., as VP, creative services.

Andy Siegel, former VP, comedy development, ABC-TV, Los Angeles, joins Robert



Sports Emmy. George Michael, sportscaster, WRC-TV Washington, and host and executive producer of NBC's weekly, half-hour sports update show, *Sports Machine*, won the national Emmy for "outstanding sports personality/host." Michael received the award Aug. 12 during a National Academy of Television Arts and Sciences ceremony at the Essex House hotel, New York. Also nominated for the award were veteran sportscaster Curt Gowdy and ABC's Kathleen Sullivan.

Halmi Inc. there as VP, development.

Martin A. Glenday, freelance producer, joins Moxie Media Inc., newly formed New Orleans video production firm, as VP and executive producer.

Fred Cohen, former president, HBO International, New York, joins Sunbow Productions Inc. there as executive VP.

Marty Brooks, program director, Madison Square Garden Network, New York-based regional sports cable network, named VP, programming.

Glenn Whitehead, director, business affairs, HBO Inc., Los Angeles, named VP, business affairs, West Coast.

Dave Wilson, director, NBC's *Saturday Night Live*, joins *Nightlife*, as director. *Nightlife*, syndicated late-night show starring David Brenner, is produced by Motown Productions in association with King World, Beverly Hills, Calif., and scheduled to premiere Sept. 8.

Suzanne Stevens, production executive, The Disney Channel, Burbank, Calif., named associate director, production. **Nancy Gallagher**, manager, night-time program research, NBC-TV, New York, joins The Disney Channel as program research manager.

Steve Gordon, producer, Viacom Enterprises, Los Angeles, named director, development, East Coast, Viacom Productions.

Richard Shae, national sales manager, WISH-TV Indianapolis, joins Group W Productions, Chicago, as central division manager.

Doreen Ambrosio, assistant director, San Jose (Calif.) Film & Video Commission, joins Starion Productions, San Francisco-based TV commercial and music video production company, as associate producer.

Marlene Dann, development and acquisitions manager, Lifetime, New York, joins Saatchi & Saatchi Compton Inc.'s programming department there as assistant to programming director. **David Collins**, program analysis supervisor, CBS-TV, Los Angeles, joins Saatchi & Saatchi there as manager, West Coast programming development.

Station clearance representatives appointed at United Stations Programming Network, Washington: **Kerry L. Ward**, marketing assistant; **Karen L. Akerstrom**, community services/technical operations coordinator, KNX(AM) Los Angeles; **Mark Madderly**, sales and marketing intern, WCHL(AM) Chapel Hill, N.C.

John Cannelli, director, business operations, MTV Networks Inc., New York, named director, talent and artist relations. **Harvey Ganot**, account manager, named director, advertising sales.

Michelle Thomas, personnel administrator, Turner Broadcasting System Inc., Atlanta, named personnel manager.

John Nuck internal auditor, Taft Broadcasting, Cincinnati, named manager, financial reporting, Taft Entertainment Co., Los Angeles.

Steven Saltman, assistant counsel, legal and business affairs department, MCA TV, New York, named sales executive, Midwest area,

Chicago.

Michael Russo, from Bearden, Smith & Perkins. Los Angeles-based accountancy, joins Hal Roach Studios Inc. there as nationwide account executive.

Terry Dolan, program manager, KSTP-TV St. Paul, Minn., joins WISN-TV Milwaukee as program director.

Russell H. Myerson, former program director, WJKS-TV Jacksonville, Fla., joins WXFL-TV Tampa, Fla., in same capacity.

Theresa Binon, program director, KGHL(AM) Billings, Mont., joins KGEM(AM) Boise, Idaho, as program director.

Diana Lambdin, news director and anchor, KMIZ-TV Columbia, Mo., joins KMBC-TV Kansas City, Mo., as program producer.

Robert Ballantyne, ENG news unit manager, KPTV-TV Portland, Ore., named production manager, KPDX-TV Vancouver, Wash.

Gary Cox, production assistant, Copley/Colony Harbor Cablevision Inc., Los Angeles, named public access coordinator, Copley/Colony Cablevision of Lomita (Calif.) Inc.

Gary Owens, from KKG0(FM) Los Angeles, joins KH(AM) there as morning personality.

Steve Ruxton, part-time announcer, WASH(FM) Washington, named afternoon personality.

News and Public Affairs

Lou Adler, vice president and news director, WOR(AM) New York, and former Radio-Television News Directors Association president, will resign his post, effective Nov. 15, to enter radio program syndication business. First project for Adler will be distribution of his *Medical Journal* series now airing over WOR.



Adler



Tobias

Ed Tobias, news editor, Associated Press Broadcast Services, Washington, named assistant managing editor, administration.

Appointments at *Nightline*, ABC News: **Tara Soenshine**, associate producer, to producer and senior booker, Washington; **Heather Vincent**, production associate, to associate producer, New York; **Marie Maclean**, reporter and producer, *MacNeill/Lehrer NewsHour*, New York, to associate producer and booker there; **Elizabeth Heckscher**, researcher, ABC News Film library, to senior researcher there.

Solange de Santis, Los Angeles bureau correspondent, Reuters Inc., named news editor, Canada, based in Toronto.

Tony Ballew, news director, WJW-TV Cleveland, joins WAGA-TV Atlanta, as news director.

Pat Brown, news director, KTXS-TV Sweetwater, Tex., joins WAFF(TV) Huntsville, Ala., as news director.

Elliot Eki, assistant news director, KGW-TV Portland, Ore., joins WLOS(TV) Asheville, N.C., as news director.

Quentin Johnson, morning anchor, WRKL(AM) New City, N.Y., joins WREF(AM) Ridgefield, Conn., as news director.

Appointments in news department, WMAQ-TV Chicago: **Mike Ward**, executive producer, 10 p.m. news, to assistant news director; **Danice Kern**, producer, 4:30 p.m. news, to executive producer, 4:30 and 6 p.m. news; **Scott Hooker**, news producer, replaces Kern; **Debbie O'Malley**, producer, 6 p.m. news, to producer, 10 p.m. news; **Vickie Burns**, producer, 5 p.m. news, WBBM-TV Chicago, replaces O'Malley.

Appointments at KRON-TV San Francisco: **Scott Lewis**, assignment manager, to chief, South Bay, Calif., bureau; **Diane Masciale**, producer, 11 p.m. news, to executive producer; **Gerri Lutes**, co-producer, 6 p.m. news, to producer.

Ronald Blome, executive producer, KTHV(TV) Little Rock, Ark., joins KARK-TV there as news producer.

Dick Byrd, executive producer, CNN, Atlanta, joins WESH-TV Daytona Beach, Fla., in same capacity.

Appointments at KNBC-TV Los Angeles: **Sol Steinberg**, sports producer, KABC-TV New York, to senior sports producer; **Linda Alvarez**, weekend anchor, to weekday anchor; **Conan Nolan**, from KSBW-TV Salinas, Calif.,

to general assignment reporter.

Jim Lyons, investigative producer, KTUL-TV Tulsa, Okla., joins WJW-TV Cleveland in same capacity.

Tim Holderby, former managing editor, KMBZ(AM) Kansas City, Mo., joins KMBC-TV there as news assignments manager.

Dan Miller, anchor, WSMV(TV) Nashville, joins KCBS-TV Los Angeles as anchor.

Mary Jane Bear, from Neighborhood Network News, Boston, joins KCRG-TV Cedar Rapids, Iowa, as associate producer.

Pam Kassner, anchor and reporter, KVEO(TV) Brownsville, Tex., joins Colony Communications Inc.'s Dynamic Cablevision of Florida, Coral Gables, as director, *Local Cable News*, nightly news program.

Ira Mellman, news and sports anchor, WINS (AM) New York, joins WCAU(AM) Philadelphia as morning anchor.

Trudi Strain, producer and weather anchor, KAPP(TV) Yakima, Wash., joins KREM-TV Spokane, Wash., as weather anchor and general assignment reporter.

Gary E. Apple, weekend sports anchor, WNYT(TV) Albany, N.Y., joins KMOV-TV St. Louis as sportscaster.

Katherine Bliss, anchor and reporter, KTUL-TV Tulsa, Okla., joins KTVI(TV) St. Louis as weekend anchor.

Appointments at KTVK(TV) Phoenix: **June Thompson**, anchor, KUTV(TV) Salt Lake City, to weekend anchor; **David Sparks**, host, syndicated game show, *Cross-Wits*, to sports an-

Broadcasting

The Newsweekly of the Fifth Estate

1735 DeSales Street, N.W., Washington, D.C. 20036-4480

Please send ... (Check appropriate box)

Broadcasting Magazine

3 years \$175 2 years \$125 1 year \$65 6 mos. \$32.50

(International subscribers add \$20 per year)

Broadcasting Cablecasting Yearbook 1986

The complete guide to radio, TV, cable and satellite facts and figures—\$90 (if payment with order \$80) **Billable orders** must be accompanied by company business card or company purchase order. Off press April 1986. Please give street address for UPS delivery.

To order by MASTERCARD, VISA or CHOICE credit cards, phone toll free 800-638-SUBS

Name _____ Payment enclosed

Company _____ Bill me

Address _____ Home? Yes No

City _____ State _____ Zip _____

Type of Business _____ Title/Position _____

Signature _____ Are you in cable TV operations Yes No

For renewal or address change place most recent label here

chor.

Mary McCombs, from WIXT(TV) Syracuse, N.Y., joins WKBW-TV Buffalo, N.Y., as anchor and reporter.

Peter Ross, news director, WNNE-TV Hartford, Vt., joins WZZM-TV Grand Rapids, Mich., as reporter.

Pierre Kimsey, entertainment critic and feature reporter, WTVX(TV) Fort Pierce, Fla., joins WPCQ-TV Charlotte, N.C., as feature reporter. **Amy Shaw**, anchor and producer, WMBD-TV Peoria, Ill., joins WPCQ-TV as health reporter.

Mark Mathis, from KOB-TV Albuquerque, N.M., and **Eric Spillman**, from KNEW(AM) Oakland, Calif., join KSBY-TV San Luis Obispo, Calif., as general assignment reporters.

Cheri Fritch, recent graduate, Ohio University, Athens, Ohio, joins WVVA(TV) Bluefield, W. Va., as reporter and photographer.

Technology

Roy Savoy, production administrator, West Coast, ABC Entertainment, Los Angeles, named director, tape production and facility sales, West Coast.

David W. Walker, director, program development engineering, Pacific Telecom Inc., Vancouver, Wash., joins National Gateway Telecom Inc., New York, as VP, engineering.

David I. Rosenthal, controller, CAE systems division, Tektronix Inc., Beaverton, Ore., joins Aurora Systems, San Francisco-based manufacturer of digital videographics systems, as VP and chief financial officer.

Fred A. Barbaria, product support manager, Moseley Associates Inc., Goleta, Calif., named operations manager.

Jeffrey N. White, loud speaker design engineer, Audio-Technica, Stow, Ohio, named assistant sales manager, professional products. **Jacquelynn Hebrock**, recent graduate, University of Akron (Ohio), joins Audio-Technica, as product manager.

Steve Ostrow, account executive, National Video Center/Recording Studios Inc., New York, named sales director.

Emerson Ray, former chief engineer, WBBH-TV Fort Myers, Fla., joins Odetics Inc., Anaheim, Calif.-based manufacturer of television playback and record systems, as Southeastern regional sales manager.

Richard C. Taylor, Eastern zone manager, Texscan Corp., Salt Lake City, joins C-Cor Electronics Inc., State College, Pa., as account executive, north central region.

Victor Burgess, engineer, WIFM-FM Elkin, N.C., joins WVOT(AM)-WRDU(FM) Wilson, N.C., as chief engineer.

Douglas Dunham, maintenance engineer, KDAF (TV) Dallas, named assistant chief engineer.

Tim Derstine, maintenance engineer, WJXT(TV) Jacksonville, Fla., named assistant chief engineer.

Promotion and PR

Steve Astor, VP advertising and promotion,

Green Bay shooting. Mark Schnese, 31, general manager, American Television & Communications Corp.'s Green Bay (Wis.) N.E.W. Media Cablevision, was shot and killed at the system's offices on Aug. 6. The gunman, identified by police as Victor Charles Navratil of Green Bay, entered the offices and randomly fired at the system's employees, killing Schnese and wounding two others, Charles Hook, programing director, and James Last, supervisor of installers. As police pursued Navratil, he shot himself to death. Both wounded men remained hospitalized last week, Hook in serious but stable condition and Last in fair condition. According to Jim Carter, VP, marketing, of N.E.W. Cablevision, there is no known motive for the shootings. Schnese is survived by his wife, Diane, and two sons.

television distribution, Columbia Pictures Television, Burbank, Calif., named VP advertising, publicity and promotion.

Cynthia Vanden Heuvel, manager, special projects, ABC-TV, New York, named director, special projects, communications, Capacities/ABC Inc. She will administrate "American Television and You" and other ABC public service campaigns.

Carole Robinson, publicist, program publicity, MTV Networks Inc., New York, named manager, program publicity. **Ellen Morgenstern**, publicist, program publicity, named manager, program publicity for MTV Networks' VH-1. **Betsy Freeman**, corporate communications manager, Capital Cities/ABC, New York, joins MTV Networks as editorial director, press and public affairs.

Lawrence McCracken, retired military assistant to assistant secretary of defense for public affairs, Washington, joins Raytheon Co., Lexington, Mass.-based diversified electronics firm, as media relations manager.

Louise Moyer, account executive, Fineberg Publicity Inc., New York, joins Creamer Dickson Basford Inc. there as account executive.

Susan Bridgers, special events coordinator, Circle/Showcase Theaters, Washington, joins Abramson Associates Inc. there as account executive, public relations division.

Richard Goggin, VP, director of broadcasting and associate creative director, Richardson, Myers & Donofrio, Baltimore, joins WRC-TV Washington as advertising and promotion director.

Douglas G. Drotman, recent graduate, Guilford College, Greensboro, N.C., joins Alan Taylor Communications, New York, as account coordinator.

Alice Hall, freelance photographer, joins NBC Press and Publicity, Los Angeles, as portrait photographer.

Raymond J. Antonelli, promotion writer and producer, WGAL-TV Lancaster, Pa., joins WJAC-TV Johnstown, Pa., as promotion director. **Todd A. Galloway**, program director, Cablevision of Greater Johnstown, joins WJAC-TV as promotion and community affairs assistant.

Allied Fields



Moore

Winston S. Moore, assistant director, planning, Bureau of Competition, Federal Trade Commission. Washington, named FTC's executive director. He will supervise agency's budgetary, personnel and administrative functions.

Allan B. Bowdach, former senior account executive, KCNC-TV Denver, joins Cable Investments Inc., Englewood, Colo.-based brokerage as VP, mergers and acquisitions.

Robert S. Paine, manager, regional broadcaster service, Nielsen Media Research, New York office, named VP and manager, regional broadcaster service. **Patricia I. Dingam**, account executive, Nielsen Station Index, New York, named VP, Nielsen Media Research.

Rob Frieden, from Hogan & Hartson, Washington law firm, joins National Telecommunications and Information Administration of U.S. Commerce Department as program manager, international satellite policy. **Richard Swanson**, alternate U.S. representative to International Maritime Organization's subcommittee on radio communications, joins NTIA as communications management specialist.

Joseph Widoff, director, contract and budget management, Corporation for Public Broadcasting, Washington, named director, business affairs.

Peter Marshall, general manager and acting CEO, Visnews Ltd., London-based television news agency, joins Intelsat, Washington, as deputy director, broadcast services, business planning and services development division.

Deaths

Carl L. Kowalski, 65, telecommunications engineering consultant, died Aug. 9 of heart attack at his Atlanta home. Kowalski was formerly partner in consulting firm of Silliman, Moffet & Kowalski, Silver Spring, Md. He is survived by his wife, Sara, and two sons.

Peter Weinberg, 38, director of music programming, WNET(TV) New York, died Aug. 9 at Roosevelt hospital there. Since 1979 Weinberg had produced WNET music and dramatic programs, some broadcast nationally by Public Broadcasting System. Among them were *Gala of the Stars*, annually since 1979, and all Richard Wagner's *Ring des Nibelungen* in 1983.

Hugh O. Potter Sr., 81, former general manager, WOMI-AM-FM Owensboro, Ky., died June 9 of cancer of pancreas at Doctors hospital, Sarasota, Fla. After working as reporter and editor at Owensboro newspaper, Potter joined WOMI(AM) as general manager and managed WOMI-FM when it was established in 1948. He remained there until his retirement in 1972. In 1945 he served as first president, Kentucky Broadcasters Association. He is survived by his wife, Cliffordean, and son.

Time's federal connection

In cable television's never-ending battles on Capitol Hill, at the FCC and in other federal agencies, Brian Conboy has proved to be one of the industry's most effective front-line strategists and tacticians.

But that's as it should be. Conboy is the chief Washington lobbyist for Time Inc., whose interest in cable television is substantial. Time is the sole owner of Home Box Office Inc., the nation's largest pay cable programmer, and American Television & Communications, the nation's second-largest cable operator.

National Cable Television Association President Jim Mooney counts Conboy among his most able allies. "Brian is extremely bright and possessed of enormous diplomatic skills," Mooney said. What's more, Conboy is not one to press the parochial interest to the detriment of the industry, Mooney says. "Trade associations frequently have an edgy relationship with the Washington offices of [member-corporations], but . . . I regard [Conboy] as a colleague and a major asset for the industry rather than as a competitor."

Representing cable's interests in general and HBO's and ATC's in particular is just part of Conboy's job. As vice president for government affairs, he's also responsible for protecting the regulatory and legislative flanks of Time's other businesses, principally the one for which it is best known—publishing. In addition to *Time*, the company publishes such weekly and monthly magazines as *People*, *Sports Illustrated*, *Life*, *Fortune* and *Money* and books through such entities as Time-Life Books, Book-of-the-Month Club and Little, Brown.

"We manage Time Inc.'s business relationship with the federal government," says Conboy, seated in his spacious Washington office in the high-priced Washington Square building eight floors above Connecticut and L and seven floors above Duke Zeibert's restaurant. "We try to promote the best bottom line impact in any given threat or opportunity posed by federal action."

In the "video area," which means HBO and ATC, managing Time's relationship with the government means dealing with such issues as the expansion or contraction of the First Amendment rights of cable programmers and operators, the FCC's newly adopted must-carry rules and the repercussions of cable programmers' decision to scramble their satellite feeds. On the publishing side, promoting the best bottom line means, among other things, keeping an eye on the postal rates (Time's annual postal bill is one of the nation's largest), opposing extension of a "protectionist" provision denying U.S. copyright protection to any author whose work is printed outside the U.S. and loosening restrictions on reporters' access to government information.



BRIAN CONBOY—vice president for government affairs, Time Inc., Washington; b. June 3, 1938, New York; BA, English, Fordham University, 1960; LLB, Fordham, 1963; legal adviser to director of National Security Agency as first lieutenant and later captain, U.S. Army, 1963-65; special assistant to U.S. attorney general and special prosecutor, U.S. Department of Justice, 1965-69; administrative assistant, Senator Charles E. Goodell (R-N.Y.), 1969-1971; special counsel, Senator Jacob K. Javits (R-N.Y.), 1971-78; minority counsel, Senate Governmental Affairs Committee, 1975-78; Washington counsel, Time Inc., 1978-82; present position since April 1982; m. Lucy M. Sweeney, July 22, 1967.

The 48-year-old Conboy is tall, lean and affable. The hard edge one would expect on a former federal criminal prosecutor and lobbyist reputedly adept at throwing his weight around is lacking. But Conboy can sidestep a reporter's question as well as any politician in Washington. During his career in government, Conboy worked for Democratic administrations and liberal Republican senators. That raises the question of his party affiliation. Conboy's answer: "I'd rather not say whether I'm a Democrat or Republican. Let's just say I'm a pragmatic centrist."

Conboy has had an interest in public affairs journalism and politics—stretching back to his undergraduate days at Fordham in the late 1950's when he was editor-in-chief of the *Fordham Ram* and contemplated a career as a journalist. But figuring that his interest in politics would be better served as a lawyer, he went on to attend law school at Fordham and received his degree in 1963.

Conboy went into the Army upon graduation, fulfilling his Reserve Officer Training

Corps obligation. Conboy believes it was his good fortune that the Army put him to work as a legal assistant to the director of the National Security Agency, General Marshall Carter. "That job was important for two reasons," he says. "Number one, it introduced me to my wife-to-be and, number two, it introduced me to the fascinating world of communications intelligence and the U.S. intelligence community."

After the Army and the NSA, Conboy went to work in President Johnson's Justice Department. During his three years there he served as an assistant to Nicholas Katzenbach in the latter's capacities as U.S. attorney general and chairman of the National Crime Commission. In addition, he was a special prosecutor, tackling white-collar criminal cases.

In 1969, Conboy went to Capitol Hill to serve as an aide to Senator Charles Goodell (R-N.Y.), who had been appointed to fill the unexpired term of Robert Kennedy. When Goodell lost the 1970 election, Conboy joined the staff of another New York Republican senator, Jacob Javits. Conboy considers Javits, who was defeated for reelection in 1980 and who died early this year after a long crippling illness, as a mentor. "Javits was brilliant, intellectually demanding and a potent political force in the Senate," Conboy says.

In the mid-1970's, Conboy came to know Jim Shepley, then president of Time Inc., who called on Congress to eliminate the FCC's pay cable rules. In 1978, Shepley hired Conboy as Time's Washington counsel.

Looking back on his 23 years in Washington, Conboy acknowledges that his career followed no master plan. But, he says, there is at least one common thread running through all the jobs. Each exposed him to the two most powerful institutions in America—the government and the media—and how they try to balance their often conflicting interests. "I saw that at Justice in terms of pressure to disclose grand jury transcripts and issues of reporters . . . in the courtroom. I clearly saw it at the NSA, where the same battles were being fought then as they are today involving disclosure and activities of the intelligence agencies that bordered on the illegal. Unquestionably, it was the case when I was with Javits and Watergate. And it certainly is true in my present job where we seek to balance the interests of the government with the interest of the media in creating to the greatest extent possible a regulation-free environment."

By all accounts, Conboy has been good for Time, and, by Conboy's reckoning, Time has been good for him. "Being part of Time Inc. gives one resources, support and psychic return on investment which I think would be very hard to find elsewhere," he says. "I think its reputation as a very fine place to work is well deserved." ■

Unless decision late Friday afternoon by Second Circuit Court of Appeals is appealed to Supreme Court, **Reliance Capital Corp.** will be **new owners of John Blair & Co. at cost of over \$300 million.** Three-panel appeals court overturned previous ruling by Judge Shirley Kram, which had ordered Reliance to return tendered stock to Blair shareholders. Last Friday's ruling effectively prevents shareholders from tendering to competing offer by Macfadden Holdings and it was expected that Reliance would soon begin paying for shares. Trusteeship arrangement to hold Reliance shares, pending long-form approval by FCC was previously approved by commission ("Top of the Week," Aug. 4). Macfadden Publications President Mike Boylan said: "We started our first tender, offer on April 22 and it has been a long tough battle. But we have already called Henry Silverman (president and chief executive officer of Reliance Capital Group) to congratulate him. Now we are going to take a little time off and consider a list of potential acquisitions that we have already compiled."

U.S. Magistrate Michael H. Dolinger signed order last Wednesday (Aug. 13) approving **new ASCAP agreement for radio** ("In Brief," July 28). Move officially dismisses "rate court" proceeding between All-Industry Radio Music License Committee and music licensing firm. New ASCAP music licensing agreement, which will raise annual blanket license rates by approximately 7.5%, will be mailed to stations in September.

Positive sign. Late last Friday (Aug. 15) afternoon, House and Senate leaders were working down to the wire to settle their differences over tax reform legislation before embarking on a three-week recess. Reports at BROADCASTING's deadline indicated that an agreement might be reached before the members break began last Saturday (Aug. 16). Details of the proposed legislation were unavailable, but the measure would make sweeping revisions in the current tax code (BROADCASTING, June 30). The Senate and House versions of the tax reform legislation differ in many respects and it is unclear what will emerge from the conference committee.

"All we really know is what is in the House bill and what is in the Senate bill," said Bert Carp, executive vice president for the National Cable Television Association. Cable remains concerned about several areas including capital gains treatment, depreciation, the fate of the General Utilities doctrine and transition rules (BROADCASTING, June 30). "We continue to be at risk on all those things," Carp noted. But he also emphasized there's no reason to believe any of those issues have been decided.

The Senate bill is advantageous to cable operators in several areas. Most importantly, it includes the current five-year recovery period and a somewhat improved 200% declining balance method for depreciation, while a 10-year depreciation provision exists in the House measure. In an apparent effort to improve their own depreciation, telephone interests have been arguing that telephone depreciation and cable depreciation should be linked. Since cable would have a five-year depreciation in the Senate bill and 10 years in the House measure, as compared to the 15 years telephone companies have in the Senate bill and the 25 years it gets from the House, these efforts could have a serious impact on cable depreciation. But there was some indication late last week that those efforts would not be successful.

The phone companies' chief objective, said Ward White, vice president for government and public affairs for the United States Telephone Association, is to obtain "comparability" with its competitors. White said USTA was not specifically "after cable." But he argued that if cable can offer data transmission services that compete with the phone companies, then the phone companies should be treated the same whether it's for tax purposes or regulatory and legislative purposes. USTA feels it has been "generally successful" in making that case, White said, adding that it looks like the depreciation for telco's will be 15 years.

Home Shopping Network Inc. announced it would buy **fourth TV station** to go with three it purchased two weeks ago ("Changing Hands," Aug. 11). It will buy **WKJL-TV Baltimore** from Family Media Inc. for about \$15 million. HSN said purchase will increase programming network to about **11 million homes.** It also announced it had signed **letters of intent to purchase two more major market UHF stations,** but refused to identify them until contracts are signed. WKJL-TV is on channel 24 with 1,320 kw visual, 132 kw aural and antenna 570 feet above average terrain. Communications Equity Associates was broker. Also, publicly owned HSN, headed by Roy Speer, chairman, announced three-for-one stock split, increasing common stock from 30 million shares to 100 million shares and class B stock from just over four million shares to about 12.1 million shares. Speer is sole class B stockholder. As result of increase HSN declared 200% stock dividend payable to shareholders on record Aug. 22. HSN closed Thursday (Aug. 14) at \$98.625, up \$2.50, on American Stock Exchange.

Osborne Communications, New York, has contracted to purchase WBCA(AM)-WGIG(FM) Brunswick, Ga., and WTJS(AM)-WKIR(FM) Jackson Tenn., from Jim Kirk Broadcasting, Moultrie, Ga., for \$4 million. Kirk Broadcasting, wholly owned by Jim Kirk, will continue to own and operate KVOL(AM) Lafayette, La. Osborne is station group comprising WKRZ-AM-FM Wilkes Barre, Pa., and WMHE(FM) Toledo, Ohio, and headed by president and principal owner, Frank Osborne. Star Raymond & Associates was broker for sale.

New York City Board of Estimate approved Cablevision's plan for five-phase construction of its systems in Brooklyn and Bronx. Plan still must be approved by state cable commission. Company proposed phase-in plan so that it could raise money for build as it goes along. First phase, covering construction in sections of both boroughs, would begin after state approval and will take 22 months to complete at cost of \$35 million. Company will kick in \$15-million cash and expects to borrow remaining \$20 million, although loan remain to be set up.

In letter to House Telecommunications Subcommittee Chairman Timothy Wirth (D-Colo.), FCC Chairman Mark Fowler said **FCC procedures in dealing with takeovers by tender offer of corporation holding FCC licenses are intended to be "neutral."** Procedures are not designed to "negate advantages that one side may legitimately gain because it acts more promptly or takes advantage of procedures available to it under other laws," he said. "We seek to permit such transactions to proceed as free from regulatory interference as possible, consistent with our responsibilities under the Communications Act."

Members of Congressional Hispanic Caucus are at odds over legislation introduced by Caucus Chairman Martin Martinez (D-Calif.). Bill (H.R. 5253) would prevent sale of Spanish International Communications Corp.'s five television stations and five low-power TV outlets to Hallmark Cards and First Chicago Venture Capital. **Caucus members E. (Kika) de la Garza (D-Tex.), Henry Gonzalez (D-Tex.), Bill Richardson (D-N.M.), and Albert Bustamante, in "dead colleague" letter circulated last week, asserted that measure is not "necessary or appropriate."** They said legislation may be "counterproductive." It will "prevent the transfer of important broadcast stations to those with financial resources and incentive to enhance service to the Hispanic population of this country," letter said. Also last week, one of rejected bidders for SICC filed suit in U.S. district court to block sale (see story, page 46).

Three public interest groups have begun campaign to restore FCC's antitrafficking policy, and to see it implemented with five-year rule Groups—Office of Communication of United Church of Christ Action for Children's Television and Legal Defense Fund of National Organization for Women—initiated effort with petition for rulemaking filed with FCC. It says commission's decision in 1981 to repeal what was then three-year rule has produced trafficking licenses that is inconsistent with commands of Communications Act for serving public interest. Petition says "the trafficker, by definition, is not seeking to act as a public trustee; he is in broad

casting for the money—period." Question of restoring antitrafficking rule is before Congress in bill (H.R. 5068) introduced by Representative Al Swift (D-Wash.). And it is likely to be argued in U.S. Court of Appeals in Washington. Henry Geller, director of Washington Center for Public Policy Research and one of lawyers on brief for three groups, predicted: "The commission will throw us out—and we'll go to court."

National Association of Broadcasters last week sent letter to Mexican President Miguel de la Madrid calling on him to sign U.S.-Mexico AM bilateral agreement on daytime radio station operations. Concerned that Mexicans have yet to act on agreement that was reached last year, NAB President Eddie Fritts also met last week with Manuel Alonso, senior advisor to de la Madrid. (Broadcasters had hoped that Mexican president would sign agreement before his trip to Washington last week.) Alonso apparently told Fritts that de la Madrid plans to sign agreement "as soon as it emerges from Mexican government bureaucracy," NAB reported.

Leonard Kahn, inventor and chief proponent of Kahn single-sideband AM stereo system, asked FCC's five commissioners last week for oral hearing to review FCC staff's rejection of his complaint against manufacturers of C-Quam AM stereo exciters. Kahn and proponents of C-Quam system led by Motorola are locked in battle to establish de facto standard for AM stereo. In his complaint, Kahn charged that C-Quam exciters were not properly type accepted by FCC and that, as result, they were causing stations using them to generate excessive out-of-band emissions. FCC rejected complaint last month after extensive field tests (BROADCASTING, July 28). In making appeal to full commission, Kahn said field tests were "irrelevant." "FCC rules governing type acceptance call for strict laboratory tests and, until and unless the rules are changed, the staff is not authorized to substitute field tests for laboratory tests," he said. "The staff cannot pick and choose which rules it will enforce. The staff must require compliance with all the commission's rules."

NBC put out release last week comparing average household ratings over four Nielsen sweeps periods (May 1985-February 1986) of independent stations in Fox Broadcastings Co.'s station lineup for program service, with those of NBC affiliates in same 79 markets. NBC said Fox stations averaged 3.2 household rating across four sweeps periods in prime time, while NBC affiliates averaged 15.9 rating. NBC said Fox stations averaged 1.3 rating in Monday-Friday late-night period, 11:30 p.m.-1 a.m., compared to 5.3 for NBC affiliates. Saturday-Sunday, 7-1 a.m., Fox stations averaged 2.5, compared to 7.5 for NBC affiliates.

Fox Broadcasting Co. said last week it pushed back date of debut of *Late Night with Joan Rivers* from Monday, Oct. 6, to Thursday, Oct. 10.

WBBM-TV Chicago said last week it is expanding its evening news coverage by half hour. Currently, it has 90 minutes of local news, at 5-5:30 p.m., followed by *CBS Evening News* at 5:30-6 p.m., and another hour of locally produced news. Plan is to add half hour at 4:30 p.m. so there will be two one-hour local newscasts, sandwiching network newscast. First hour will be anchored by station veterans Walter Jacobson and Don Craig and second hour will pair veteran Bill Kurtis and newcomer Lester Holt.

ABC Correspondent Ray Gandolf will join Linda Ellerbee as co-host and writer for ABC's new prime time ABC News program, *Our World*, ABC said last week. Gandolf joined ABC News in 1982 as New York-based correspondent contributing reports to *World News Tonight*, *Nightline* and ABC Sports programming. His most recent position has been as sports anchor for ABC's *World News Saturday* and *World News Sunday*. In announcing new *World* host, ABC News President Rooney Arledge called Gandolf "an experienced journalist and one of the most gifted writers in television news. His extraordinary writing and on-camera skills are perfectly suited to *Our World*. I know Ray will help assure the quality and integrity of this new and exciting broadcast." *World*, which will air

Thursdays opposite NBC's top-rated *Cosby Show* and *Family Ties*, will offer "an informative and nostalgic look at the special moments in America's past," blending "the scenes from the country's recent history with firsthand recollections of 'witnesses' who participated in the events to bring to life the challenges, the texture and life styles of times gone by," ABC said.

WABC-TV New York has launched public service campaign against addictive cocaine derivative known as crack. As part of campaign, station will host one-hour prime time special, Friday, Sept. 5, from 8 p.m. to 9 p.m., titled *Crack: Fight Back*. Program will pre-empt ABC network shows *Benson* and *Webster*, and will be hosted by news anchor Bill Beutel. In addition to background report on drug and its impact on society, special will feature live panel discussion with studio audience and viewer phone-ins. Panelists will include community and government leaders most involved in dealing with problem. Special is being produced by WABC-TV's Delia Fine.

Broadcasting industry was recognized last week by Drug Enforcement Agency for its efforts toward educating public about dangers of drug abuse. DEA Administrator John Lawn presented award to NAB President Eddie Fritts at ceremony at FBI building in Washington. NAB, member of DEA's Sports Drug Awareness Program, is producing one-hour special satellite feed for its own "Team Up Against Drugs" campaign. Feed features film, "Say No to Drugs—It's Your Decision," with New York Yankee Dave Winfield as narrator.

National Association of Broadcasters and **Association of Independent Television Stations** filed motion with FCC last week asking it to strike motion by Turner Broadcasting System to stay commission's new must-carry rules (BROADCASTING, Aug. 11). Broadcasters argue that motion is "untimely because the FCC's will not be final until after publication in the *Federal Register*."

National Association of Broadcasters and **Radio Advertising Bureau** will jointly publish radio market revenues through agreement with two CPA firms presently tracking such information: Miller, Kaplan, Arase & Co., Los Angeles, and Hungerford, Aldrin, Nichols & Carter, Grand Rapids, Mich. Data from RAB's own market "billings pool" will also be included. Report, which will encompass financial figures for some 60 markets (BROADCASTING, June 9), will be published in time for NAB's Radio '86 convention in New Orleans, Sept. 10-13. Titled "1986 Radio Market Trends," report will be first compilation of local advertising levels for number of radio markets since FCC discontinued financial data collection six years ago.



Maxwell McCrohon, executive VP and editor-in-chief, United Press International, Washington, was named president and chief operating officer on Aug. 14. McCrohon, 58, joined UPI in 1983 after serving as managing editor, *Chicago Tribune*, and VP of its parent company, Tribune Co. Announcement was made by UPI chairman and CEO, Mario Vazquez-Rana, who credited McCrohon with taking major role in keeping news service alive during its 1985-1986 bankruptcy: "Max McCrohon's strong contributions to all areas of UPI during the last three years convinced me that he is the person to be my second in command." Replacing McCrohon as editor-in-chief is 30-year UPI veteran Malcolm Hughes. He moves from post of executive editor and VP, international divisions.

FCC Commissioner **Mimi Weyforth Dawson** underwent surgery to reconnect ligaments in her right ankle last Thursday (Aug. 14) after twisting her foot during tennis game over week before. She is expected to be on crutches for four weeks and to wear walking cast for two weeks after that.

Editorials

One way or another

Fritz Hollings slipped a time bomb into an FCC appropriations bill last week. He got the Senate Appropriations Committee to include a provision requiring the FCC to reopen its study of the fairness doctrine.

The purpose, as any first-year student of duplicity would recognize, is to blow up an appellate court test of the constitutionality of the fairness doctrine. This puts Senator Hollings in a league with a little clique of "public interest" lawyers who, fearing an impairment of their livelihood, have resorted to another device to abort the court test. The lawyers have argued that the FCC statement closing its fairness inquiry in August 1985 was not a final action and that the broadcasters' constitutional challenge of that statement therefore lacks standing.

If the pro-fairness provision inserted in the appropriations bill last week turned into law, and the FCC, following instructions, reopened a study with results to be reported as late as Sept. 30, 1987, Hollings's date, the appeal would be, as lawyers say, moot. Back to the beating of bushes for fairness cases by the "public interest" lawyers.

It isn't quite as clear what the Hollings amendment would do to another congressional test of the fairness doctrine that is also before the appellate court. Meredith's appeal of a fairness violation charged to its WTVH(TV) Syracuse, N. Y., is to some extent based on the FCC's own finding in its 1985 statement that the doctrine offends the First Amendment. Whether a reopening of the fairness inquiry would deprive Meredith of that argument will be left to the lawyers to decide. The Meredith case is already complicated by the FCC's recent petition asking the court to dismiss the case on the grounds that no fairness violation had been charged to WTVH, a pleading that contained news for Meredith. The last word that Meredith had heard from the FCC was a denial of its petition for reconsideration of an FCC decision holding WTVH in violation of the doctrine.

It is the view of experts in First Amendment law that either the case against the FCC's fairness statement of 1985 or the appeal of its finding in the WTVH matter, or both, present rare opportunities. Not since the regrettable *Red Lion* decision of the Supreme Court in 1969 has there been a better chance to obtain a reversal of that affirmation of the fairness doctrine's constitutionality.

That chance may very well be lost if the Hollings measure survives both the Senate and House. Is the bomb squad en route to Capitol Hill?

Clear picture

Until last week, Washington's understanding of the present state of scrambling in the delivery of television programming by satellite was, well, scrambled. It was in no way clarified by the alarms of backyard dish owners and dish sellers in volume hugely disproportionate to their presence in society.

A clear picture of the scrambling situation is at last at hand, from a source that has been more often abused than complimented on this page. Tim Wirth, chairman of the House Telecommunications Subcommittee, has distributed to members of the House a comprehensive survey of what is being scrambled, what is to be, how it is being sold, how it is likely to be and what the prospects are for dish owners to obtain descrambled pictures at affordable cost.

The plain implication of Wirth's message is that there is no need for emergency legislation on the scale that some legislators, fearing an uprising of dish interests in the elections next Novem-

ber, have proposed.

Not to worry, Wirth added: The government is not staying totally out of the marketplace. The FCC and National Telecommunications and Information Administration have begun an inquiry with the dish owners' interests in mind, Wirth pointed out. The Department of Justice is watching for anticompetitive conduct among distributors of scrambled programming to avoid price inflation by artificial means.

But aside from the action in Washington, the marketplace gives signs of adjusting to the novelty of scrambling and just may on its own develop ways to sell scrambled signals to backyard dishes at reasonable rates. Wirth cited several developments (see page 10).

Now if the Hill just follows Wirth's advice...

Do it now

The 1960's counterculture claim that drugs raised consciousness has been confirmed. The growing realization of the extent of substance abuse has prompted nationwide concern, from the President's symbolic submission to drug testing to the attorney general's call for a sweeping crackdown on drug smuggling from Mexico, to the Congress's call for an "unprecedented" public service campaign on television. The nation's attention has been caught. It's up to the media to hold it.

Congress's consciousness was itself raised last week, in a meeting with network and association representatives that included an explanation of the American Association of Advertising Agencies' Media-Advertising Partnership for a Drug Free America, of which the congressmen were seemingly unaware.

The revelation highlights the importance of coordination and communication. The AAAA had been in contact with Justice and the White House, but not Congress, on the project. A third ballot should be cast for expedience. The targeted September launch of the AAAA's campaign has been pushed back at least to November. The opportunity to shape public opinion is greatest when public awareness is high, as it is now. Having taken the initiative, the Fifth Estate should strike before the iron begins to cool.

That is not to say that AAAA's promising campaign should not go forward. As described at the association's annual conference (BROADCASTING, July 7), the campaign is intended to be pervasive, long-range, encompassing all media. It deserves unremitting support. It's just possible that, given steady and imaginative exposure in all media, the abuse of drugs can be made unfashionable over time. That would be the final cure of a disorder that the arrest of smugglers and dealers can only treat.

But radio and television, the media of immediacy, needn't wait. They can be the curtain raisers.



Drawn for BROADCASTING by Jack Schmidt
"Does he know something we don't?"

WHO WOULD KNOW IF IT WASN'T FOR US?

**ON THURSDAY, AUGUST 21, AT APPROXIMATELY 7:57 PM,
INDEPENDENT TELEVISION STATIONS ACROSS THE
COUNTRY WILL SHOW YOU WHAT
THE NETWORKS WON'T.**

**The W.R. Grace 60-second ad that
the networks refused to run.**

**THE
DEFICIT TRIALS: 2017**

**Smart marketers and agency decisionmakers
already know—
INDEPENDENT TELEVISION DELIVERS.**



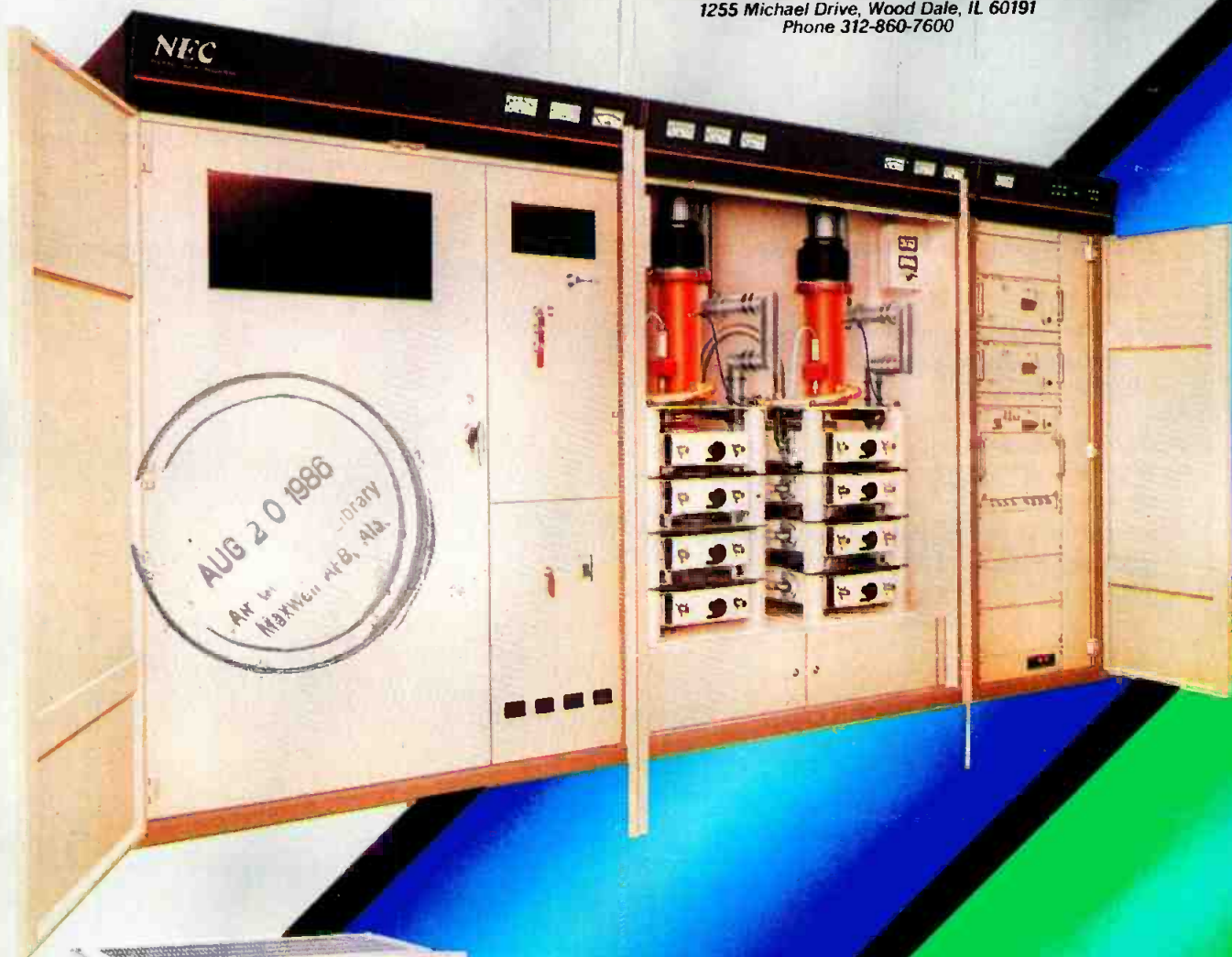
The PCU-900 Series. Transmitters You Can Depend On.

With the PCU-900 Series UHF transmitters, NEC brings together technological excellence with first-rate dependability. The 100% solid state design, with high-efficiency Amperex or EEV Klystrons, the PCU-900 series helps cut power consumption, maintenance and replacement costs. Power output ranges from 10kW to 120kW, with maximum power to 240kW (parallel running). A 30% reduction in exciter parts improves MTBF by 50% to 30,000 hours.

NEC

IMAGINE WHAT WE'LL DO FOR YOU

NEC AMERICA, INC., Broadcast Equipment Division
1255 Michael Drive, Wood Dale, IL 60191
Phone 312-860-7600



C&C

COMPUTERS AND COMMUNICATIONS