

# Broadcasting Mar 16

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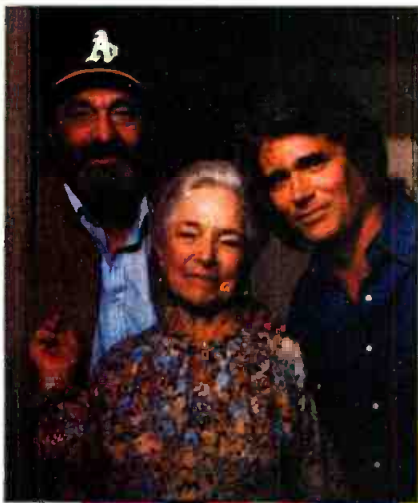
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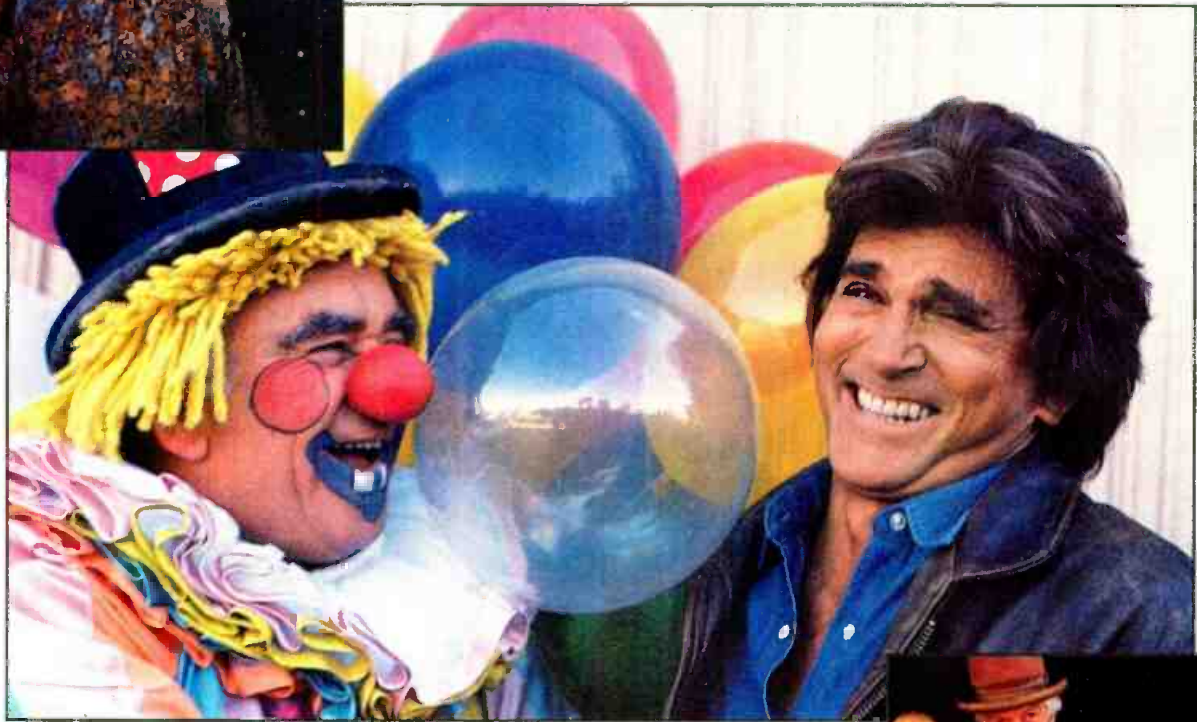
**Turmoil at CBS News  
catches eye of  
Congress**

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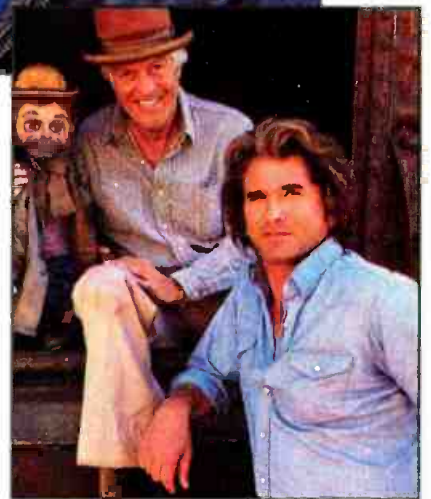
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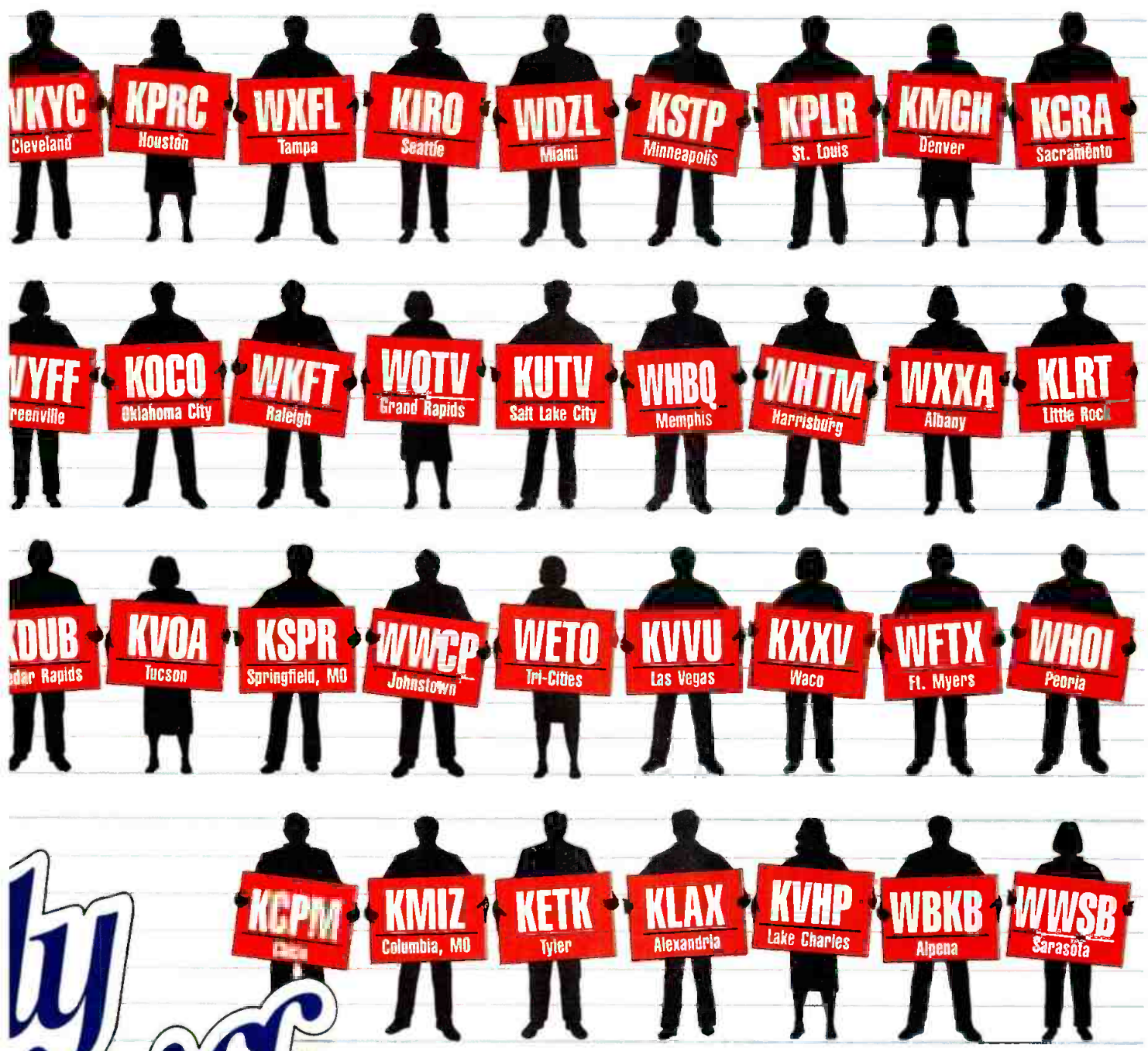


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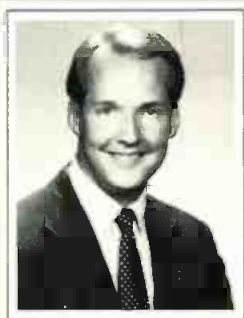
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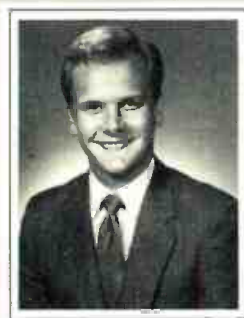


# 1986 Sales & Closings

Dick Oppenheimer to George Duncan	\$38,000,000	GROUP Austin, TX / Baton Rouge, LA / Little Rock, AR / McAllen, TX
Alan Beck to John Gambling	\$25,000,000	WLIF (FM) Baltimore, MD
Jim and Jane Hall to Mac Tichenor	\$14,000,000	WOJO (FM) Chicago, IL
Jack Roth to Bob Duffy and Marty Greenberg	\$11,000,000	KONO/KITY San Antonio, TX
Sam Sitterle to John Hiatt	\$ 9,270,000	KAPE/KESI San Antonio, TX
Rob Dyson to James Morrell and John Kelly	\$ 7,500,000	WPTR/WFLY Albany, NY
Otto Schoepfle to Alan Beck	\$ 7,500,000	WELE (FM) Orlando, FL
Fred Godley to Al Kaneb	\$ 7,000,000	WHOM (FM) Mt. Washington, NH
Gery Swanson to Tom Stoner	\$ 7,000,000	WBYS (FM) New Orleans, LA
Tom Joyner to Kerby Confer	\$ 4,400,000	WHKY (FM) Charlotte, NC
Bill and Jim Glassman to Dennis Rooker and John Columbus	\$ 4,095,000	GROUP Wheeling, WV / Jackson, TN / Carbondale, McLeansboro, IL
Bill Dudley to Howard Schrott and Bob Beacham	\$ 2,825,000	WKNW/WDXZ Charleston, SC
Sy Goldman to Allan Roberts	\$ 2,700,000	WSYB/WRUT Rutland, VT



Tom Gammon



Craig Culp



Dan Gammon

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Radio Station Brokerage & Financing

# Broadcasting **Mar 16**

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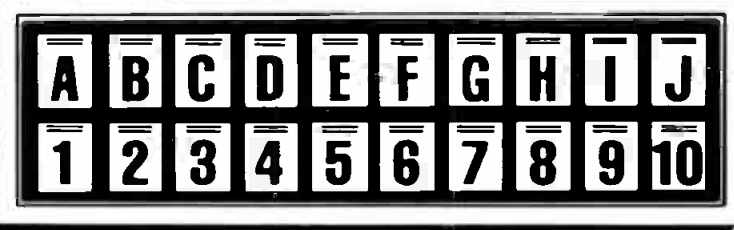
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## Lose some, win some

Candidacy of Jerry Fritz for commission seat to be vacated by Chairman Mark Fowler may have peaked too soon, even though Fowler aide's cause has reportedly been taken up by Ward Quaal, noted broadcast consultant and personal friend of President Reagan. Word had it last week that White House is seeking fresh resumes for FCC seat from academics and individuals with technological expertise, preferably in common carrier area but without ties to telephone companies.

One theory held that White House is hoping to find candidate as well or better qualified than Jack Smith, former FCC general counsel and Common Carrier Bureau chief, who ran into blank wall several weeks ago when he sought chairmanship (BROADCASTING, Feb. 9) but now appears still in contention. Smith has support of religious and antipornography groups and from key players in Congress. Yet he is believed to be too independent to gain support of Chairman-designate Dennis Patrick. Fresh names being mentioned include Edward Hayes Jr., partner in law firm of Baker & Hostetler, and Ralph Lowenstein, dean of University of Florida's college of journalism and communications. Added complication may be reluctance of Senate to confirm candidate too much in Fowler's marketplace mold.

## On verge of record

Infinity Broadcasting, New York, is said to be near agreement to buy Sconnix Broadcasting's newly acquired Blair radio properties in Dallas, KVIL-AM-FM (BROADCASTING, March 9). Purchase price reportedly falls in \$80 million-\$85 million range, which would be record for radio station combination.

## Pieces of action

Other people's money has been welcomed by recent shoppers in Fifth Estate, but it sometimes comes with strings, as at least one buyer-turned-seller is finding out. Cable systems being sold by McCaw Communications to Jack Kent Cooke for \$755 million include some owned by corporate entity of McCaw Development, separately financed with help of insurance companies. In return for providing subordinated debt, it is said, lenders received warrants to buy into systems, exercisable in sixth year. With sale to Cooke coming before exercise date,

question arises as to present value of warrants and, perhaps, as to how sale proceeds should be allocated. Discussions have been going on for weeks between McCaw and insurance companies.

## Shedding

Reliance Capital Group Ltd. Partnership, which acquired John Blair & Co. last summer for roughly \$365 million, may soon be selling off Blair's entire radio representation division, composed of Blair Radio, Torbet Radio and Select Radio Representatives. Industry sources said Katz Communications is pursuing acquisition of Blair Radio with Interep likely suitor for Torbet and Select firms. Price tag for Blair Radio is reportedly about \$10 million; Torbet and Select combined, \$8 to \$9 million. Reliance recently sold Blair's eight radio properties to Sconnix Broadcasting Corp. for \$152 million cash (BROADCASTING, March 9.)

## Check's in the mail

Don't look for Sharp Electronics at upcoming National Association of Broadcasters convention in Dallas later this month. Planning by camera-monitor manufacturer and eight-year exhibit veteran for another big show in Dallas was in full swing until three weeks ago when Sharp discovered "clerical mix-up" had left it without inch of floor space. Sharp spokesman said check paying for pre-assigned exhibit booth was unreceived, deadline for payment to NAB was missed and company was bumped. Sharp, among 50 largest exhibitors, was not blaming mishap on NAB, which offered other, much smaller locations ultimately rejected by company because of cost of rebuilding exhibit. Attempt by company to book nearby hotel suites to exhibit its wares was also frustrated by previous bookings.

## Switch is on

Broadcasting and cable industries are no longer only parties with stake in final outcome on must-carry rules at FCC. Leading A/B switch manufacturer, Pico Macom Inc., not only has filed comments with commission countering claims made by cable and broadcasting industries that switches, among other things, will cause severe interference problems, but Michael Holland, president of Pico Macom, has been making rounds on Capitol Hill with Rodney Joyce, attorney with Finley Kumble Wagner Heine Underberg Manley & Casey, and former

minority counsel for House Telecommunications Subcommittee. They're saying switches do not wear out in less than five years, will not create interference and may be obtained in quantity for as little as \$2.25 per switch, and firm has free, five-year replacement warranty.

## Time for update?

After 25 years, Senate Communications Subcommittee thinks Communications Satellite Act of 1962—which created Communications Satellite Corp. and led to establishment of Intelsat—is ripe for review. Staffers have begun initial research on Comsat's role as U.S. signatory to Intelsat while Comsat status and interests are undergoing radical changes. Comsat's impending merger with Contel is one major factor to be considered. Another is U.S. policy of encouraging development of separate international communications satellite systems that would compete with Intelsat, in which Comsat is 25% owner. Then, too, there's competition Comsat will face from fiber optic undersea cable.

## Trying again

White House is reportedly considering Lee Shoblom, former National Association of Broadcasters radio board member and president of KFWJ(AM)-KBBC(FM) Lake Havasu City, Ariz., for post in administration (but not for FCC, as some reports had it). Shoblom got White House interview March 4 but wasn't told what he was being considered for. He was under consideration for director of Voice of America last year.

## Saturday at Black Rock

Strategy meeting, with CBS Inc. chief executive officer Laurence Tisch presiding, was scheduled Saturday (March 14) at company headquarters in New York. Focus was on program philosophy and marketing strategy for next season and beyond, considering such issues as changing audience patterns and new people meter technology. Those attending were to include Broadcast Group president, Gene Jankowski; two top CBS Entertainment executives, Bud Grant and Kim Lemasters, and sales executives. CBS vice president of research David Poltrack was scheduled to start things off with statistical presentation on where network stands competitively and how network environment may change.

## No thanks

CBS informed Tele-Communications Inc. last week it wasn't interested in licensing TCI to distribute CBS programming to backyard dish owners in areas unserved by CBS affiliates—the so-called "white areas."

"While the proposal...might conceivably be of interest to us at some future time, we are not disposed at present to entertain possible solutions to this problem that would entail a license of our network or owned stations' programs to third parties," Thomas F. Leahy, president, CBS-TV wrote to TCI Senior Vice President John Sie in a letter dated March 9. "Consequently, I do not think that further discussions would be fruitful at this time."

Sie visited all three broadcast networks last month, seeking permission to distribute the network programming to dish owners in "white areas" at minimal cost (BROADCASTING, Feb. 23). The networks have been under congressional pressure to distribute their programming in "white areas."

TCI already has the means for distributing network programming anywhere in the U.S. Western Tele-Communications Inc., a common carrier affiliated with TCI, is the principal owner of Netlink USA, a start-up company that has been uplinking five Denver stations—KUSA-TV (ABC), KCNC-TV (NBC), KMGH-TV (CBS), KRMA-TV (PBS) and KDVR (independent with Fox Broadcasting programming)—and an Aspen, Colo., low-power station, which identifies itself as KSPN, to RCA Americom's Satcom I-R in hopes of selling the signals to cable systems and dish owners.

Netlink USA was active selling the six-channel service to cable operators at the Texas Cable Show in San Antonio, Tex., in February and to dish owners at the Satellite Broadcasting and Communications Association show in Las Vegas two weeks ago.

Sie could not be reached for comment last week.

## Count cable in

Although the odds makers favor Marvelous Marvin Hagler, no one knows for certain whether he can beat Sugar Ray Leonard and retain his middleweight boxing title in Las Vegas next month.

But if both fighters climb into the ring at Caesars Palace at the appointed hour on April 6, one thing is certain: Some people will make a lot of money.

Bob Arum's Top Rank, the fight's top promoter, now anticipates that the match could gross more than \$60 million from the live gate and from international closed-circuit television and pay-per-view television receipts. Hagler will get a minimum of \$12.5 million and Leonard at least \$11 million. If Top Rank is right, that leaves many millions of dollars for everybody else involved in the production, promotion and distribution of the fight to divvy up.

Scores of cable systems across the country are getting in on the action. Top Rank

**Must carry: another view.** The National Independent Television Committee has asserted that the cable industry may be working against its own best interests when it suggests that A/B switches won't cut it for technical reasons in the FCC's must-carry proceeding. In a filing with the FCC last week, NITC asserted that the appellate court's decision in *Quincy*, which held the former must-carry rules unconstitutional, was predicated "in key part" on the assumption that A/B switches provided "quality access" for broadcast signals. "Without the switch... the *Quincy* court might well have come to a different conclusion," NITC said. "Removing the requirement of the A/B switch, the cable operator becomes more than ever before the gatekeeper to television access. With most new television sets featuring one VHF/UHF combination antenna terminal built for coaxial cable, cable connection now cuts off external antenna access for both VHF and UHF. Such a situation would present a very different picture from that envisioned by the court. Without switches, there is no noncable access to most sets. Without switches, economic and First Amendment harm to broadcast stations is virtually guaranteed. In short, without switches, there is no *Quincy*, and the old rules are most likely constitutionally valid and justifiable." NITC consists of a group of TV licensees that opposed the so-called broadcast-cable industry compromise. It's headed by Press Broadcasting, owner of WMOB-TV, Melbourne, Fla.

has awarded the closed-circuit television and pay-per-view television rights to statewide promoters in exchange for a percentage of the gross ranging from 50% to 70%. The statewide promoters have, in turn, awarded rights to addressable cable systems, negotiating revenue splits that vary from system to system.

Rick Kulis is president of the Choice Channel, which, in partnership with Prime Ticket, holds the rights for southern California. (California and New York are the only states with more than one promoter.) Kulis, who is monitoring cable carriage of the fight throughout the U.S., estimates that the PPV gross nationwide will be between \$6 million and \$7.5 million. Most of the revenues are attributable to cable, he said. A small percentage will come from STV, he said.

The bulk of the cable PPV will come from southern California, Kulis said, with 56 systems serving 800,000 homes already on board. Assuming 15% of the homes order the event at the fixed closed-circuit-PPV price of \$35, the PPV gate will total \$4.2 million, nearly eight times the expected gate from the southern California closed-circuit venues.

The Choice Channel/Prime Ticket venture has worked out a 50-25-25 revenue split. Top Rank gets 50%, the cable system gets 25% and Choice/Prime keeps 25%. If the southern California revenue is \$4.2 million, the 56 participating systems will divvy up \$1.05 million.

As of last week, Kulis estimated about 60 systems outside southern California serving another 800,000 homes had signed up with other promoters to offer the fight on a PPV basis. Those systems will not generate nearly as much revenue as the southern California systems, he said, because they are not charging as much (the average price is around \$30) and they are unlikely to achieve, on average, a buy rate of more than 10%. "This fight is going to do extremely well on the coasts, OK in the Midwest and poorly in the South," Kulis said. "That's traditional for boxing."

Top Rank's Mike Malitz, who predicts a total gate of between \$60 million and \$65

million, believes Kulis's projections on the cable PPV revenue are too low. Because deals with cable operators are being worked out by the statewide promoters, he said, Top Rank doesn't have a handle on how many cable systems are carrying the fight. But based on the growing number of cable systems that are ordering descramblers to receive the satellite feeds of the fight, he said, he believes the cable PPV take will be around \$10 million.

Regardless of whether the final figure is \$7 million or \$10 million, the Hagler-Leonard fight will set a record for cable PPV revenues from a single event.

According to Dantia Quirk, publisher of *Cable Sports*, the top PPV revenue producer was the June 1982 heavyweight fight between Gerry Cooney and Larry Holmes, which generated \$10 million. But 85% of the revenue came not from cable, but from STV, which was at its peak at the time, she said.

The best cable PPV draw was the Thomas Hearns-Larry Hagler fight in April 1985, Kulis said. With an average PPV price of \$15, cable systems generated revenue of \$3 million, including \$1.2 million from southern California, according to Kulis.

Cable's involvement in the Hagler-Leonard fight may not be limited to PPV. Home Box Office has reportedly purchased the rights to cablecast the fight on a tape-delayed basis. HBO spokesman Tony Fox would neither confirm nor deny the report.

## From Caesars to the world

The scrambling and satellite transmission of the Hagler-Leonard fight on April 6 will be handled (under a contract valued at more than \$1 million) by three affiliated Houston-based companies—Prostar, S.T.A.R.S. and Houston International Teleport (HIT).

According to John Parks, president of Prostar and executive vice president of HIT and S.T.A.R.S., closed-circuit venues and cable systems in the U.S. and elsewhere in North America will have their choice of three separate domestic feeds the night of the fight, two C-band and one Ku-band.



# The Fifth Estate Broadcastings

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Vegas to RCA Americom's Satcom III-R (primarily for cable systems) and to Hughes Communications' Galaxy II (primarily for closed-circuit venues).

Home Box Office will downlink the Satcom III-R feed at its earth station at Hauppauge, N.Y., and put it back up on RCA Americom's Satcom K-2 Ku satellite. Parks said the Ku feed was added to accommodate closed-circuit venues in urban areas where C-band reception is made difficult by terrestrial microwave interference.

A third C-band transportable unit outside Caesars Palace will transmit the fight to Western Union's Westar V for distribution overseas. The Westar V feed, which will contain fewer graphics, will be downlinked by Intelsat earth stations in Andover, Me., and Jamesburg, Calif., and uplinked to Intelsat satellites over the Atlantic and Pacific oceans for promoters in Europe and Asia.

(Two of the transportables belong to S.T.A.R.S.; one, to American Uplink of Idaho Springs, Colo.)

According to Parks, Prostar will scramble all the domestic feeds using Scientific-Atlanta's B-MAC scrambling system. Prostar, which maintains an inventory of B-MAC scrambling and descrambling equipment, planned to begin shipping descramblers to some 650 authorized receive sites this week. Many of the locations will receive two descramblers, one for backup, he said. "It's only the bars in places like Sage, Wyo., that will be receiving just one descrambler," he said.

Parks has faith in the reliability and security of the B-MAC system. He said Prostar and HIT have used the system extensively for a year and a half for their regular scrambled transmissions of horse racing from California and New York for off-track betting and for private satellite networks. Prostar has adopted B-MAC, he said, because of the

vulnerability to pirates of its chief competitors, General Instrument's Videocipher II and Oak Communications' Orion.

The Intelsat feeds from Jamesburg and Andover will be in the clear, Parks said, but the uplinking power will be reduced so that the feeds cannot be received on anything smaller than a five-meter dish.

Parks hopes the ad hoc network will be ready for three days of tests with signals emanating from HIT beginning on March 30. If necessary, he said, additional tests will be conducted with signals from Las Vegas on April 3 and 4.

## Closing shop

The roster of players in the home shopping industry continues to change with the announcement by Tempo Television, a basic cable service based in Tulsa, Okla., that its *Shoppers University*, 90-minute program produced by H&T Ventures, has been canceled after less than two months.

The program, which had been airing 21 hours per week, was dropped because H&T failed to keep up with payments for air time, said Tempo's Steve Olsen, assistant vice president of retail sales. The program follows at least two others that folded. MWM/Teleshopping's *America's Marketplace* and Consolidated Stores' *Shopping Line*.

Plans continue for JC Penney Co.'s 22-hour-a-day Telaction, an interactive service to debut in Chicago in June. Telaction will be accessible to consumers with touch-tone phones and cable subscriptions, allowing them to call up menus on their TV screens. The service, termed "very easy to use" by Telaction's Kathleen Kanehann, director of advertising and public relations, is planned for expansion into 20 markets by 1989 and 60 markets by 1992.



**Antidrug videos.** MTV is distributing a new batch of antidrug PSAs to its affiliates on a special satellite feed, Thursday, March 19. The spots, featuring leading recording artists, are part of a major public service campaign called Rock Against Drugs (RAD), a joint effort involving California's rock music community, the California attorney general's office, MTV and Pepsi.

Produced by Danny Goldberg, president of Gold Mountain Records, the PSAs were unveiled in Washington last week at a screening hosted by California Senators Alan Cranston (D) and Pete Wilson (R). Pictured (l-r): Goldberg; rock musicians Michael Des Barres, Sheena Easton, Gregory Abbott and Steve Jones and Cranston. This is the second stage of the RAD campaign that debuted on MTV last November. MTV says it's donating \$3 million in air time and has prepared an RAD package detailing the project that includes a brochure cable operators can use as a bill stuffer. It's feeding the spots on Satcom III-R, transponder 7, from 5 to 6 p.m. (NYT), and will provide cable systems with a three-second voice-over recognizing the efforts of RAD, MTV and the local cable system. The spots are also being made available to broadcasters through The Advertising Council's monthly satellite feed on April 10.

# WE LOVE

## Timeless comedy classics that haven't been seen in more than 25 years!



We all love Lucy. Her outrageous antics have made her the number one television comedienne of all time.

And now that special magic is recaptured in 3 two-hour barter specials taken from 13 hours of the

original Lucy-Desi Comedy Hour—the hilarious classic that hasn't been seen in more than 25 years.

Hosted by Lucie Arnaz, Betty White and Ann Jillian and featuring Hollywood legends like Milton Berle, Jimmy Stewart,



Betty Grable, Tallulah Bankhead and, of course, that lovable redhead, Lucy.

Plus available now on a cash basis—13 original hours or 26 half-hours not seen since their network run more than 25 years ago.

Add *We Love Lucy* to your lineup. Programming success is the reason everybody loves Lucy.





# ELUCY!



# Business Briefly

## TELEVISION

**ConAgra Frozen Foods**  Armour Dinner Classics will be spotlighted in two-week flights that began in early March and will continue on April 6 to April 19 and on May 4 to May 17. Commercials will appear on network and in 37 spot television markets in all dayparts. Target: adults, 25-54. Agency: D'Arcy Masius, Benton & Bowles, St. Louis.

**Sunbeam Corp.**  Company's mixer and Oscar food processor will be promoted in 70 top markets for about six weeks, starting in late March. Markets will include Cincinnati, Detroit, Nashville and Hartford, Conn. Daytime, news and prime periods will be used. Target: women, 25-54. Agency: Burton/Campbell, Atlanta.

**Hitachi**  Power tools will be accented in six- to seven-week flight in Southern markets, including Tampa, Fla., starting in early April. Commercials will be carried in prime, fringe and sports segments.

## Rep Report

**KARK-TV** Little Rock, Ark.: To Katz Continental Television from Blair Television.

**WJJD(AM)-WJMK(FM)** Chicago: To Katz Radio from Major Market Radio.

**KMVP(AM)-KRRY(FM)** Denver: To Select Radio from Major Market Radio.

**KUHL(AM)-WLZR-AM-FM** Milwaukee: To Republic Radio from Durpetti & Associates.

**KAYI(FM)** Muskogee, Okla.: To Katz Radio from Torbet Radio.

**KYAK(AM)-KGOT(FM)** Anchorage and **KIAK(AM)-KQRZ(FM)** Fairbanks, both Alaska: To Christal Radio from Weiss & Powell.

**WXIK(FM)** Shelby, N.C., and **WRFB(FM)** Stowe, Vt.: To Katz Radio (no previous rep).

Agency: Decker/Kelley/Brown, Atlanta.

**Gold Bond Ice Cream**  Starting dates for campaign will vary from April to May in more than 30 markets and will stretch throughout summer. Commercials will appear in all time periods. Target: women, 25-54; children. Agency: Grant/Jacoby, Chicago.

**Quality Farm & Fleet Co.**  Chain of general merchandise retail firms launches one-week campaign in various markets in Ohio, including Toledo and Columbus. Commercials will begin this week in all dayparts. Target: adults, 25-54. Agency: William B. Doner Co., Southfield, Mich.

# Broadcasting

The Newsweekly of the Fifth Estate

1705 DeSales St., N.W., Washington, D.C. 20036-4480

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- Broadcasting Cablecasting Yearbook 1987**  
 The complete guide to radio, TV, cable and satellite facts and figures—\$105. (if payment with order \$90) **Billable orders** must be accompanied by company business card or company purchase order. Off press March 1987. Please give street address for UPS delivery.

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 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Type of Business \_\_\_\_\_ Title/Position \_\_\_\_\_  
 Signature \_\_\_\_\_ Are you in cable TV operations  Yes  
 (required)  No

For renewal or address change  
 place most recent label here



**Drug drive.** The most extensive public service campaign since the war bond drive of World War II has been launched by the Media-Advertising Partnership of America in association with The Advertising Council. The massive program against drug abuse plans to use \$500 million of donated advertising time and space annually in the first three years. The objective of the campaign is to change social attitudes toward the use of illegal drugs. The program includes more than 50 different radio and television spots to be broadcast thousands of times each, as well as print advertisements. Commercials and advertisements will begin to appear this month. All facets of advertising will be represented in the partnership including radio and television networks and stations, advertising agencies, performers unions, TV production companies and research firms. Richard T. O'Reilly is the national director of partnership. Other organizations playing active roles in the campaign are the American Association of Advertising Agencies, the Association of National Advertisers and the American Advertising Federation. Spots have been prepared with multiple themes and messages to reach different age groups.



# Important business decision?

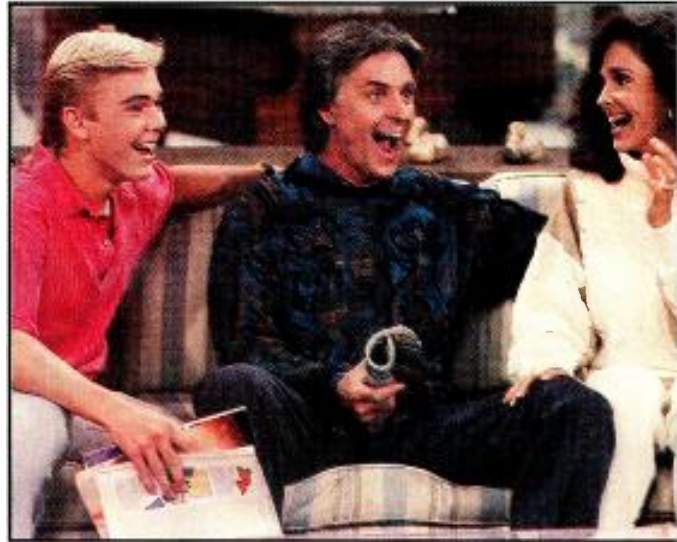


## Invest wisely...

# Silver Spoons... 2

## Performance

You bet! A Top 10 comedy—Households· Women 18-49· Teens· Kids and #11 in Men 18-49.



## Flexibility

You've got it! A time period winner in key dayparts—Early Fringe· Access· Weekend.



**Silver**  
The hig



# proven commodity.

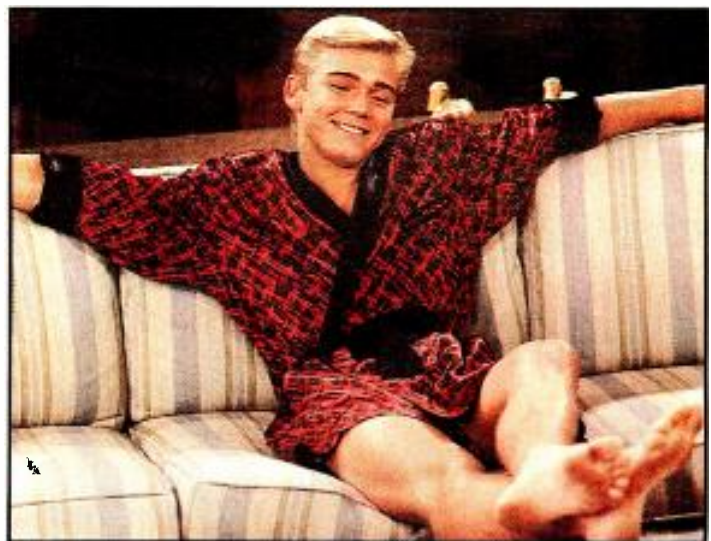


## Compatibility

A smooth fit! Perfect lead-in or lead-out for all program genres. Look what we did for KTLA's checkerboard.

## Confidence

Best easy! Another off-network comedy from the all-time champ. No one serves your needs better.



spoons  
field winner.

**COLUMBIA/EMBASSY TELEVISION**  
A unit of *Coca-Cola Television*

We make America laugh.

**Mobay Chemical Corp.** □ Sensor soybeans will inaugurate campaign this week for about six weeks in 184 medium and small markets. Commercials will be placed in farm programming. Target: men, 18-49.

**Clover Department Stores** □ Flights of two to three weeks per month will be conducted in Philadelphia, Lancaster and Allentown, all Pennsylvania, until June. Commercials will run in all dayparts. Target: women, 25-54. Agency: Spiro & Associates, Philadelphia.

**On-Cor Foods** □ Spring campaign kicked off last week in extensive advertising effort throughout country, including New York, Boston, Dallas and Milwaukee. Commercials will be positioned between 9 a.m. and 7 p.m. Target: women, 25-54. Agency: Jack Levy & Associates, Chicago.

**Pennwalt** □ Various pharmaceutical products will be highlighted in flights running for about one month, starting in April, and phased in throughout country until next fall. Commercials will be carried in all dayparts. Agency: Levy, King, White, Buffalo, N.Y.

## AdVantage

**Blair's radio profile.** Annual report prepared by radio representation division of John Blair & Co. shows that 25-54 demographic continued as most requested grouping in 1986. Information is tabulated from combination of sales opportunities from Blair Radio, Torbet Radio and Select Radio's business opportunity reports and also considers number of markets requested and number of weeks in which campaign is scheduled to run. During past year, according to Blair, 25-54 demo represented 40.7% of business opportunities, up from 38.2% in 1985. Remaining in second place was 18-49, with 20.6%. Following in order were 18-34, with 10.2%; 25-49, 9.8%, and 18 plus, 5.4%.

**Advertising deductibility.** Association of National Advertisers defended tax deductibility for advertising expenses in letter to Richard Schulze (R-Pa.), member of House Ways and Means Committee. Schulze circulated letter to committee members questioning validity of advertising deductions. ANA cites, among other things, study by Wharton Econometric Forecasting Associates which concluded: "The impact of limiting the deductibility of advertising expenses should have a larger negative impact on small businesses than on large businesses. . . . Many new small business firms enter existing markets with the help of advertising. By limiting the deductibility of advertising, it will make it more expensive for new small businesses to obtain a sufficient market share. These higher costs of entering markets will discourage the creation of new businesses and inhibit competition."

**Retailers' choice.** Infomarketing Inc., Fairfield, N.J., research firm, has identified retail advertisers' top 20 advertising vehicles, based on audience appeal, programming content and cost efficiency. Infomarketing said its survey of 60 major retailers lists 10 syndicated series among top 20. Rating in order were local late news (locally produced); *Good Morning America* (ABC); *Today* (NBC); *Donahue* (syndication); *Oprah Winfrey Show* (syndication); *Jeopardy* (syndication); *Tonight* (NBC); daytime talk shows (locally produced); *At the Movies* (syndication); *Entertainment Tonight* (syndication); early news (locally produced); *Magnum P.I.* (syndication); movies (locally scheduled); *The Late Show with Joan Rivers* (syndication); *The New Hollywood Squares* (syndication); *\$100,000 Pyramid* (syndication); CBS late-night news (CBS); *20/20* (ABC); Music Television (MTV), and *WKRP In Cincinnati* (syndication).

# Broadcast Investment Analysts, Inc. has completed the asset appraisals of:

WHN(AM) / WAPP(FM)  
New York, New York

WAVA(FM)  
Washington, D.C.

for Emmis Broadcasting Corporation



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The Stereo Solution for Every Cartridge

What does *Continuous Electronic Phase Correction*\* mean for your station? It means that any tape cartridge, regardless of where or when it was recorded originally, will play in perfect stereo phase through the new Phase Trak 90.

Why is this so important?

Perfect phase equals perfect sound—especially for those listeners who may be using monaural receivers. Best of all, the Phase Trak 90 achieves its perfect sound without any special signal encoding or other cumbersome methods. That's why we call the Phase Trak 90 "the stereo solution."

Call Broadcast Electronics or your Broadcast Electronics representative today. Find out how this revolutionary new cartridge machine can make your station sound better than you ever thought possible!

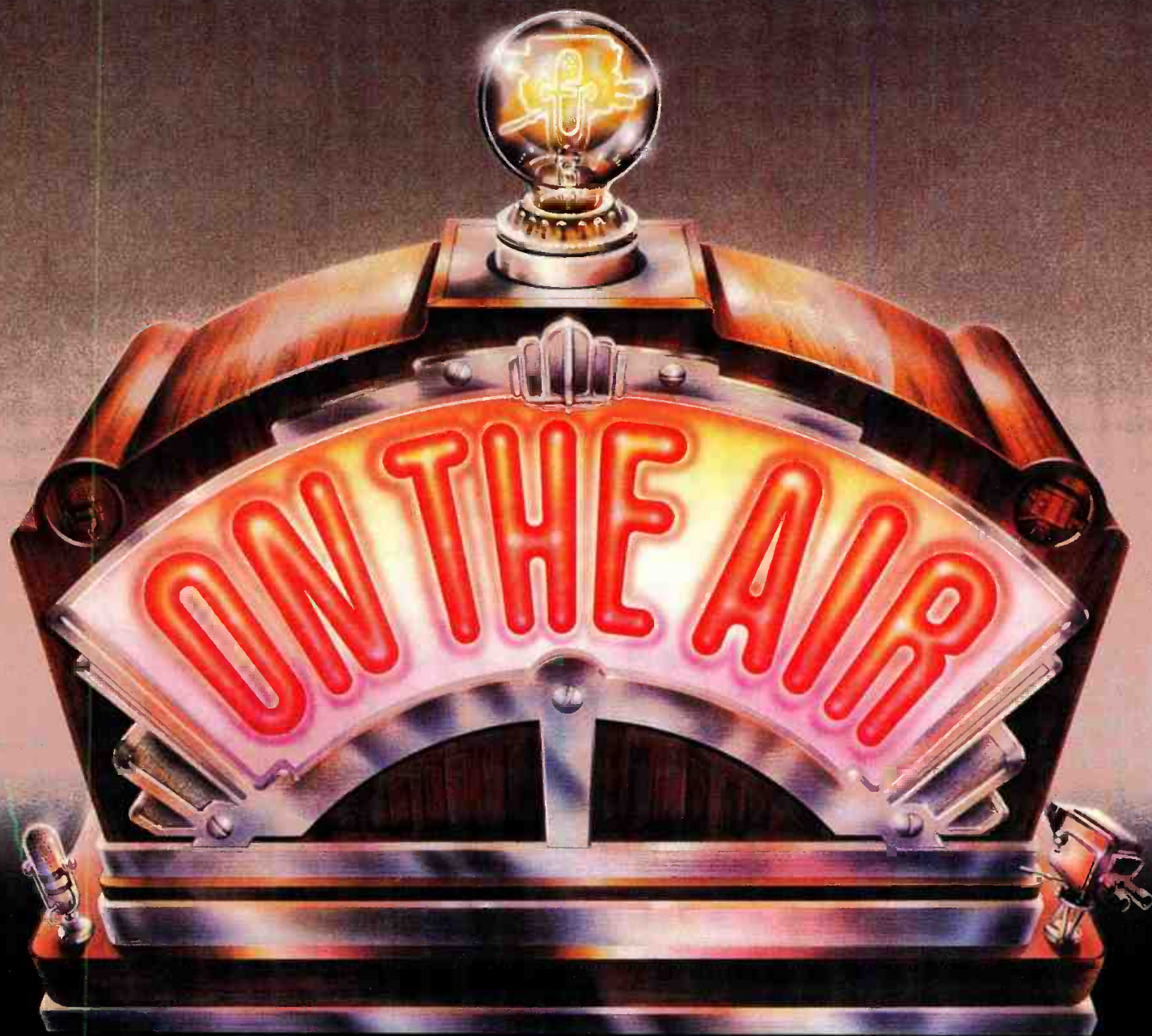
\*Patent Pending



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THE  
HARRIS CONNECTION  
WILL KEEP YOU ...





# Here's What Broadcasters Say About THE HARRIS CONNECTION:

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## VHF-TV

Joseph A. Carriere, President  
Caprock Telecasting, Roswell, NM/Lubbock, TX:

*"When a studio fire wiped us out, our Harris sales manager was on the scene in six hours and we were back on the air in 10 days!*

*Our VHF equipment from Harris gives us the best quality money can buy. And Harris really stands behind its products.*

*Over the years, Harris has treated us very well. Other manufacturers may make good equipment, but not all can give the kind of support we get from Harris."*

---

## KNOB, FM-RADIO

John R. Banoczi, General Manager  
Anaheim, CA:

*"When it came time to buy a 35 kW transmitter, we found that Harris had the right product with the right features at the right price — so we went with the Harris FM-35K.*

*Besides — Harris has an excellent reputation for backing and servicing the products it sells."*

---

## KCOB, AM-RADIO

John Carl, General Manager  
Newton, IA:

*"Our SX-1A, 1 kW AM transmitter performs as advertised. It gives us a stand-out presence on the dial — especially in our fringe areas.*

*And Harris's SunWatch has completely solved our PSA/PSSA power scheduling problems. I don't know how a station could do it otherwise.*

*When we've needed service, Harris has always come through."*

---

## WEAT, AM-RADIO

Bert Brown, Chief Engineer  
West Palm Beach, FL:

*"Most AM broadcasters who have upgraded their facilities in this part of the state have gone with Harris SX transmitters. As you are well aware, this is a lightning prone area of the country, and our SX-5A has performed well above our expectations in the area of maintenance and downtime.*

*We chose Harris for its professional service and support. I have a good rapport with Harris people."*

---

## WSTQ, FM-RADIO

Al Moll, General Manager  
Streator, IL:

*"Before we switched to Harris, we were barely on the air with a poor signal. Our FM-3.5K, 3.5 kW transmitter makes us a stand-out on the dial."*

---

## KHBS, UHF-TV

Don Vest, Director of Engineering  
Sigma Broadcasting, Fort Smith, AR:

*"KHBS is our first Harris installation, and I'm very glad I did it.*

*What impresses me most about Harris is the service and parts support. In 19 years of broadcasting, it's the most cooperative and helpful in the industry.*

*Harris knows how to treat its customers. Harris is going to win!"*

---

## WOMA, FM-RADIO

Dale Eggert, General Manager  
Algoma, WI:

*"Our FM-3.5K, 3.5 kW transmitter has operated flawlessly since our sign-on last November.*

*And our Harris representative not only helped us put our equipment package together, but stayed on duty after the sale to see that we met our critical air date!"*

---

## WKNO, VHF-TV

Pat Lane, Chief Engineer  
Memphis, TN:

*"Before I ordered our two new transmitters, I tested three service departments. Harris was the only one with an engineer on duty at 10:30 p.m., the Fourth of July. With the others I got a recording and an answering service.*

*What impresses me most about Harris is the attitude and the people."*

---

**Find out today how The Harris Connection can keep your station ON THE AIR . . .**

**. . . and we'll send you your free, full-color ON THE AIR poster. An up-to-the-minute symbol of our industry's rich tradition.**

**Just call us TOLL FREE at 1-800-4-HARRIS, ext. 3002. Or write: Harris Corporation, Broadcast Division, Marketing Department, P.O. Box 4290, Quincy, IL 62305. Our poster supply is limited, so act today.**



An obscenity versus free speech commentary from Richard W. Jencks

## Manning the barricade against permissive speech

In an Jan. 5 editorial ("Vive la difference") BROADCASTING celebrated the arrival of a new general counsel at the FCC in the happy expectation—perhaps unfounded—that she will adopt what it calls a "pro-First Amendment posture" and, in effect, do nothing about complaints of obscenity and indecency directed against three broadcast licenses.

Obscenity on the air, according to the editorial, advances "plurality in programing." Since the particular continuity in question was not discussed nor defended a reader is left legitimately to assume that a broadcast equivalent of, say, *Hustler* or *Screw*, would be greeted here with aplomb.

During my tenure in the business I have had something to do with trying to vindicate the First Amendment rights of broadcasters, but in my judgment the position taken by BROADCASTING is simply wrong.

Few would say that a desirable plurality in programing would be furthered by a station which broadcast instructions for the application of gelignite to the antenna tower of a competitor or thought it amusing to falsely broadcast that an airliner had a bomb on board, or used its facilities to unlawfully influence a union election among its employes. These, however far fetched, are examples of the kind of speech which accomplishes substantive evil. They are as little protected by the First Amendment as the famous example cited by Mr. Justice Holmes: "falsely crying fire in a crowded theater."

Is it not then, a substantive evil to deliberately subject small children to obscenity and indecency? And, by extension, to the outright pornography which would appear to be supported by the "pro-First Amendment posture" urged in these pages? Is this really a right that the print press has? I suggest that even Mr. Goldstein of *Screw* would have troubles with most district attorneys—and courts—if he proceeded down a busy sidewalk and broadcast (good old word, that) copies of his sheet to adults and children alike.

People in our business who envy the ostensibly greater freedom in this respect of some other media might wish to reflect upon the use of the word "adult" for the emporia and other means through which such materials are commonly purveyed to the public. A place that calls itself an "adult bookstore," for example, does not signify so much that the store is for adults—we all know that such places are patronized in fact mostly by males with arrested sexual and personal development, society's relatively impotent losers—as that it is definitely *not* for children. Chil-



Richard W. Jencks is a member of the board of directors of RKO General Inc. and was formerly president of the CBS/Broadcast Group. He was at one time general counsel of CBS Inc. and concluded his career with the network as its corporate vice president in Washington.

dren are unwelcome; bad for them, bad for the proprietor.

The stupidity of the fairness doctrine lies not only in the fact that people in a democracy benefit from discussion but that the kind of speech protected by the First Amendment—which is to say almost all speech—does not directly injure anyone. No one is hurt by being told that the world is or is not flat, or that the Iranian arms deal was or was not a dreadful error, or that homeowners should or should not be able to appropriate satellite signals. Mill told us, and we have staked much upon it, that in a free marketplace of ideas truth has an ultimate advantage. The doctrine has indeed bred timidity among the kind of people who might have kept out of broadcasting altogether the kind of people who might have established broadcast journals similar to our best opinion periodicals. Yet, as BROADCASTING correctly points out, the existence of thousands of broadcast outlets guarantees more than ever before the existence of a diverse and pluralistic marketplace.

The random introduction to little children of obscene materials over broadcast channels is an entirely different matter. Broadcasting is and will remain a very special medium. It cannot narrowcast to the peculiar clientele of "adult" bookstores or theaters. Any small child in a room or car, fiddling with a dial, can come unaware upon whatever is broadcast. What children see or hear in such a way should not shadow or distort the future joyful discovery of physical love which it is their natural right to inherit.

Apart from the purely legal arguments in favor of absolutist free speech—a position the courts have not yet reached where children are concerned—there are two primary schools of thought in opposition to the views I have presented.

The one says: "You are a hypocrite! How can a member of an industry that so often panders to the taste for the violent, puerile and sexually suggestive talk about protecting the innocence of childhood?"

One might respond sadly with the old and still true remark that hypocrisy is the tribute that vice pays to virtue. But the real answer is that, if we have been bad, we do not have to be worse.

The other school of thought assumes the cloak of benign rationality: "Look," it says. "In the real world children are often molested by parents and in nursery schools. Even in the ordinary course of existence they see much of a sexual nature not intended for them. They live in Babylon and there is no help for it." And the answer to that is: Very well, but *we* do not have to molest them. Let us draw the line somewhere else.

Whatever the FCC decides to do with these cases let me suggest a response to the licensee whose program manager, emboldened by an enthusiasm for free speech and a good share, recommends to him a sex station format:

"Just say no."

### Editor's Note

BROADCASTING's historic stand on the questions of obscenity and indecency is that such matters should be left to the courts. To quote from an earlier editorial:

"What should be the appropriate response of regulators faced with judging the fitness of language not encouraged around the family hearth? We'd advise them to punt—in this case, to the Justice Department, which should properly prosecute obscenity cases, with full judicial safeguards. To take on such determinations in a regulatory agency is to make of it a board of censors. Down that path lies tragedy."

Moreover, BROADCASTING did not say in its Jan. 5 editorial that obscenity advances plurality in programing. It did cite the number of radio and television stations on the air (over 10,000 and 1,200, respectively), and concluded that: "If ever a case could be made for plurality in programing, it is now."



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Turn on *The Music Machine*. Detroit's turbocharged prime access performer is making its national debut.

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Judged by superstar celebrities.

*The Music Machine*. Dominating Detroit's weekend access for three years straight. Number One in ratings, shares and Young Adult demos.

Sound hot? Wait till you see the demo tape!

**WEEKLY HALF HOURS STARTING SPRING '87**

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WKYC-CLEVELAND!**



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**KYW** PHILADELPHIA  
**KXAS** DALLAS-FT. WORTH  
**WKYC** CLEVELAND

**WSB** ATLANTA  
**KMOV** ST. LOUIS  
**KPNX** PHOENIX  
**WTNH** HARTFORD  
**WESH** ORLANDO  
**WSMY** NASHVILLE

**WWL** NEW ORLEANS  
**WHIM** HARRISBURG/  
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# WHEELS FOR FALL '87!

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**WEAR** MOBILE / PENSACOLA

**WBIR** KNOXVILLE

**KWCH** WICHITA /  
HUTCHINSON

**KFSN** FRESNO / VISALIA

**WSTM** SYRACUSE

**WBAY** GREEN BAY

**WOKR** ROCHESTER, NY

**KHON** HONOLULU

**KREM** SPOKANE

**WTVO** LEXINGTON

**KVOA** TUCSON

**KVBC** LAS VEGAS

**KAMR** AMARILLO

# SEPTEMBER '87!

# ORION<sup>®</sup>

TELEVISION SYNDICATION

# Datebook

## This week

**March 15**—Deadline for entries in 10th annual Home-town USA Video Festival sponsored by *National Federation of Local Cable Programmers* and *Fuji Photo Film's magnetic products division*. Awards are made to local origination productions "that address community needs, develop diverse community participation in the production process, challenge the conventional commercial television format and move viewers to look at television in a different way." Information: Julie Omelchuck, NFLCP, 906 Pennsylvania Avenue, S.E., Washington 20003; (202) 544-7272.

**March 15-16**—*West Virginia Broadcasters Association* spring meeting. West Virginia Marriott hotel, Charleston, W.Va.

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

■ **March 16**—"International Press: How Austria, England, Finland and Poland Covered Chernobyl," panel sponsored by *Center for Communication*. Harper & Row, New York. Information: (212) 930-4878.

■ **March 16-20**—"Mass Communications in America After 200 Years of Constitutional Rule," seminar sponsored by *Fordham University, Graduate School of Business Administration's Center for Communications*. Fordham University's Lincoln Center campus, McNally Auditorium of Law School. Information: (212) 841-5495.

**March 17**—Presentation of 27th annual International Broadcasting Awards honoring "world's best television and radio commercials," sponsored by *Hollywood Radio and Television Society*. Century Plaza hotel, Los Angeles.

**March 17-18**—*New York State Broadcasters Association* sixth annual call on Congress. Capitol Hill, Washington.

**March 17-18**—*National Cable Forum* press tour, featuring cable network programming. Waldorf Astoria, New York.

**March 18**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bruce Christensen, president, Public Broadcasting Service. Copacabana, New York. Information: (212) 765-2450.

**March 18**—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

**March 18-19**—*Texas Association of Broadcasters TV* Day Austin, Tex.

**March 19**—*Television Bureau of Advertising* regional sales training conference. Airport Holiday Inn, Portland, Ore. Information: (212) 486-1111.

**March 19**—*International Radio and Television Society* newsmaker luncheon, featuring panel on "AIDS and the Mass Media." Panelists: George Dessart, CBS/Broadcast Group; Betty Hudson, NBC; Dr. Ruth Westheimer, host of *Dr. Ruth Show* on Lifetime Cable Network; Francis Martin, Chronicle Broadcasting Co., and Dr. Art Ulene, Lifetime and NBC. Waldorf-Astoria, New York.

**March 20-21**—*Radio-Television News Directors Association* region 12 meeting with Syracuse University. Syracuse, N.Y. Information: Brian Whittemore, (518) 381-4848.

**March 20-21**—Fourth annual Broadcasting-Taishoff seminar, sponsored by *Signia Delta Chi Foundation*. Maison du Puy, New Orleans. Information: (312) 922-7424.

**March 20-22**—*Intercollegiate Broadcasting System* national convention. New York Penta hotel, New York.

Information: Jeff Tellis, (914) 565-6710; Andy Moore, (803) 782-7413.

**March 22-26**—*Gannett Center for Media Studies* technology studies seminar. Gannett Center, Columbia University, New York. Information: (212) 280-8392.

**March 21**—"Television Syndication: A Practical Guide to Business and Legal Issues," symposium sponsored by *Los Angeles County Bar Association, Intellectual Property and Unfair Competition Section*. Beverly Wilshire hotel, Los Angeles. Information: David Shall, (213) 468-4375.

**March 21**—"Making a Living as a Director," seminar sponsored by *New York University's School of Continuing Education*. NYU, New York. Information: (212) 598-2116.

## Also in March

**March 22-26**—*Gannett Center for Media Studies* technology studies seminar. Columbia University, New York. Information: (212) 280-8392.

**March 22-26**—*National Computer Graphics Association Graphics '87* conference. Philadelphia Civic Center, Philadelphia. Information: (703) 698-9600.

**March 23**—Deadline for entries in 14th annual daytime Emmy awards, sponsored by *Academy of Television Arts and Sciences*. Information: Michael Llach, (818) 953-7575.

■ **March 23**—Panel discussion on voice-over performing work in animation and commercials, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

**March 24**—*American Women in Radio and Television* 12th annual National Commendation Awards lun-

## Major Meetings

**March 25-28**—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

**March 28-31**—*National Association of Broadcasters* 65th annual convention. Dallas Convention Center. Future conventions: Las Vegas, April 9-12, 1988; Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

**March 29-31**—*Cabletelevision Advertising Bureau* 29th annual conference. Waldorf-Astoria, New York.

**April 1-5**—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis. Information: (409) 294-3375.

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

**April 26-29**—*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.

**April 26-29**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

**April 29-May 3**—*National Public Radio* annual public radio conference. Washington Hilton, Washington.

**May 17-20**—*National Cable Television Association* annual convention. Las Vegas Convention Center, Las Vegas. Future meeting: April 30-May 3, 1988, Los Angeles Convention Center.

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

**May 31-June 2**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

**June 9-11**—*ABC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

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

**June 10-14**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* 31st annual seminar. Peachtree Plaza, Atlanta; June 8-12, 1988, Bonaventure, Los Angeles, and June 21-25, 1989, Renaissance Center, Detroit.

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

**Aug. 16-19**—*Cable Television Administration and Marketing Society* 14th annual meeting. Fairmont hotel, San Francisco.

**Aug. 30-Sept. 1**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Merchandise Mart, Atlanta. Future meeting: Sept. 7-9, 1988.

**Sept. 1-4**—*Radio-Television News Directors Association* international conference. Orange County Convention Center, Orlando, Fla.

**Sept. 9-12**—Radio '87, sponsored by the *National Association of Broadcasters*. Anaheim Convention Center, Anaheim, Calif. Future meetings: Sept. 14-17, 1988, Washington; Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

**Oct. 6-8**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609)

848-1000.

**Oct. 18-21**—*Association of National Advertisers* 78th annual convention. Hotel del Coronado, Coronado, Calif.

**Oct. 30-Nov. 4**—*Society of Motion Picture and Television Engineers* 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

**Nov. 11-13**—*Television Bureau of Advertising* 33d annual meeting. Atlanta Marriott.

**Dec. 2-4**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

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

**Jan. 23-26, 1988**—*Radio Advertising Bureau's* Managing Sales Conference. Hyatt Regency, Atlanta.

**Jan. 29-30, 1988**—*Society of Motion Picture and Television Engineers* 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

**Jan. 30-Feb. 3, 1988**—*National Religious Broadcasters* 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

**Feb. 26-29, 1988**—*NATPE International* 25th annual convention. George Brown Convention Center, Houston.



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cheon. Waldorf-Astoria, New York.

■ **March 24-25**—*Public Broadcasting Service* March press tour. Waldorf-Astoria, New York.

**March 24**—*Federal Communications Bar Association* luncheon. Speaker: Tom Brokaw, NBC. Washington Marriott, Washington.

**March 24**—*Television Bureau of Advertising* regional sales training conference. Meridian, San Francisco. Information: (212) 486-1111.

■ **March 24**—"Developing the Interesting Lives Campaign" for American Express, seminar sponsored by *Center for Communication*. Ogilvy & Mather, New York. Information: (212) 930-4878.

**March 24-26**—"How States and Cities Are Coping as Federal Funds Shrink," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

**March 25**—*Illinois Broadcasters Association* college seminar. Illinois State University, Normal, Ill.

■ **March 25**—*Washington Metropolitan Cable Club* luncheon. Speaker: Joseph Segel, chairman, QVC Network, home shopping service. J.W. Marriott hotel, Washington. Information: (202) 775-3550.

**March 25-27**—*Virginia Cable Television Association* 21st annual convention. Homestead, Hot Springs, Va.

**March 25-27**—"Counseling Clients in the Entertainment Industry: Music, Film and Television and Theatrical Production and Financing," sponsored by *Practising Law Institute*. St. Moritz, New York. Information: (212) 765-5700.

**March 25-28**—*American Association of Advertising Agencies* annual convention. Boca Raton hotel and beach club, Boca Raton, Fla.

**March 25-29**—"Television and the New Video Technologies," sponsored by *Popular Culture Association*. Queen Elizabeth and LeChateau Champlain hotels, Montreal. Information: William Rugg, Oklahoma State University, School of Journalism and Broadcasting, Stillwater, Okla.

**March 26**—*Television Bureau of Advertising* regional sales training conference. Airport Hilton, Los Angeles. Information: (212) 486-1111.

**March 26**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Michael Jay Solomon, member, office of the president, Lorimar-Telepictures. Copacabana, New York.

■ **March 26**—"An Evening With Larry Gelbart," writer, director and producer of *M\*A\*S\*H*, sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles. Information: (818) 953-7575.

**March 26**—"An Evening about Public Broadcasting: How to Participate in PBS Programming," sponsored by *Academy of Television Arts and Sciences*. Directors Guild Theater, Los Angeles.

**March 26-28**—*Broadcast Education Association* annual convention. Loews Anatole hotel, Dallas. Information: Louisa Nielsen, (202) 429-5355.

**March 26-28**—*American Advertising Federation* ninth district conference. Sheraton Inn, St. Joseph, Mo.

**March 27**—Deadline for nominations for seventh annual Hugh Hefner First Amendment Awards, "honoring individuals who have been involved in the vigorous defense of First Amendment rights," sponsored by *Playboy Foundation*. Information: (312) 751-8000.

**March 27-28**—*National Federation of Local Cable Programmers, Southeast regional conference*. "Community Access: Playing for Keeps." North Carolina Association of Educators, Raleigh, N.C. Information: (919) 755-6278.

**March 28**—"A Conversation with Susan Stenberg (co-host of National Public Radio's *Sunday Morning Edition*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

**March 28**—*Association of Maximum Service Telecasters* membership meeting, held concurrent with NAB convention (see below). Dallas Convention Center, Dallas.

**March 30**—*Association of Maximum Service Telecasters* engineering breakfast, held concurrent with NAB convention (see below). Adolphus hotel, Dallas.

**March 28-31**—*National Association of Broadcasters*

65th annual convention. Dallas Convention Center, Dallas.

**March 29-31**—*Cabletelevision Advertising Bureau* sixth annual conference. Speakers include Trygve Myhren, ATC; Robert Clasen, Comcast Cable; Ted Turner, Turner Broadcasting System; Fred Vierra, United Cable Television Corp.; Ed Bleier, Warner Bros. Television; Kay Koplovitz, USA Network; Jerry Maglio, Daniels & Associates, and Lon Bencini, General Mills. Waldorf-Astoria, New York. Information: (212) 751-7770.

■ **March 30**—Deadline for entries in *Corporation for Public Broadcasting's* local radio development competition. Information: (202) 783-8222.

■ **March 30**—Deadline for entries in Addy Awards, for creative advertising competition, sponsored by *American Advertising Federation*. Information: (202) 898-0089.

■ **March 30-31**—*Foundation for Global Broadcasting*, nonprofit clearinghouse for broadcasters of world, aimed at "mobilizing communication resources of the world, to better serve individuals from all cultures," broadcasting board meeting. Capital Hilton, Washington. Information: (202) 822-9318.

**March 30-April 1**—Council on Foundations 38th annual conference, including film and video festival. Atlanta. Information: (202) 466-6512.

**March 31**—*Television Bureau of Advertising* regional sales training conference. Airport Clarion, Denver. Information: (212) 486-1111.

**March 31**—*Broadcast Pioneers* annual breakfast, held during National Association of Broadcasters convention (see above). Loews Anatole, Dallas.

■ **March 31**—"The Role of TV and Radio in a Local Community," seminar sponsored by *Center for Communication*. New York. Information: (212) 930-4878.

**March 31**—Deadline for entries in 1987 *International Radio Festival of New York*, worldwide competition for radio advertising and programming. Information: (914) 238-4481.

**March 31**—Deadline for entries in CEBA (Communications Excellence to Black Audiences) Awards, sponsored by *World Institute of Black Communications*. Information: (212) 586-1771.

■ **March 31**—Deadline for entries for annual internship program sponsored by *Academy of Television Arts and Sciences*. Information: (818) 953-7575.

## Errata

**Major League Baseball's All Star game** is offered as part of **26-week summer sales package**, while league championships and World Series form separate fall package by CBS Radio, to clarify March 2 baseball "Special Report."

□

Line was accidentally omitted from March 9 "In Sync" on Harris Broadcast. Paragraph should have read: "[Gary] Thursby [Harris marketing vice president] added that Harris is 'bullish' on broadcast product sales in 1987 and expects 2% growth in sales over 1986. The company had experienced 'some sluggishness' in the last months of 1986, he said, but attributed it largely to industry concerns over new tax laws."

□

In March 2 "Changing Hands," seller of WKNF-FM Oak Ridge, Tenn., should have been **Leonard M. McCoig**. Also in March 2 column, price on sale of WQNY(FM) Ithaca, N.Y., should have been **\$1,750,000 and antenna height 876 feet above average terrain**,

## April

**April 1**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*. Copacabana, New York. Information: (212) 765-2450.

■ **April 1**—*Academy of Television Arts and Sciences* forum luncheon, featuring Brandon Tartikoff, president, NBC Entertainment. Century Plaza, Los Angeles.

**April 1**—Luncheon honoring newly elected members of Advertising Hall of Fame, Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*. Waldorf-Astoria, New York.

■ **April 1**—"Liber: A Hypothetical Case," seminar sponsored by *Center for Communication*. New York Bar Association, New York. Information: (212) 930-4878.

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

**April 2**—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

■ **April 3**—"Movie Making," conference sponsored by *Center for Communication*. Kaufman Astoria Studios, New York. Information: (212) 930-4878.

**April 3-4**—Cable-Tec Expo, annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

**April 5-11**—10th annual International Public Television Screening Conference (INPUT), hosted by *Spanish Radio and TV Corp. (R.T.V.E.)*. Manuel de Falla Centre, Granada, Spain. Information: Enrique Nicanor, (341) 218-22-76.

■ **April 6**—Matrix Awards ceremony, presented by *Women In Communications, New York chapter*. Waldorf-Astoria, New York.

**April 6-7**—*National Association of State Radio Networks* meeting. Ponchartraine hotel, Detroit. Information: (501) 225-6017.

■ **April 6-9**—*Electronic Industries Association* annual spring conference. J.W. Marriott hotel, Washington.

**April 7**—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

**April 7**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 7**—*Women in Cable, New York chapter*, "cable month" salute. HBO Media Center, New York. Information: (212) 661-6040.

**April 8**—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

**April 8**—Satellite teleconference on role of media in current U.S./USSR relations, produced by Center for Communication, hosted by ABC anchor Peter Jennings in U.S. and Vladimir Pozner in Soviet Union. Held in conjunction with *American Society of Newspaper Editors* convention. Masonic auditorium, San Francisco. Information: (212) 930-4878.

**April 9**—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

**April 9-10**—Fourth annual minority career workshop, sponsored by *International Radio and Television Society*. Viacom Conference Center, New York. Information: (212) 867-6650.

**April 10-11**—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcasting, Central Michigan University, Michigan Association of Broadcasters and Alpha Epsilon Rho*. CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

**April 10-11**—*Kentucky Cable Television Association* general membership meeting. Lake Cumberland State Park, near Jamestown, Ky. Information: Patsy Judd, (502) 864-5352.

■ **April 10-11**—"Better Business Reporting," first media economics conference, sponsored by *Ohio Association of Broadcasters*. Hilton Inn North, Columbus, Ohio.

■ **April 10-12**—40th annual convention of *AP Television-Radio Association of California-Nevada*. John Ascuaga's Nugget, Sparks, Nev. Information: Rachel

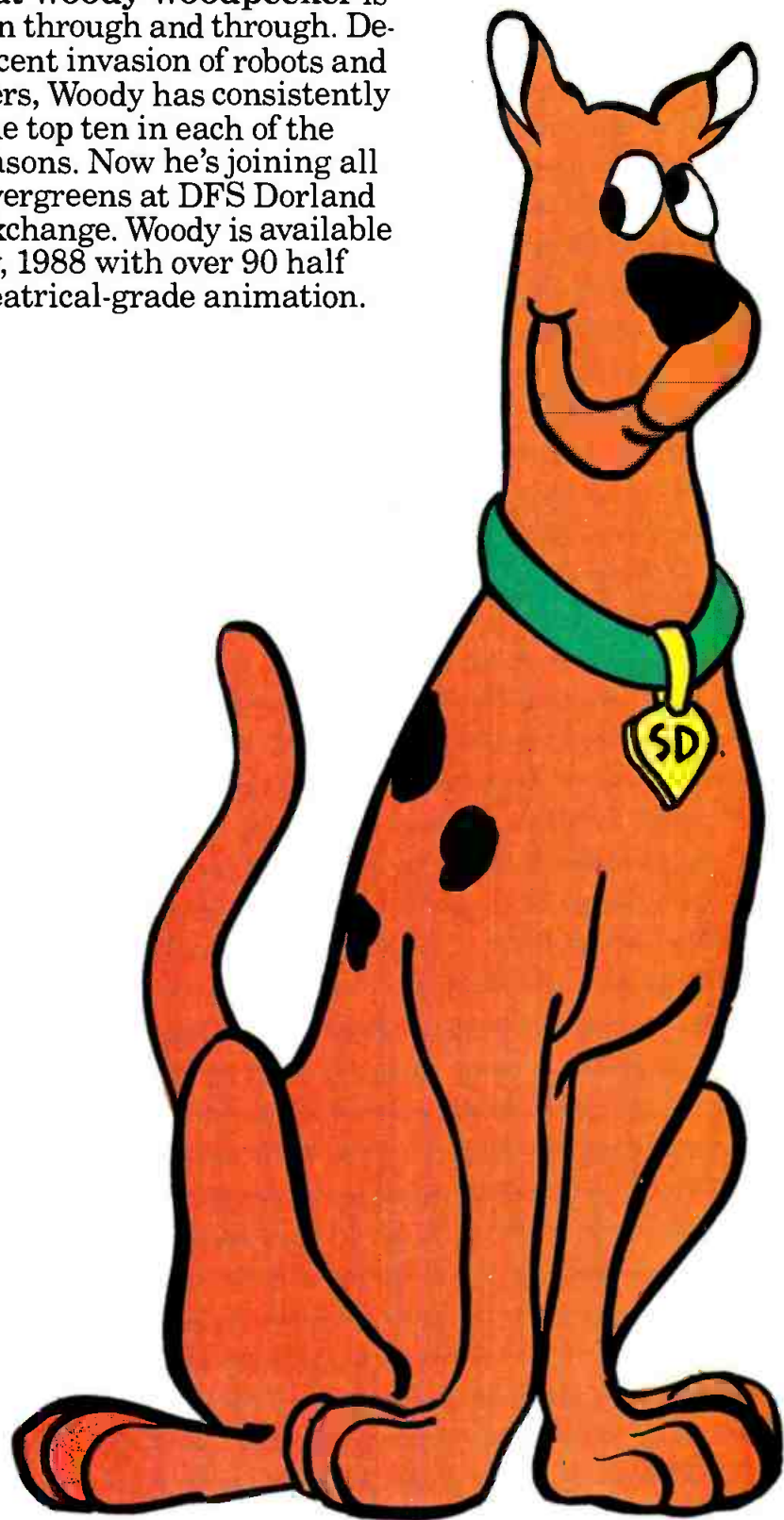
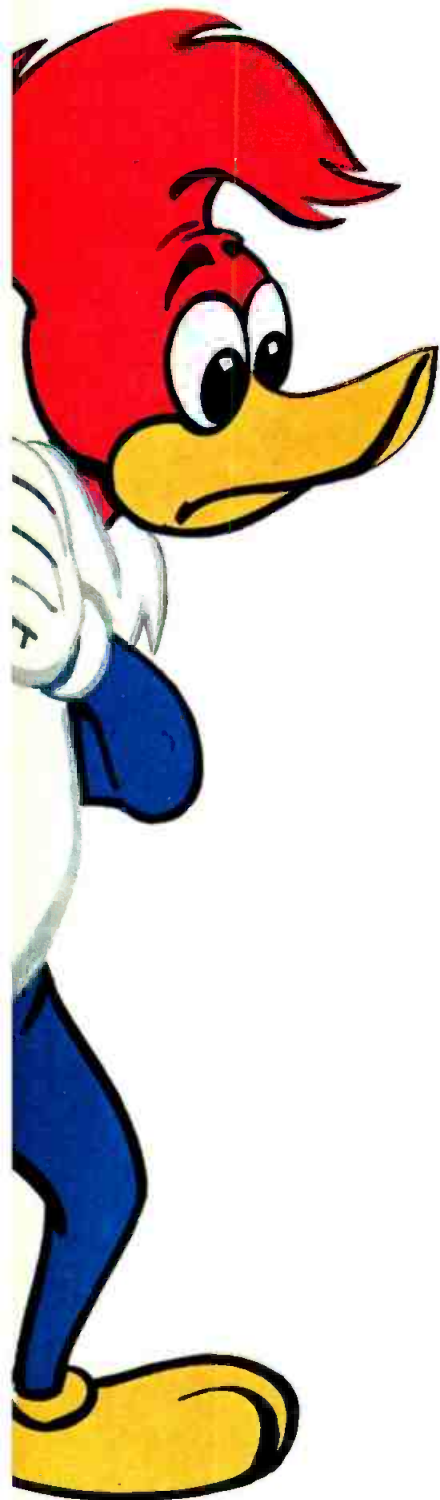


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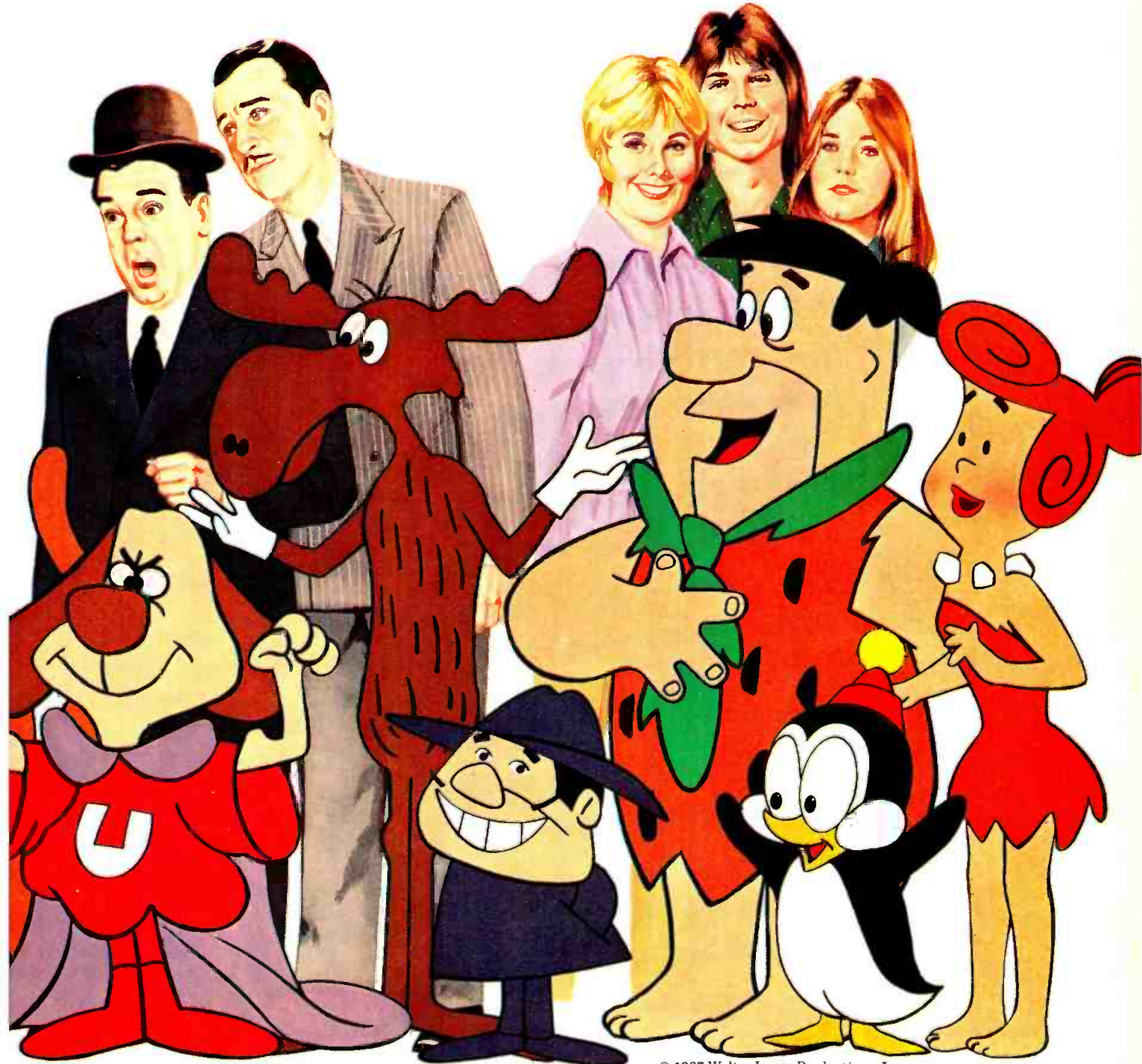
**Get your evergreens now.** With no cash outlay, you can start your ratings on a

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Ambrose, (213) 746-1200.

**April 10-12**—*Oklahoma AP Broadcasters Association* annual convention. Marriott, Tulsa, Okla.

**April 13**—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

**April 13**—"Sportscasting: Past and Present," roundtable discussion featuring sportscasters Curt Gowdy, Jack Brickhouse and Dick Enberg, sponsored by *American Sportscaster Association* and *Downtown Athletic Club of Orlando*. Radisson Plaza, Orlando, Fla. Information: (212) 227-8080.

**April 14**—*Television Bureau of Advertising* regional sales training conference. Sheraton Music City, Nashville.

**April 15**—Deadline for entries in National Psychology Awards for Excellence in the Media, "to recognize and encourage outstanding, accurate coverage which increases public understanding of psychology," sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036.

**April 15**—Deadline for applications for fellowships sponsored by *Radio and Television News Directors Foundation*: Michele Clark Fellowship, Vada and Barney Oldfield Fellowship for National Defense Reporting and RTNDF Fellowship in Science and Health Reporting. Information: Ernie Schultz, RTNDF, 1717 K Street, N.W., Suite 615, Washington, 20006.

**April 16**—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

**April 16**—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

**April 16**—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

**April 17**—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to

increase safety and health consciousness." Information: Christine Taylor, NCFSS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

**April 17-18**—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.* Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 21**—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

**April 21**—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

**April 21**—*International Radio and Television Society*

newsmaker luncheon. Waldorf-Astoria, New York.

■ **April 21**—*Pennsylvania Cable Television Association* fourth annual state legislative leadership conference. Hershey Lodge and convention center, Hershey, Pa. Information: (717) 234-2190.

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

**April 22**—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations. Copacabana, New York. Information: (212) 765-2450.

**April 22**—*White House Correspondents' Association* annual dinner. Washington Hilton, Washington.



### Religiously read

EDITOR: Out of all the consumer and trade publications we receive, BROADCASTING is the first magazine I read every week. That's nothing unusual, however, since I've been doing that for more than 40 years. And as a part of the National Religious Broadcasters, I would like to thank you and your reporters for the excellent job you did in covering our convention in Washington Feb. 1-4.

Thank you again for the fairness and objectivity with which you have addressed these significant issues.—*Al Sanders, president, Ambassador Advertising Agency, Fullerton, Calif.*

### Part two

EDITOR: I wanted to express my appreciation for your thorough coverage of the recent convention of the National Religious Broadcasters in Washington (BROADCASTING, Feb. 9).

There are so many driving forces in a get-together of that kind and your reporter did a remarkable job in sorting it all out. The public perception of religious broadcasting gets a little murky at times but BROADCASTING's treatment of the convention that I attended was both fair and accurate. Good job.—*Tom Hesse, general manager, KNIS-FM Carson City, Nev.*

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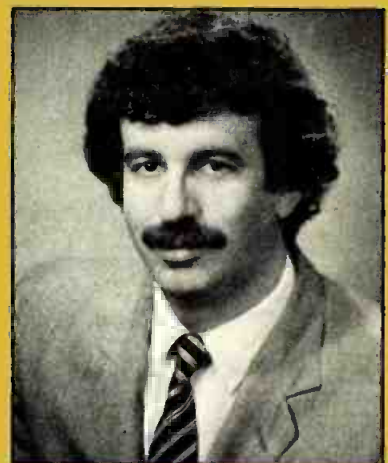
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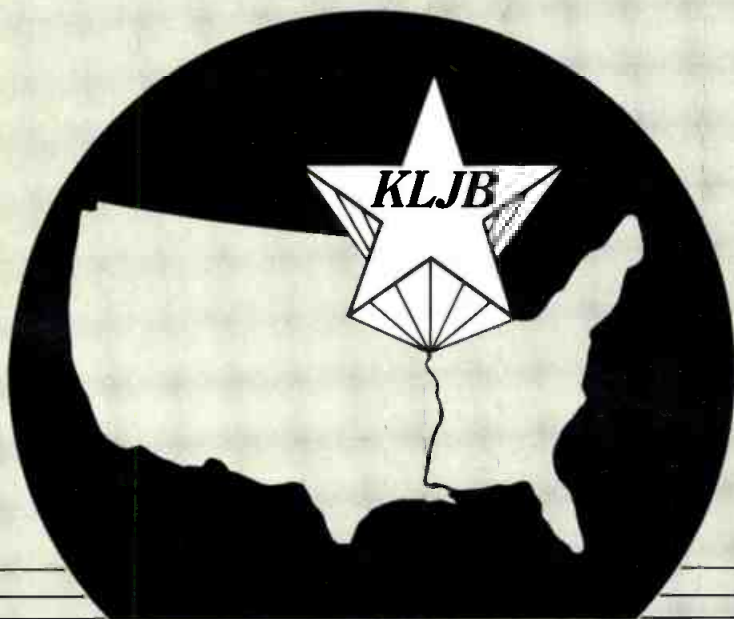


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# Broadcasting **4** Mar 16

Vol. 112 No. 11

## NFL rights deal close; ESPN included

At deadline last Friday, it appeared that the National Football League had all but signed off on new television rights agreements for the next three NFL seasons, and for the first time a supplemental cable package is part of the coverage. All three of the broadcast networks are back in the fold, with CBS and NBC renewing deals for the same packages they had under the five-year pact that expired after the 1986-87 season. CBS, as in the past, has the rights to the National Football Conference and NBC the rights to the American Football Conference. ABC is retaining its package of Monday night games, but will relinquish the five additional games, telecast on Sunday, Thursday and Friday nights, that were added to the package nine years ago. Those games will form the core of what sources say may be an eight-game regular season package going to ESPN.

The league was not commenting on any of the reports about the new television pacts last week, but was said to be preparing an announcement this week at its annual team owners meeting convening in Maui, Hawaii. However, according to reports from network sources with knowledge of the negotiations, the NFL will not earn as much revenue annually as it did in the final year of the old agreements, which totalled about \$495 million. Next season, the sources said, the league stands to earn between \$425 million and \$440 million, which would represent a short fall of between 12% and 15% for the season.

ABC, by reducing the size of its package and negotiating

downward the price per game, will save the most. Unconfirmed reports have it the network will pay between \$6.5 million and \$6.7 million per game next season for 16 games, compared to more than \$8 million per game for 21 games in 1986. Thus, next year it is expected to pay between \$104 million and \$107 million, compared to almost \$175 million in 1986.

NBC, sources said, will pay about \$120 million per season, down more than 20% from the \$155 million it was said to have paid last year. CBS, the only network to make a profit under the last NFL pact, will also pay less next season. Sources said it will pay approximately \$150 million per year under its new deal, about 10% less than the \$165 million it paid in 1986.

If those agreements hold, the three broadcast networks will pay a total of about 25% less in 1987 for the NFL rights than they paid in 1986. However, the league's supplemental cable package will help narrow the shortfall to between 12% and 15%.

The NFL's deal with ESPN was furthest from completion last Friday and neither party would talk about whatever deal was in the works. However, sources at the other networks said it was their understanding the package would contain eight regular-season games that would be televised Sunday evenings, in addition to the Pro Bowl, the last of the post-season NFL contests, as well as a few pre-season games. It is quite likely a price structure remained unresolved, with sources reporting the league was asking for between \$50 million and \$60 million.

## Hill concerned over CBS news cuts

**House hearing is planned as some congressmen worry that public's interest is being damaged by network takeovers**

CBS's decision to cut back its news operations (see story, page 40) sounded an alarm on Capitol Hill last week. A House hearing on the matter is in the works, and it's also been suggested that legislation might be needed to insure that the networks are committed to serve the public interest.

At a news conference held outside CBS's

Washington bureau with a Writers Guild of America picket line as a backdrop, Representatives Dennis E. Eckart (D-Ohio) and John Bryant (D-Tex.), members of the House Telecommunications Subcommittee, called for a congressional hearing. They've appealed to the subcommittee's chairman, Edward Markey (D-Mass.). The congressman's letter requesting a hearing said: "The wave of cutbacks and layoffs that is sweeping all three networks is alarming. . . . The American people deserve to know what the bottom line is where their news programing is concerned. Where does this end?"

(Not everyone on the Hill shares Eckart's and Bryant's sense of urgency. House Energy and Commerce Committee Chairman John Dingell [D-Mich.], when asked about the matter during an appearance at another event, said Congress was "not paid to dictate the management policies of CBS." Although he said he wants the fullest news coverage possible and doesn't want to appear critical of his colleagues, Dingell said he sees "no great need to legislate on the matter.")

The possibility of a hearing in late April is "very good," according to a Markey spokes-

man, who said there is a chance there might be three days of hearings. It's been said the subcommittee will focus on the impact that mergers and acquisitions may have had on network news and that it will seek testimony from news anchors and network presidents. Markey is scheduled to issue a statement this week spelling out his intentions in greater detail.

"In this rush for profits, the public interest has been trampled on," said Eckart. And Bryant said: "The root of my concern is that these corporate takeovers have made America's principal source of information the sub-



Representatives Bryant (l) and Eckart and observing is ABC News's Bill Greenwood



Pappas at microphone

### Top of the Week

ject of giant corporate poker games." They said that network news operations "are more than business concerns."

Eckart said it may be necessary to apply to networks the same public interest standard which broadcast stations are subject. Eckart told BROADCASTING that he was not contemplating licensing the networks, but he believes that a public interest test might be applied in the case of a network takeover or change of control. He noted that U.S. citizenship is required by the FCC for ownership of an individual television station, but that if Japan's Sony or NHK wanted to acquire a network there's nothing to prevent it.

He said that type of ownership standard should also pertain to networks. "We're deeply concerned that the news divisions have become pawns in the fight to gain profits," Eckart said.

During the press briefing, Eckart and Bryant stressed that they would have liked to "hear from Mr. Tisch [CBS Chief Executive Officer Laurence Tisch] what his intentions were when he took control of CBS before the fact and not after." When asked what he thought about reports that Tisch did not order the slash in the network's news budget, Eckart replied: "Tisch's saying he doesn't have control is like Imelda Marcos saying

she's not interested in shoes."

Also at the briefing was Ike Pappas, who covered the House of Representatives for CBS until he was laid off, along with some 200 other CBS News employees, during the latest round of cuts. Pappas spoke in favor of congressional hearings. He said that CBS News has faced many external threats, but "now we have an internal threat and his name is Larry Tisch."

In the Senate, the issue was not immediately raised, but is considered likely to be examined by the Communications Subcommittee when it looks at broadcast license renewal reform legislation. □

## Black Rock blues

### Confusion and anger run through CBS News over staff cutbacks

The mood at CBS News matched the color of the network's Black Rock headquarters last week, as names were attached to the numbers of those laid off March 6. For some, the initial shock that the news division would undergo a massive restructuring, cutting \$30 million from its budget and laying off 215 people, turned to sadness and confusion. Said one CBS employe when asked about the current state of morale: "You need a Geiger counter to find it."

Fueling the uncertainty of those still employed were reports that Laurence Tisch, CBS chief executive officer, denied ordering the cutbacks; the ongoing Writers Guild of America strike, and concern that the bottom line was replacing the public trust as the guiding force of news organizations. Said correspondent Douglas Edwards, now in his 45th year at CBS: "I've never seen anything like this. I hope I don't ever see it again."

As details of the budget reduction plan began to surface early last week, so too did conflicting versions of Tisch's role in it. "I never said to Howard [Stringer, CBS News president]: 'We have to cut the budget at the news division.' That's the truth," Tisch was quoted as saying in the *New York Times*. The CBS chief executive officer later issued a memorandum to CBS News to clarify "some of the confusion which has developed around the budget cuts." Tisch said that after being at CBS for six months he was "even more convinced" than before that "CBS News was the dominant force in broadcast journalism, and crucial to the life of this company."

Over the years, Tisch said, "inefficiencies and redundancies had developed" at CBS News which "had to be remedied. I suggested having Coopers & Lybrand do an in-depth study of the division, but better still, I decided to follow Howard Stringer's suggestion that the news division examine itself to secure its future and enhance its programing capability."

Tisch said that at a meeting with CBS News executives he "guessed that it might even be possible to run the news division more efficiently and to save 15% or 20% in the process. The management of CBS News accepted this painful and difficult assign-

ment. I believe that they carried it out superbly under Howard Stringer's leadership, and I accepted wholeheartedly their recommendations of an approximate 10% reduction. It was not an assignment that anyone relished or that I enjoyed giving them," Tisch said.

Following the Tisch memo came a *New York Times* op-ed piece by *CBS Evening News* anchor, Dan Rather, titled, "From Murrow to Mediocrity?" Rather wrote: "Let's get one thing straight, CBS Inc. is not a chronically weak company fighting to survive. . . . CBS Inc. is a profitable, valuable *Fortune* 500 corporation whose stock is setting new records. But 215 lost their jobs so that the stockholders would have even more money in their pockets."

Rather said that "news is a business, but it is also a public trust. . . . We have been asked to cut costs and work more efficiently and we have accepted that challenge. What we cannot accept is the notion that the bottom line counts more than meeting our responsibility to the public. Anyone who says network news cannot be profitable doesn't know what he is talking about. But anyone who says it must *always* make money is misguided and irresponsible."

(In his own effort to save CBS News money and staff, Rather has gone to CBS management every year for the past three years, volunteering to take a cut in his annual salary if it would save jobs, a source said. In one offer, Rather presented a proposal in which he and about 20 others agreed "in principle" to take a salary cut. Those making more than \$500,000 would take a 30% cut; those making \$200,000-\$500,000 would take a 20% cut, and those making \$75,000-\$200,000 would take a 10% reduction. After the last proposal, Rather was told by Tisch that it would not help the problem, a source said.)

Douglas Edwards, who worked with Edward R. Murrow in Europe in the closing months of World War II and for years in New York, said last week that while news organization should "use whatever money is allotted them wisely and well," they "should not have to worry about making a profit. . . . I don't think their reason for being is the bottom line."

Of the recent budget and staff cuts, Edwards said: "I don't think we've been mortally wounded, I think we've been hurt. The



Tisch



Stringer

acid test will come when we have a big breaking international story. I hope we will handle it well, but that will really give an indication of deficiency, if we have any."

Said Jennifer Siebens, CBS bureau chief in Los Angeles: "The only thing that I think can turn [the low morale] around is some believable signal from Mr. Tisch that he really is not interested in dismantling the organization. . . . My desire would be to have him state what his vision of a network news division is. He says it should make money. How much money? And when we know how much money we're supposed to make, with whatever resources he will give us, we can put two and two together and figure out whether that network news organization can continue to be the best, as Mr. Tisch has repeatedly said he wishes it to be. But he seems to be caught between a purported de-



sire for excellence and a proven desire to make money," she said.

Compounding the situation for some remaining at CBS last week was having to cross the picket line of striking Writers Guild members in New York and Washington and at some network O&O's. (About 525 employees from ABC-TV and CBS-TV have been on strike since March 2 [BROADCASTING, March 2 and 9], with the prime negotiators for all parties expected to meet again last Friday). The strikers received additional support last week as Dan Rather and other on-air personalities took time out of their lunch hours to join the picket line in New York and talk to strikers. Former CBS News anchorman, Walter Cronkite, now on the CBS Inc. board of directors, also addressed the strikers last Wednesday in New York on his way to the monthly CBS Inc. board meeting, telling them that he spoke "vociferously" on their behalf, according to a WGA spokesman.

(Also showing solidarity were 108 TV entertainment writers from leading network programs—past and present—who said in an open letter-advertisement to the two networks that "we are angry at their unconscionable behavior in current negotiations with news writers. We agree with the networks that they may be losing their audiences. If CBS and ABC want to continue as profitable companies, they will need the quality writing produced by members of the WGA—both in news and entertainment—and they must compete for it. Firing and humiliating the talent that made these networks respected and watched can only result in corporate suicide," the letter said.)

According to a CBS spokeswoman, about 215 employees were to be called personally and notified March 6 of their termination. Among the correspondents laid off: Washington-based Ike Pappas, Hampton Pearson, Chris Kelley and Fred Graham, (the last of whom is said to be negotiating for a job in Nashville); Steve Young and Bill Redeker in New York; Ned Potter in Boston; Karen Boros in Chicago; James McManus in Atlanta; Mike O'Connor in Miami; Rick Fredericksen in Bangkok; Derrick Blakely in Bonn, and David Andelman in Paris.

Additionally, Jane Bryant Quinn, economic contributor for the *Evening News*, and Alex Brauer, Paris cameraman, were laid off. Los Angeles correspondent Victoria Corderi was asked to go to Miami.

CBS-TV's Saturday children's news briefs, *In the News*, also was canceled. The program's executive producer will move to documentaries, with the remaining staff members (about four people, a CBS spokesperson said) being laid off. *The CBS Morning News* reportedly lost 28 people. The CBS Atlanta bureau lost three and the Los Angeles bureau 15 from its staff of 51. Miami reportedly lost 11, and Chicago was said to have lost four, including its bureau manager, who was asked to go to New York to be in the producer's pool. (The assistant bureau manager there, who's job was eliminated, was asked to become bureau chief.)

According to one source, even more layoffs could come, including writers now on

strike, technical people and additional editorial people.

In radio, Joseph Dembo, vice president, CBS Radio News, said regularly scheduled news programming for both the CBS Radio Network and RadioRadio, CBS's young adult network, was not "preempted or canceled" due to the recent round of layoffs. Dembo also confirmed reports that David Jackson, CBS News correspondent in Hong Kong, will be shifted from his post to the CBS Radio Network in New York. Jackson will do overnight hourly newscasts for the

network, replacing CBS News correspondent Jim Asendio, who was laid off.

While most remaining at CBS were hopeful—and anxious—to return to as much a semblance of normalcy as possible, one source said: "It's really kind of paralyzing here." Said Sharon Houston, CBS News Atlanta bureau chief: "I think we have to go through a sort of mourning period for ourselves and for the people who had to go before we're going to be able to pick it up from here and go on. But I think we can. I think we will." □

## FCC balks on land-mobile decision

### Commission postpones vote in light of conflicting data in proceeding and congressional concerns

Conceding that they didn't know enough about the subject to make a rational decision, the FCC commissioners last week agreed to postpone action on the agency's controversial proposal to permit additional land-mobile use of UHF TV spectrum (BROADCASTING, March 9).

The proposal, which had been tentatively scheduled for a vote March 19, has apparently been derailed indefinitely in the midst of confusion over the adequacy of the agency's record in the proceeding and the expressions of congressional concern over the agency's handling of the item.

Although it had long been assumed that the proposed reallocation would be approved by a 4-1 vote, with Commissioner James Quello likely to be the lone dissenter, the commissioners' enthusiasm for voting appeared to start waning two weeks ago. That's when the contents of internal agency studies that appeared injurious to the proposal started leaking, along with the realization that none of the commissioners may have been aware of the conflicting data (BROADCASTING, March 9).

Among the agency documents that didn't make it into the proceeding record and appear to undermine the proposed reallocation's assumption that there is a need for more spectrum for land-mobile radio are internal memorandums from the former Office of Science and Technology (now Office of Engineering and Technology) and Office of Plans and Policy that were critical of the 1983 Private Radio Bureau report on the supposed future needs of land mobile. The PRB report served as a basis for the agency's assumption that there is a need for more spectrum for land mobile. Another internal document, this one authored by the agency's Field Operations Bureau in 1985, contained the results of an FOB monitoring of land-mobile use in 10 of the largest markets. That report, which was shelved after the PRB criticized it privately, suggests that spectrum already licensed to land mobile in the top markets isn't being used or is underused. The agency had not conducted monitoring studies to justify the proposed reallocation.

Quello, using those documents to help make his point, circulated a memo among his colleagues last Monday (March 9), setting forth his argument on why he believed the reallocation record was inadequate. With word also circulating that House Energy and

## FCC reactivates pornography patrol

FCC Chairman-designate Dennis Patrick has asked Mass Media Bureau Chief James McKinney to present him with documented obscenity and indecency cases against broadcast licensees, according to Brad Curl, co-chairman of the National Decency Forum. Curl, who met with Patrick and FCC General Counsel Diane Killory last Thursday (March 12), told BROADCASTING that Patrick wants to find the worst cases available so the agency can "send out a message."

Killory generally confirmed Curl's account and added that the chairman-designate committed himself to making enforcement a priority. She said she and Patrick believed that Curl's concerns were "legitimate ones." Neither the FCC nor the Department of Justice has been taking enforcement actions, "and clearly there are complaints that warrant further investigation and enforcement," she said. Because of the agency's shortage of resources, she said it would hope to "go for" the worst cases. "We're not going to sell the First Amendment right down the river," she said. "But FCC action can be perfectly consistent with the First Amendment."

Curl also said he thought Patrick and Killory meant well and seemed concerned. "They still don't seem too clear on the law, but they're willing to learn," Curl said. Curl also said Patrick was "a little bit irritated that we've been shooting at him." Forum members, questioning Patrick's commitment to combat obscenity and indecency, made a last-minute attempt to derail the White House's effort to name Patrick as Chairman Mark Fowler's successor last month (BROADCASTING, Feb. 9).

Commerce Committee John Dingell (D-Mich.) was making a formal request for the documents and Quello's memorandum, Commissioners Mimi Dawson, Patricia Dennis, and Dennis Patrick all reportedly came to the conclusion that the item should not be addressed at the March 19 meeting.

Quello's memorandum said the OST and OPP papers criticized the PRB future needs report for understating the effect of new technologies to lessen any spectrum congestion, expressed concern about PRB's methodology in estimating needs, and contended that the PRB report overestimated projected growth rates by 200% to 300%. Some adjustments were apparently made, but "due to many other problems with the study as reported by OPP and OST, the results are still questionable," Quello said. "In short, the staff report, while representing a valiant attempt to project spectrum needs for land-mobile services, failed to consider important variables and appropriate data bases in the analysis. Therefore, relying on the staff report to support private land-mobile radio services allocation decisions is unsound."

Also in his memorandum, Quello said the 1985 FOB report, documenting a study apparently done to reclaim land-mobile channels that weren't being used, found that, on

average, 66% of the channels were unoccupied. Quello said PRB had reportedly alleged some problems with the study, but that doublechecking by the staff "essentially affirmed the results of the monitoring study."

In addition, Quello said in the fall of 1986, the FOB conducted yet another monitoring analysis of the Atlanta market. "The staff has indicated that in Atlanta, approximately 66% of the . . . channels remain unoccupied," Quello said. "Again these data seriously undermine the alleged need for spectrum by the private land-mobile radio service."

"The importance of these studies extends beyond the specific results, as potentially damaging as they are," Quello said. "The study raises one of the critical questions I have been asking for some time, the question of channel occupancy. Establishing demand for spectrum primarily on the basis of our license record does nothing to assess the use of spectrum by those licensees. The fact that the commission has reclaimed channels in the private land-mobile radio services further suggests that there are many channels that are licensed and remain unused. Such inactivity by licensees creates an artificial demand for additional spectrum. Moreover, basing our allocation decisions and projec-

tions of future need for spectrum on the number of licenses issued rather than on the actual use of spectrum leads to bad public policy judgments.

"I am recommending that the UHF/land-mobile item be pulled from the agenda until the commission has had an opportunity to examine the actual needs of the land-mobile community," Quello said. "The fact that the FOB study has existed for two years without review by the commissioners and their staffs evidences the need for close and exacting scrutiny in allocation spectrum."

Among other things, Quello recommended that the agency start monitoring and reassess land-mobile use of channels in the top 10 urban areas. "The bottom line is that we do not have the facts necessary to demonstrate the need for spectrum by the land-mobile radio services," Quello said. "Without those facts, we cannot make rational allocation decisions."

Sources said the FCC commissioners had appeared to agree to put the internal agency documents—which were reportedly forwarded to Dingell with a request that their contents remain confidential—out for comment, although it was not clear as of last week's end just how that would be handled. Some at the agency thought the FCC should put the documents out in a notice of inquiry that would also seek comment on how the FCC should go about determining land mobile's real needs. It was also hoped in some quarters that such an inquiry would be expanded to include consideration of the impact of high-definition television on local broadcast services, a study broadcasters have requested (BROADCASTING, Feb. 23).

According to one FCC official whose sympathies did not appear to lie with Quello, the reallocation proposal was pulled because "none of the commissioners was satisfied that there was enough on the record to make a decision." This source questioned whether the data in the 1985 FOB study, which he said had been collected for enforcement reasons, would be "very helpful" to the record in the reallocation proceeding. But this source also said that didn't mean that similar studies wouldn't be relevant. "What the commissioners decided is that they didn't know enough to know," this source said.

Sources were critical of the chairman's office for having excluded Commissioner Quello from the agency "loop" on the item. Had the chairman's office been receptive to Quello's concerns, all of the turmoil might have been avoided, they said.

On Capitol Hill, the FCC's decision to postpone action was being viewed as a step in the right direction. "It's good that they're putting the study out for public comment, but the remaining question is whether the commission provides for the record a spectrum occupancy study that in its [the FCC's] judgment is properly done and accurate," said a Dingell aide. Agency representatives met with House and Senate staff members two weeks ago after the Senate Communications Subcommittee asked for copies of the memorandum and FOB report. Apparently, the FCC was grilled about the procedures it used. "We let them know that Hollings [Sen-

## Dudley Taft's offer refused; next step unclear

A \$1.3-billion bid for Taft Broadcasting (BROADCASTING, March 9) was rejected last week by the company's board of directors, but the bidders, Narragansett Capital Corp., and the Taft and Ingalls families, have not given up. Following a meeting of the board last Wednesday (March 11), at which Taft's vice chairman, Dudley Taft, outlined the \$145-per-share offer, the company said the directors had unanimously decided that "the offer failed to fully recognize the future prospects of the company and directed the management to explore alternatives including financial restructuring."

Disagreeing with the board's assessment, the Taft/Narragansett group responded that its offer "is more advantageous to the Taft Broadcasting shareholders than any financial restructuring that realistically could be achieved." The bidders said they intend "to pursue their acquisition effort and to explore the alternatives that may be available to them to achieve that objective, including engaging in further discussions with the company."

The alternatives could presumably involve a tender offer for the company, or a higher per-share merger proposal.

A tender offer by the Taft/Narragansett group would raise procedural questions at the FCC: If the Taft and Ingalls families are considered to be the last controlling shareholders-of-record for the company's seven television and 13 radio stations, would their tender offer represent a change of control? If it did, would an offer led by the vice chairman of the company represent a friendly tender offer or a hostile one?

The answer to such questions could determine whether the bidders could avail themselves of the FCC's two-step, short-form/trustee procedure used in hostile tender offers. The alternative long-form application would force the tender to operate at a timing disadvantage.

A tender offer might have to be at a higher per-share offer than \$145 since Taft stock continued to trade at above \$150, even after some profit taking on Monday when 343,600 of the company's nine million shares changed hands. One of those recently selling shares was New World Pictures, which last week said it had unloaded its 4.9% holding in Taft for a pre-tax gain of \$17.8 million.

As for buyers, many suspected that 16.2% holder, American Financial Corp., was in the marketplace. AFC said last Monday it was holding discussions with the bidding group about joining in their offer—as of last week with no apparent resolution—and was thinking of making a bid itself for the company.

No matter what happens, Dudley Taft is expected to come away with Taft's WGHP-TV Greensboro, N.C., which he proposed to buy for \$55 million in late January (BROADCASTING, Feb. 2).



ate Commerce Committee Chairman Ernest Hollings] believes the FCC is the expert body when it comes to decisions concerning spectrum. But the agency should follow proper procedure," said one of the committee's aides.

During the meeting FCC officials are reported to have admitted their spectrum use study was flawed. Also agency staffers were said to have revealed that even if the land-mobile community were awarded the UHF spectrum, the space would not be used for at least the next five years.

Also raised was the issue of HDTV. Some staff members attending the meeting wanted to know how the FCC could assure Congress that the HDTV was not being overlooked.

The Association of Maximum Service Telecasters moved last week, as well, to buttress arguments there would be enough UHF-TV spectrum for most or all existing broadcasters to offer NTSC-compatible HDTV services in the band.

In a preliminary study submitted to the FCC last week, AMST consulting engineer Jules Cohen showed six "worst case" major markets—New York, Los Angeles, Chicago, Philadelphia, Washington and Baltimore—could accommodate NTSC-compatible HDTV half-channel allocations in the UHF band for all or virtually all current stations if the commission's land-mobile sharing proposal was not implemented in those markets.

Such compatible half-channel HDTV technologies, now under development by North American Philips and New York Institute of Technology, would not require "substantial" cutbacks in current NTSC service areas, would not cause "significant" interference to existing services and would not require existing television stations to shift channels, the preliminary study indicated.

"We're pleased that the commission is taking a closer look at land-mobile's use of its existing spectrum," said National Associ-

ation of Broadcasters President Eddie Fritts. "How wisely the FCC makes this spectrum management decision will directly affect the ability of free-over-the-air television to serve the public when HDTV becomes a marketplace reality within a very few years," Fritts said.

Tom Paro, AMST president, said that association was looking forward to working with the FCC to "devise appropriate rules" that will enable local broadcasters to participate in HDTV and other new technologies. "All other video media are free to convert to HDTV without the government-imposed constraint of 6 mhz channels," said Paro. "AMST is also working for an HDTV system that is compatible with consumers' \$50-billion investment in existing receivers. AMST continues to believe that actual land-mobile demand can be met by more efficient use of its existing spectrum and that land-mobile sharing, as proposed, would cause substantive interference to the public's TV service." □

## Gillett buys WTVT Tampa; Disney tries for KHJ-TV

**Proposed station sales valued at \$365 million and \$320 million, respectively; minority key in Tampa deal; Disney enters RKO quagmire**

Two major-market television transactions were announced last week—the sale of WTVT(TV) Tampa, Fla., for at least \$365 million and the sale of KHJ-TV Los Angeles to a new buyer, for at least \$320 million.

The long-rumored sale of WTVT(TV) was finally filed at the FCC last week, after seller Gaylord Broadcasting concluded a March 5 deal for a reported \$365 million, plus cash and accounts receivable at the time of closing.

The proposed buyer of the channel 13 CBS affiliate is 79%-owned by Nashville-based George Gillett and 21% owned by Clarence V. McKee, a Washington communications attorney "of counsel" at Pepper & Corrazzini, the law firm handling most FCC matters for the 10 TV stations owned by Gillett.

McKee, who is black, is president and chief executive officer of the buyer and will have 52% voting control, thereby potentially qualifying the Oklahoma City-based Gaylord for a deferral of taxes on the sale. Indeed the sale is contingent upon the FCC's issuance of a tax certificate recommending that the Internal Revenue Service permit Gaylord to escape capital gains tax if it invests in another media property of at least equivalent value in two years. Such tax certificates are issued to further the policy of assisting minorities to obtain broadcast ownerships.

The ownership agreement between Gillett and McKee also includes certain "option rights and a put/call arrangement," which are still to be "clearly defined," and filed with the FCC.

Gaylord has also recently agreed to sell WVUE(TV) New Orleans for \$60 million to

Burnham Broadcasting. That and WTVT represent half of a group of four stations that Gaylord last year indicated it might sell. Still left are two independent stations: KSTW(TV) Tacoma (Seattle), Wash., and WVTM(TV) Milwaukee.

RKO parent company, GenCorp, quickly found a new buyer for the channel 9 KHJ-TV Los Angeles, after the independent's initially proposed buyer, Group W, exercised its right to pull out of the deal (BROADCASTING, Feb. 2). The new deal is structured essentially like the previous one, with the proposed buyer, The Walt Disney Co., paying RKO \$217 million plus "working capital and certain other adjustments" and paying the shareholders of the group challenging the station's license, Fidelity, \$103 million and "certain other adjustments." The combined total of \$320 million-plus is \$10 million more than Group W had signed for in November 1985.

The proposed purchase faces the same FCC hurdles and uncertainty the proposed Group W deal faced. Transfer applications and the appropriate requests for special relief and waivers must be filed, a process subject to petitions to deny. All of RKO General's broadcast licenses are involved in comparative hearings, with rival applicants.

As with Group W, Disney also is known to have a "drop dead" date, after which it can back out of its agreement with GenCorp, but the date could not be learned. The arrival of Disney as a buyer was a surprise to some, but was actually the second time the Burbank, Calif.-based company had talked with the seller, according to Rich Frank, president, The Walt Disney Studios, who said Disney talked with GenCorp the first time GenCorp considered selling the station.

KHJ-TV would be Disney's first TV station. Said Frank: "The number-one reason we want to buy it is that we think it is a very good investment. . . It is an opportunity to

put to use some of the money from the sale of Arvida (real estate subsidiary). . . We are pretty liquid, and the station has a great cash flow that could help diversify the company's earnings base."

Frank, who earlier in his career was general sales manager of co-located KTLA(TV), noted that a number of other Disney people had station experience: "Jamie Bennett [vice president, programing, Buena Vista Television] was at KCBS-TV [Los Angeles]; Rich Goldman [Buena Vista's vice president, sales] was with stations in San Francisco and Boston, and Bob Jacquemin [senior vice president of Buena Vista] was with TeleRep for 15 years."

Frank also said the Los Angeles station would give Disney a chance to "promote and cross promote," particularly with its nearby amusement park, Disneyland. □

## WSVN owner contests NBC purchase of WTVJ Miami

**Edmund Ansin accuses networks of "misusing power of affiliation"; calls on Congress, FCC and Justice to review proposed purchase**

Congress, the FCC and the Justice Department are being asked to review the proposed purchase of CBS affiliate WTVJ(TV) Miami by General Electric and its subsidiary, NBC. The request came last week from Edmund Ansin, owner of the current NBC affiliate in Miami, WSVN(TV), who said that both NBC and CBS, "are misusing their power of affiliation to their advantage in Miami." Some

expect the question of station purchases by the TV networks to be one of the topics soon to be addressed in hearings before the House Telecommunications Subcommittee.

Ansin told BROADCASTING that he found out about NBC's proposed acquisition of his competitor for \$270 million ("Top of the Week," Jan. 19) only a few hours before it was publicly announced. WSVN, he said, had signed a new two-year affiliation agreement with NBC only 16 days before the GENBC purchase of WTVJ was announced. But the WTVJ sale, said Ansin, has raised doubts about the NBC affiliation. "It has put us under a cloud," he said. "Agency people are constantly saying, 'If I give you an order, will you be able to clear it?' The affiliation question has also prevented us from fundamentally determining what kind of programming we should seek."

The station owner's criticism did not spare CBS. Ansin said that since the announcement he has had several phone conversations with CBS's Anthony Malara, senior vice president, distribution, CBS Television Network, who made offers to buy the station

(which Ansin declined) and who at the same time told him that CBS could not discuss an affiliation agreement since it was still negotiating with Taft Broadcasting about the possible purchase of Taft's co-located VHF independent WCIX(TV).

Malara declined to say whether CBS had tried to buy Ansin's station: "I have talked with Mr. Ansin on a number of occasions and was anxious to talk with him about the options that existed between channel 7 [WSVN] and CBS, but told him that everybody knows CBS was having conversations with Taft and that it clearly wasn't appropriate to be talking about both options in the market at the same time."

Over the past three weeks Ansin has met with half a dozen members of the Florida congressional delegation, including Representative Claude Pepper (D-Fla.), chairman of the House Rules Committee, and Ed Markey (D-Mass.), chairman of the House Telecommunications Subcommittee. A petition to deny the purchase of WTVJ will also be filed, Ansin said.

Former FCC Chairman Charles Ferris, a

partner at Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, which is preparing the petition to deny, said that the general issue is "the use of economic power by the networks . . . . When they come into a market as they have in Miami and where CBS was attempting to purchase channel 4 [WTVJ] at a price that was said to be 10's of millions of dollars or maybe \$100 million less than what NBC paid, it appears that leverage was at work . . . . Maybe the networks should be limited to negotiating a purchase only of their own affiliates."

In a statement circulated in Washington, Ansin recalled that "30 years ago NBC was stripped of its license in Philadelphia and forced to return the station to its [sic] previous owner due to its improper use of its network power." He was referring to an FCC decision undoing an exchange of NBC-owned stations in Cleveland for Westinghouse stations in Philadelphia. The FCC found NBC and its parent, RCA, had coerced Westinghouse into making the swap. "The networks' new management," said Ansin in the statement, "are playing the same game." □

## Hollings introduces fairness doctrine codification

**Joined by Danforth and Inouye, South Carolina senator seeks to preempt any FCC try for repeal**

Senator Ernest Hollings (D-S.C.) last week made good on his promise to introduce a bill that would turn the fairness doctrine into federal law. Hollings, who chairs the Senate Commerce Committee, offered the measure because he expects the FCC to try to repeal the doctrine.

"We have reached the point where we all know what the chairman [the FCC's Mark Fowler] and the commissioners will do with the fairness doctrine—repeal it," Hollings said in a statement accompanying his bill. "That is why Senator Inouye [Democrat Daniel Inouye of Hawaii, Communications Subcommittee chairman], Senator Danforth [Republican John Danforth of Missouri, ranking minority member on Commerce], and I are introducing today this simple bill to redo what we already thought we had done some 30 years ago: codify the fairness doctrine," he said.

Danforth, in a statement, said: "A broadcast license gives the broadcaster the most powerful and effective means to influence the American public." He said it is not asking "too much of these trustees of the spectrum to require them to devote time to the discussion of controversial issues of public importance and to air conflicting viewpoints so that the public may make informed decisions."

The bill makes eight key arguments:

■ "Despite technological advances, the electromagnetic spectrum remains a scarce and valuable public resource."

■ "There are still substantially more people who want to broadcast than there are frequencies to allocate."

■ "A broadcast license confers the right to use a valuable public resource, and a broadcaster is therefore required to utilize that re-

source as a trustee for the American people."

■ "There is a substantial government interest in conditioning the award or renewal of a broadcast license on the requirement that the licensee insure the widest possible dissemination of information from diverse and antagonistic sources by presenting a reasonable opportunity for the discussion of conflicting views on issues of public importance."

■ "While new video and audio services have been proposed and introduced, many have not succeeded, and even those that are operating reach a far smaller audience than broadcast stations."

■ "Even when and where new video and audio services are available, they do not provide meaningful alternatives to broadcast stations for the dissemination of news and public affairs."

■ "For more than 30 years, the fairness doctrine and its corollaries, as developed by the FCC on the basis of the provisions of the Communications Act of 1934, have enhanced free speech by securing the paramount right of the broadcast audience to robust debate on issues of public importance."

■ "The fairness doctrine (a) fairly reflects the statutory obligations of broadcasters under that act to operate in the public interest, (b) was given statutory approval by the Congress in making certain amendments to that act in 1959, and (c) strikes a reasonable balance among the First Amendment rights of the public, broadcast licensees, and speakers other than owners of broadcast facilities."

The bill states: "A broadcast licensee shall afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

The senator's concern over the doctrine was raised by a U.S. Court of Appeals decision that said Congress never codified the doctrine in 1959 and that the FCC can eliminate it. "This decision is just plain wrong,

It's distorted. It's illogical," Hollings said. But Hollings said he would not be so worried about the court's action if it weren't for the FCC's "relentless and misguided vendetta against the fairness doctrine."

Hollings took issue with arguments that spectrum space is no longer scarce, and he quoted the National Association of Broadcasters president, Eddie Fritts, as having admitted to scarcity in a speech. "No one," Hollings quoted Fritts as saying, "challenges the fact that valuable spectrum space is scarce . . . (it) should be used to serve all the public . . . (Fritts made those remarks before an Annenberg School of Communications symposium on high-definition television [BROADCASTING, Dec. 15, 1986]. Fritts explained his reference to scarcity was intended to suggest that space allocated to land-mobile services was not being used efficiently.)"

A hearing on the bill will be held Wednesday, March 18, by the Senate Communications Subcommittee. Slated to testify are: the FCC's Fowler; a former FCC chairman, Charles Ferris, now with Mintz, Levin, Cohen, Ferris, Glovsky & Popeo; Robert L. Shayon, professor of the Annenberg School of Communications, University of Pennsylvania; John Spain, news director of WBRZ(TV) Baton Rouge and president of the Radio-Television News Directors Association; Craig Smith, president of the Freedom of Expression Foundation, and Tom Elkins, president and general manager, KNUI(AM) Kahului, Hawaii. (Hollings, in remarks elsewhere last week, said he anticipates some members may filibuster his bill.)

A companion measure will be offered in the House by Energy and Commerce Committee Chairman John Dingell (D-Mich.) and Telecommunications Subcommittee Chairman Edward Markey (D-Mass.), who also plans to convene a hearing on the issue. □



## Appeals court backs FCC in WNCN case

### Listening groups had sought to block license renewal over format change

The battle over the format of WNCN(FM) New York reached another milestone last week. A panel of the U.S. Court of Appeals in Washington unanimously affirmed an FCC decision rejecting the petition of two listener groups and renewing the station's license without a hearing. It affirmed as well the commission's denial of the groups' petition to intervene in a comparative-renewal contest for the station's license.

Principally at issue is an alleged breach of a contract under which the station's license, GAF Broadcasting Co., was to sell the station to a group committed to preserve the station's classical music format. The court was satisfied the dispute did not "rise to the level of an issue warranting a hearing"—at least while separate litigation over that issue was continuing in New York.

The dispute has been going on in one form or another for over 10 years and involves the fierce determination of WNCN listeners to preserve the station's format. The dispute was a contributing factor in the commission's decision in 1976 to adopt the policy that format decisions are best left to the play of the marketplace, a policy statement ultimately affirmed by the Supreme Court (BROADCASTING, March 30, 1981). It also resulted in the continuing litigation in New York state courts.

The present licensee, GAF Broadcasting Co., acquired the station in 1976 from Starr Broadcasting Group as the result of a five-party agreement, in which a principal objective was to end a fight over the format. Starr had changed the format from classical to rock—to the dismay and anger of some listeners—and GAF had agreed to return the station to classical. It also granted Concert Radio Inc., another of the parties to the agreement and one of those devoted to the classical music format, an option to acquire the station if GAF decided to sell it within five years.

The issues involved in the case decided by the appeals court panel last week grew out of what the listener groups and Concert regard as a violation of that agreement. In 1980, six months before the expiration of Concert's option, GAF's parent corporation, GAF Corp., announced a restructuring that would involve an offering of WNCN for sale. Concert and the listener groups—Listeners Guild Inc. and Classical Radio for Connecticut Inc.—saw the announcement as triggering the option provision. And when GAF refused to sell the station, Concert sought relief in the New York courts, and the listener groups at the FCC, with a petition to deny GAF's application for renewal.

As if that were not enough, yet another entity anxious to preserve the classical music format entered the fray—Classical Radio Inc. It filed a competing application. In time, GAF and Classical Radio reached a settlement under which the newcomer left the field. That paved the way for the com-

mission's decision to grant unconditionally GAF's renewal application. But by that time the groups had acquired another grievance: The commission had denied their petition to intervene in the comparative hearing.

In affirming the commission's renewal of GAF's license, the panel indicated that petitioners to deny have a heavy burden under the law—they must show that a renewal grant would, on its face, be inconsistent with the public interest. The groups had cited the contract dispute.

And a trial court in New York had ruled against GAF—but while the Appellate Division upheld the conclusion that GAF had breached its contract, it reversed the mandated remedy of specific performance. The appeals court panel, taking that into account, said it was satisfied "that the commission reasonably determined that the contract dispute... did not rise to the level of an issue warranting a hearing. With ongoing litigation in the state courts, the commission reasonably adopted, as it were, a 'wait and see' posture." The commission had noted that the renewal grant was "without prejudice" to

whatever action the commission considered appropriate in the light of the litigation in the New York courts.

As for the parties' complaint regarding the commission's refusal to permit their participation in the aborted comparative-renewal contest, the panel noted the commission's rules for such participation require parties to demonstrate how they would aid the commission's resolution of the issues. And the groups' petition, the panel added, fell short of the delineated standards. They did not ask the commission to designate for hearing additional issues; nor did they take a position on the standard comparative issue of which applicant would better serve the public interest. "A broad, undifferentiated desire to participate does not satisfy the strictures of the intervention rule," the panel said.

The opinion was written by Judge Kenneth W. Starr. Joining him were Chief Judge Patricia McG. Wald and Judge Oscar H. Davis of the U.S. Court of Appeals for the Federal Circuit, sitting by designation.

So the beat goes on. At WNCN, it remains classical. □

### Orbis gets big barter business

Gulf + Western Inc. and Coca-Cola Television announced last week that barter time in the two companies' television programming will be sold through a joint venture with Orbis Communications to be called International Advertising Sales. Barter product handled by the new venture will include that of Orbis, Gulf + Western's Paramount, Coca-Cola Telecommunications (Coke's first-run division), Columbia/Embassy (Coke's off-network division), and future product from Coke's Merv Griffin Productions. Brian Byrne, executive vice president of Orbis, will be president of the new entity.

Orbis President Bob Turner called barter "the biggest growth area" in television advertising currently. Turner said that there are 30 to 40 companies that now split



Byrne



Turner

\$700 million in barter billings. Turner said that in its first year, International Advertising Sales hopes to do \$100 million in business.

For Orbis, a mid-size syndication company, the arrangement stands to bring in a large piece of revenue, as well as a prestige piece of business. Orbis brings to the deal experience in selling barter time for a number of companies, including 20th Century Fox, Warner Bros. and Embassy Communications.

Specifics of the arrangements behind the deal were not being discussed, but it was said that each company will be one-third owner in the venture. IAS will begin operations with offices in New York and Chicago.

Coke and Gulf + Western had previously narrowed the field of candidates to sell their barter time to a handful of companies. One name considered a strong contender for the Coke/Paramount business was King World's Camelot, but discussions with that company never reached the serious stage, according to knowledgeable sources.

The new deal among the three companies will not affect existing barter deals, it was said. Coke's Colex division, set up jointly with LBS Communications, will continue to operate under existing contracts.

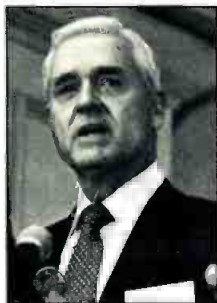
## AAF convention features Washington experts

**Annual spring gathering offers slate of speakers from Congress, government and industry**

A full roster of congressional and regulatory heavy hitters appeared at the American Advertising Federation's spring government affairs conference last Thursday and Friday (March 12-13) in Washington. The annual event set the tone for what most in the advertising community feel is bound to be a challenging year as the 100th Congress, among other things, considers legislation that would ban all promotion and advertising of tobacco products.

But the industry's concerns do not end there, with AAF President Howard Bell citing other legislative initiatives on his association's agenda. Bell noted that Senator Bill Bradley (D-N.J.) has reintroduced a bill that would disallow tax deductions for advertising expenses for tobacco products. Another threat to the advertising industry is a proposal to expand the power of states' attorneys general to prosecute in any state—and thus the right to go outside their own state to take a national advertiser to court. Advertisers also want to insure that any legislation reauthorizing the FTC will include a provision that will continue the current restriction barring the FTC from using its unfairness authority to regulate advertising.

The FTC's chairman, Daniel Oliver, underscored the seriousness of ad bans. Also at the AAF conference, FCC Commissioner James Quello said he thought people had a right to advertise condoms, but he suggested that it be done with "good taste" to keep the pressure from building against such ads. "I'm a strong First Amendment supporter,"



Hollings



Dingell

Quello said. "Generally I feel if it's legal to sell, it should be legal to advertise."

Added Quello: "From this FCC, you're not going to get advertising regulation."

### Hollings hopeful Congress will reauthorize FTC

Senate Commerce Committee Chairman Ernest Hollings (D-S.C.) says he's optimistic Congress will be able to move legislation reauthorizing the Federal Trade Commission. That's what he told advertisers attending the AAF conference. Even though it's apparent that the Senate and House are still at odds over the issue of whether the FTC should be allowed to use an unfairness standard in adopting industry regulations concerning advertising, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) who appeared earlier at the meeting, said the unfairness standard should be applied in FTC advertising rulemakings. And Dingell indicated the issue could lead to another impasse between the two chambers (see story, at right).

But Hollings feels unfairness is not a mat-

ter of "legislative purview," and indeed, he thinks "you can't have a political decision about what's unfair." The Senate Commerce Committee last week passed an FTC reauthorization bill that bars the FTC from using the standard (the Senate took that stand in the last Congress).

But despite that difference, Hollings thinks the bill has a chance. "We can work together, we'll get one out this year."

On another matter, the Senator expressed his opposition to a measure that would ban all advertising and promotion of tobacco products. He said he hoped that once such a bill is introduced it will be referred to Commerce.

### Dingell restates his support of unfairness standard by FTC to regulate advertising; tells AAF he is neutral on issue of banning advertising of tobacco products

Passage of legislation reauthorizing the Federal Trade Commission may be a hard sell. In remarks before AAF members, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) indicated that the House is unlikely to drop its opposition to limiting the FTC's authority to regulate advertising based on an unfairness standard. However, a bill adopted by the Senate Commerce Committee last week would do the opposite (see story, page 80), and as a result the two chambers are likely to be at odds again over the issue.

The chairman underscored his support for the FTC's use of an unfairness standard to regulate advertising. "I approved the FTC authorization passed by the House last year and strongly supported the House position in conference," said Dingell. "There have been no developments since that time which could cause me to alter my views on this issue; I see no indication that the House will alter its stance on the matter either."

Although advertisers may not have been thrilled by the congressman's stand on unfairness, they were heartened to hear that he has yet to take a position on legislation that would ban all advertising and promotion of tobacco products. Dingell indicated he was neutral on the issue. "I intend to await the subcommittee hearings and to examine closely both the hearing record and the constitutional issues. I can assure you that both the proponents and opponents of this legislation will have ample opportunity to make their views known."

The Commerce Committee chairman also stated his commitment to the FCC's fairness doctrine. Conference participants tried to convince the chairman that the doctrine has a "chilling affect" on broadcasters' First Amendment rights and hampers advertisers access to the airwaves, Dingell was unper-suaded. "The fairness doctrine does not quell controversial speech—but it has been used as an excuse for broadcasters to shy away from hot topics," he said. □

### Intelsat board picks Burch as new head

Former FCC Chairman Dean Burch late Friday afternoon (March 13) won the endorsement of the Intelsat board of governors as director general of the world organization. U.S. sources (following the voting that began Friday morning) reported at 6 p.m. that the board agreed to make Burch's selection unanimous. That decision came after Burch had gone over the top on the fourth ballot, with 64.5% of the vote. The rules require a majority of 63.4%.

The board's decision must be confirmed at an Extraordinary Assembly of Parties, to be held in April. But such confirmation is regarded as routine.

Burch reportedly broke the 63.4% barrier when the Brazilian candidate, Pedro Jorge Castelo Branco, withdrew from the contest. But France, which had complained during earlier rounds of balloting about what it said was undue American pressure, caused concern in the American camp when it called for a formal, confirming vote. That would have afforded some governors an opportunity to back away from Burch—and precipitate a deadlock. The U.S. saw that as the strategy of some European countries. But after discussions, the French withdrew their request for a formal vote, and agreed to make the vote unanimous.

Burch had broken on top of the four candidates on the first ballot with 52% of the vote. He had the U.S.'s 25% in the weighted voting the board employs, and, among others, the support of the United Kingdom (with its 14%) and Japan (3%).

U.S. government officials, with strong support from Comsat, had waged a vigorous, worldwide campaign to secure Burch's victory (BROADCASTING, March 9). One Intelsat official termed it "a full court press." When it was secured, Ambassador Diana Lady Dougan, of State's Bureau of International Communications and Information Policy, said: "We are exceedingly pleased that Dean Burch has the support of the Board of Governors. . . . We see an opportunity for a bright and positive future"



THE ONLY  
TWO SHOWS  
THAT BEAT  
“WHEEL OF FORTUNE”  
AND “JEOPARDY!”  
LAST YEAR...

## Good as gold contract for Warner's Ross

**Chairman's new 10-year pact splits board of directors; remuneration could make him \$10-million-a-year man**

The new employment contract of Warner Chairman Steve Ross is 50 pages long and covers at least five forms of compensation. Even more impressive in the contract is the sum that may potentially be awarded to the 59-year-old chairman over the next 10 years. One person who had closely studied the document said Ross's compensation could easily total \$100 million to \$200 million between now and 1996.

The contract also served as another occasion for the public airing of discord between Ross and Warner's largest shareholder, Chris-Craft Industries. The latter's six representatives on Warner's board all voted against the proposed contract and declined to have the vote made unanimous, causing the dissension to be made public in a filing with the Securities and Exchange Commission. Of the nine directors who approved the contract, four are up for reelection at the next shareholders meeting while two of the Chris-Craft nominated directors face reelection.

Ross is assured of employment as chairman and chief executive officer at least until he turns 69. Each year he is to receive a base salary of at least \$800,000, plus an "incentive bonus" equal to 1% of the company's "after-tax consolidated net income... inclusive of any and all extraordinary or nonrecurring items of income, expense, gain or loss and amounts payable." If net income is less than \$75 million, or if earnings-per-share are less than 50 cents, Ross is not entitled to the 1% of net income, but the board may still issue a discretionary bonus.

That part of Ross's contract is almost exactly what he has received in 1986 and 1985, following the company's \$568-million writeoff of Atari in 1984, when his salary



Ross

was \$350,000 with no bonus. In both 1985 and 1986, he received \$800,000 salary and close to \$2 million in bonus payments. The consensus 1987 estimate of analysts surveyed by Zacks Investment Research Inc. is that Warner will again bring in close to \$200 million in net earnings—not including extraordinary items—thus perhaps bringing Ross an additional \$2 million on top of his salary.

In addition to the base salary and incentive bonus, a sum equaling half of the base salary will be deposited in an investment account, the proceeds of which will, beginning in 1997, be paid to Ross over the following five years.

But it is the "long-term bonus compensation" that offers the Warner chairman a potentially huge sum. The first part of the plan calls for a cash payment equal to the preceding three-year stock price average multiplied

by 300,000 in 1990, and 150,000 in 1992, 1994, 1996 and 1997. If, for instance, Warner's stock repeated its rate of increase over the past three years, Ross might receive close to \$20 million in 1990—300,000 times a hypothetical three-year average of \$67—in addition to that year's salary and incentive bonus.

A second part of the long-term bonus compensation calls for a cash payment of the difference between the average price on the day the contract was approved, roughly 30%, and the three-year average preceding December of 1989 (multiplied by 200,000); 1991, 1993 and 1995 (multiplied by 300,000), and 1996 (multiplied by 400,000). Using a hypothetical three-year average preceding 1989 of \$55, Ross would receive \$4.8 million in addition to his salary and incentive bonus.

John Tinker, a security analyst for Bear Stearns, noted that Ross benefits by receiving the long-term bonus in cash. If he instead were to receive the payment in shares, he would have to hold the stock for a while before being allowed to sell it. Tinker also noted that in the first part of the long-term bonus, Ross benefits whether the stock goes up or down. This is in contrast to at least one other lucrative Hollywood contract, that of Michael Eisner of Disney, who had options that became valuable only if the stock price went up. In his previous contract, Ross had stock appreciation rights that were not of a comparable size, a company executive said.

The newly adopted contract slowly came into being as Ross brought the company back from its low point of several years ago, cutting back corporate overhead at the urging of Chris-Craft Chairman Herbert Siegel. Ross also got good marks himself for his handling of the spin-off of Atari, the Frank-

**GenCorp sells RKO Pictures to management.** GenCorp, the Akron-based tire company that is trying to pull out of the radio, television and entertainment business, last week sold RKO Pictures to the subsidiary's top management for a price said to be in excess of \$40 million. The unprofitable unit, which the late billionaire Howard Hughes sold to GenCorp in 1955 for \$25 million, resumed making movies in 1980 after a long hiatus. But the studio, based in Los Angeles, is primarily known for its 750-film library that contains "Citizen Kane" and "King Kong."

The group of buyers, according to GenCorp, includes Michael Seiler, president of RKO Pictures; Alan J. Hirschfeld, former chief executive of Columbia Pictures and 20th Century Fox Film Corp., and Robert Fell, the head of a management recruiting firm. Others in the executive group, which will act as RKO Holding Co., are Jerry Offsay, David Korda and Barbara Boyle. The deal is set to close in May.

During fiscal 1986, less than 2% of GenCorp's \$130 million net profit came from RKO Pictures. The studio had made 13 films before it pulled out of the movie business, but reentered the field seven years ago to co-finance projects and lost millions. In 1985, it made a movie on its own, "Plenty," with Meryl Streep and Sir John Gielgud. But that effort, and "Half Moon Street" with Michael Caine and Sigourney Weaver, did not perform well at the box office.



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And, "Jeopardy!" became  
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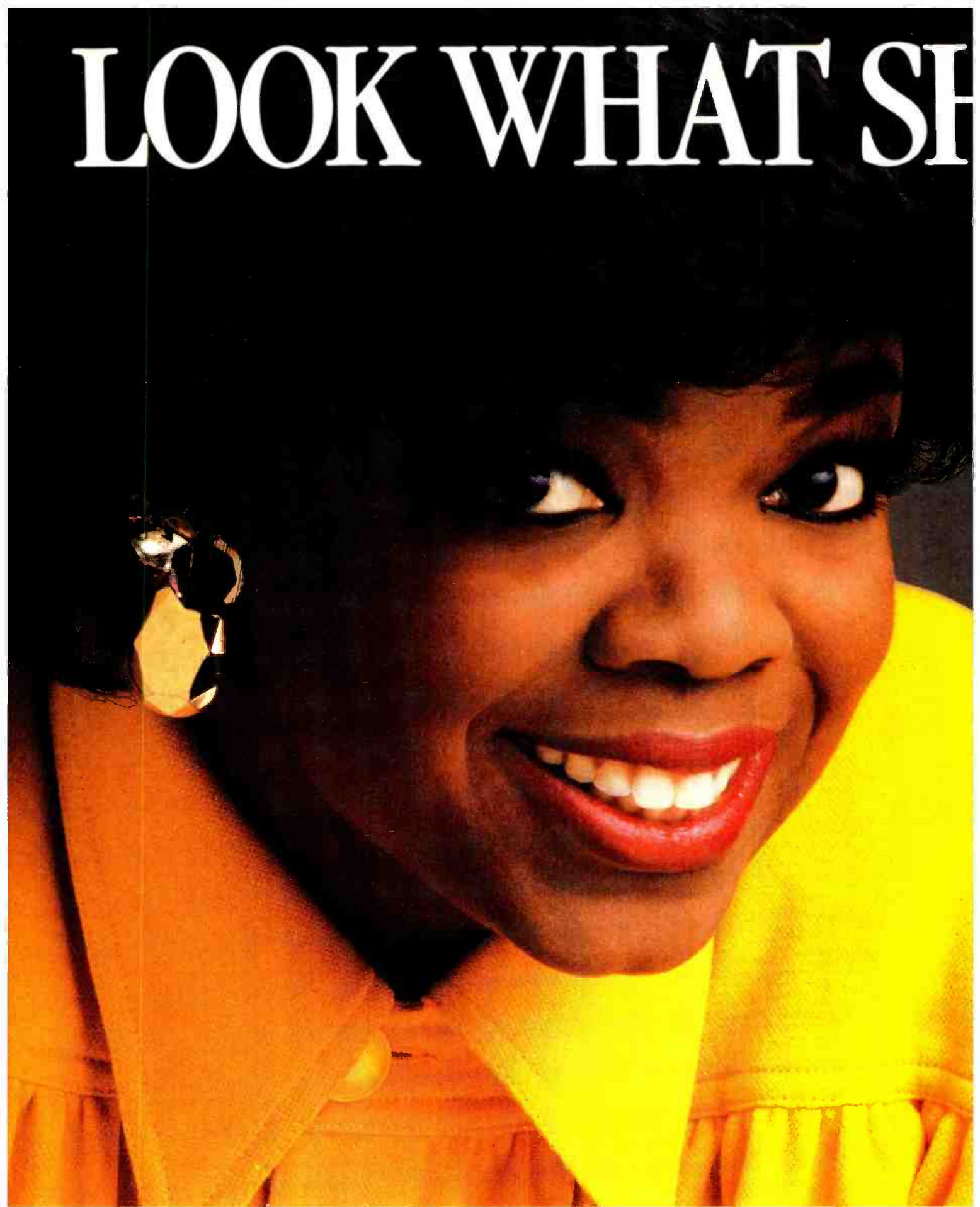
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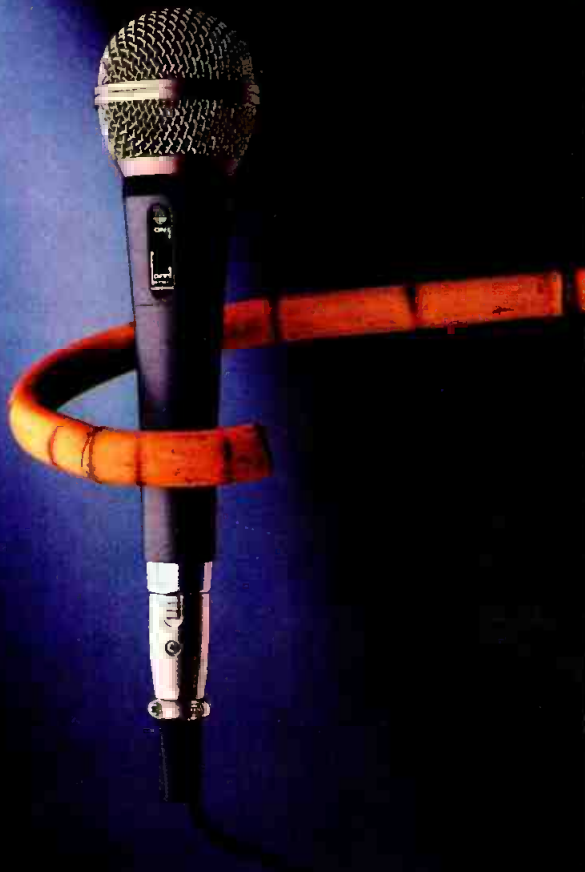
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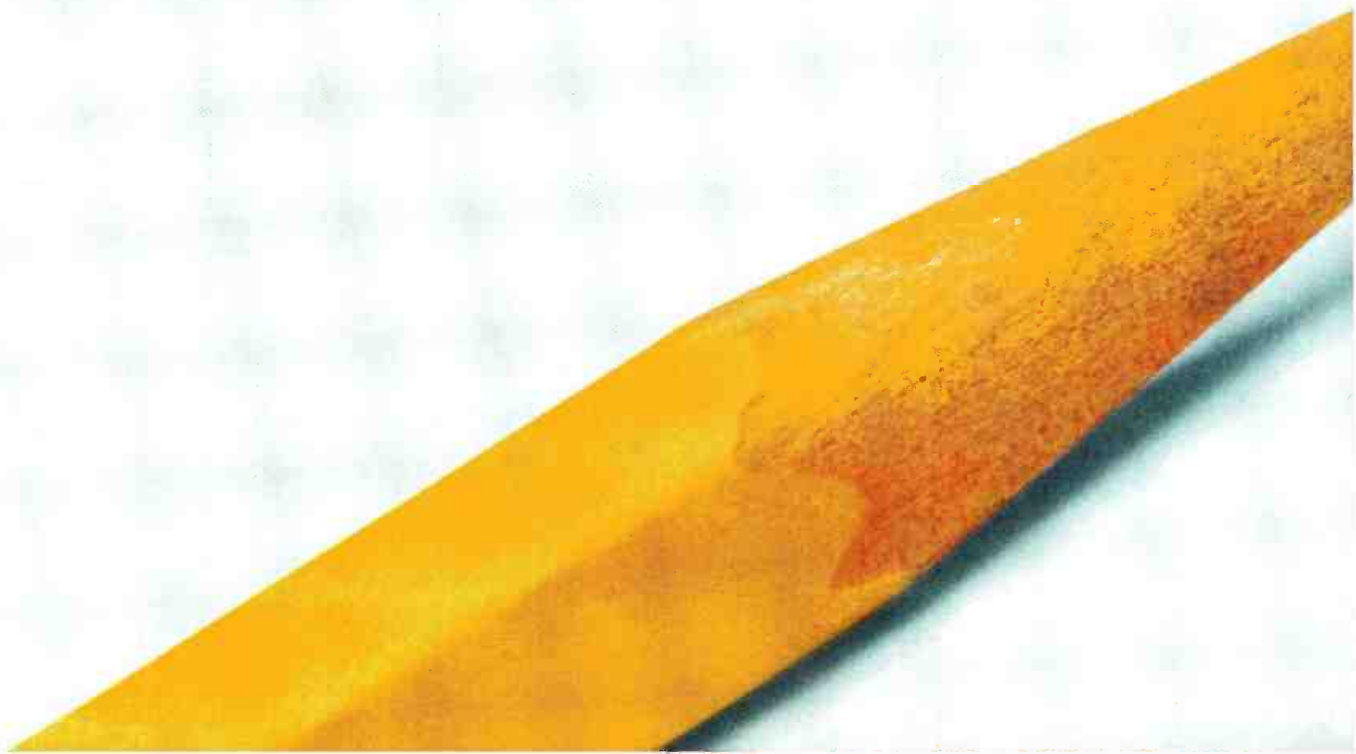
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*WKYC* *WTSP* *KOMO* *KOVR* *KTSP* *WVIT*  
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SAN ANTONIO HARRISBURG NORFOLK LOUISVILLE DAYTON ALBANY, NY

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# FALL, 1987!

*KGGM* *WFRV* *WOI* *WSLS* *WAND* *KGAN*  
ALBUQUERQUE GREEN BAY DES MOINES ROANOKE CHAMPAIGN CEDAR RAPIDS

*KOLR* *WJAC* *WJKL* *WNCT* *WGGB* *KTNV*  
SPRINGFIELD, MO JOHNSTOWN BRISTOL GREENVILLE, NC SPRINGFIELD, MA LAS VEGAS

*KVIA* *WEEK* *WDAY* *WKOW* *WCIV* *KMST*  
EL PASO PEORIA FARGO MADISON CHARLESTON, SC MONTEREY

*KCOY* *WRBL* *KVII* *KOLO* *KEZI* *WETG*  
SANTA BARBARA COLUMBUS, GA AMARILLO RENO EUGENE ERIE

*KCPM* *KBMV* *KRCG* *KTVL* *KETK* *WUTR*  
CHICO MINOT COLUMBIA, MO MEDFORD TYLER UTICA

*KOTA* *WMBB* *WEYF*  
RAPID CITY PANAMA CITY WATERTOWN



WIN, LOSE OR DRAW



lin Mint, the company's interest in Showtime/The Movie Channel, MTV Networks and other holdings, while hanging on to the company's cable systems. Warner's stock has just now returned to its price of early 1982.

A Warner spokesman said that negotiations over the new contract have been under way for two years. In recent weeks, several favorable articles have appeared on Ross and the company, which, some observers have interpreted as an orchestrated campaign to prepare the financial community for the contract.

Most major investors did not seem overly bothered by the size of the agreement, and since the announcement two weeks ago the stock has gone up roughly \$2. Analysts for several "institutions" holding sizable positions in Warner had either yet to look at the contract, or seemed to accept the remuneration as a way of life among some production companies.

"This is nothing new," said one, "He has had contracts in the past that have opened up peoples' eyes." Ross, because of his exercise of stock options, was the highest compensated executive in America in 1982.

Meanwhile, the rumors of a divorce between the interlocked holdings of Warner and Chris-Craft continue.

Mario Gabelli, whose company is a major investor in the latter, declined to make too much of the disagreement: "If they want a divorce they will get one. But it's not as important now since they are [in conflict] over a company (Warner) that is rising in value." □

**Research support.** Group W announced that Westinghouse Electric will fund a Communications Research Center at Fordham University, the alma mater of the late Group W Chairman Don McGannon.

The purpose of the center, the announcement said, is to "... support and disseminate research to policymakers in industry, government, the arts, academic communities and nonprofit agencies in the New York metropolitan area to help them operate responsibly in a communication-oriented society." Initial research of the center will consider the "transforming of community in the new communication order."

The center, to be located at Fordham's Bronx, N.Y., campus, will sponsor forums, seminars, conferences and publications. It will also accept "proposals for research and will provide modest stipends to researchers," and will "seek funding from corporations and other support agencies."

Among those to be associated with the center include Dr. Everett C. Parker, former head of the Office of Communication of the United Church of Christ, who will be a senior research associate at the center.

## Bottom Line

**Peace pipe.** Sumner Redstone, president of National Amusements, and Terrence Elkes, president and chief executive officer of Viacom, released joint statement last Monday (March 9) saying they had met and "agreed to work together to consummate the previously announced merger between Viacom International and a wholly owned subsidiary of National Amusements as expeditiously as possible." Elkes had headed management-led leveraged buyout attempt which lost out to Redstone bid (BROADCASTING, March 9). □

**Held up in Washington.** Knight-Ridder and Gannett face public hearing over proposed joint operating agreement for Detroit newspapers. U.S. Attorney General Edwin Meese ordered public hearings after reviewing proposal, made last May, involving K-R's *Detroit Free Press* and Gannett's *Detroit News*. Executive editor of *News*, Robert Giles, reportedly said: "People who are in a better position than I say it could be six months once the hearings get started, and could be a year from now before the JOA, if approved, would be permitted to begin." □

**Merger monitor.** Dow Jones said it completed purchase of 51% of stock of 64,000-subscriber Far Eastern Economic Review Ltd.—giving it complete ownership—from South China Morning Post Ltd. for \$25.1 million. Agreement also saw South China selling its interest in Dow Jones Publishing Co. (Asia) Inc., back to Dow Jones. ■ Saatchi & Saatchi announced acquisition of Cleveland Consulting Associates, Cleveland, Ohio-based provider of "computer based information logistics... specializes in information consulting to assist companies in retail distribution programs." Initial consideration is \$2 million, with additional annual payments through 1991 that would "bring the aggregate consideration [including the down payment] up to 9.5 times the average post-tax profits of Cleveland in the last two years of that period." ■ Nielsen Marketing Research announced purchase of Penarvon PLC of Gwent, Wales, which provides, "retail-based information in the United Kingdom for the alcohol and tobacco industries." Terms of purchase by Dun & Bradstreet subsidiary were not disclosed. □

**Securities subjects.** De Laurentis Film Partners Limited Partners recently completed sale, through Paine Webber, of limited partnerships with warrants attached, raising \$23 million in net proceeds, short of \$59-million goal. ■ Cablevision Industries Corp. recently sold \$150 million—up from initially offered \$100 million—in 11¼% senior subordinated debentures due 2002 in offering headed by Morgan Stanley & Co. Cablevision is Liberty, N.Y.-based MSO controlled by Alan Gerry and serving roughly 380,000 subscribers. □

**Cruising in Bergen.** Macromedia Corp., Hackensack, N.J.-based group owner and publisher, said it is making first noncommunications venture with establishment of Macromedia Leasing Corp., wholly owned subsidiary specializing in car leasing. □

**Historical question.** Investment activities of Burt Sugarman, recently appointed chairman of Barris Industries, and chairman of Giant Group Ltd., are being reviewed by Securities and Exchange Commission, *Washington Post* has reported. Investigation reportedly centers on Giant Group's accumulation of stock in TRE Corp., Los Angeles-based building materials company, and whether such accumulation was in concert with other, undisclosed entities. Among those also said to have been contacted by SEC are group owner, Reliance Group Holdings. Some of Giant Group's purchases in TRE were said to have been purchased with \$35-million junk bond issue sold by Drexel Burnham Lambert. New York-based securities firm recently completed offering for Barris, of \$60 million—up from planned \$50 million—in 6¾% convertible senior debentures due 2012. □

**Expatriot investment.** News Corp. plans to buy 15% interest in four Australian television stations. Two of those stations were formerly owned by News Corp., which sold them to comply with 15% foreign ownership limitation—News Corp. chief executive, Rupert Murdoch, obtained U.S. citizenship last year. Westfield Capital Corp., to which News sold stations in Melbourne and Sydney, will combine stations in Lismore and Coffs Harbor, and sell 15% in all four to News Corp. for undisclosed sum. □

**Moving day.** Harte-Hanks Cable announced plan to relocate corporate headquarters from San Antonio, to Pasadena (East Houston), both Texas, in May or June. Plan also calls for reducing corporate office from 20 staff positions to six, who would also "play a larger roll in the daily operations of the East Houston company." Cable President Gary Weik will assume additional title of president of East Houston systems. Harte Hanks owns three other major system groups in Philadelphia, south Florida and New Jersey, serving 103,600 subscribers. ■ Grey Advertising's direct marketing subsidiary, Grey Direct, announced opening of office in Hong Kong. Opening follows December 1986 opening of Sydney, Australia, office and gives Grey Direct five domestic and 15 international offices.



# PROBLEM:



**BAD DUPE**

# SOLUTION:



**NO DUPE**

A bad dupe with no time to replace it is every broadcaster's nightmare. Whatever the problem turns out to be, when the tape that is delivered to the station isn't broadcast quality, it won't be aired.

This means extra work for traffic and operations departments and lost revenue for the station.

So save yourself the trouble of needless traffic problems. Send-or receive- the spot directly by satellite transmission. CYCLESAT feeds commercials direct to the engineer at each receiving station with accurate instructions and transmission from a clean, first generation master.

Look for us in CYCLESAT booth number 2654 at the N.A.B. convention in Dallas March 28-31. Our marketing and sales staff are ready to discuss a schedule for putting you together with the future.

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SATELLITE COURIERS

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## P&G still TV's number-one spender, but at reduced levels

Although Procter & Gamble led all television advertisers in 1986 in network and national spot and total TV billings (BROADCASTING, March 9), the giant detergent company suffered a comparatively sluggish year. Broadcast Advertisers Reports figures supplied by Television Bureau of Advertising show that P&G sliced its combined network, national spot and local spot expenditures last year to \$685 million, a cut of about 12% or \$91.5 million.

BAR figures show that P&G's network expenditures last year fell by 8%, to \$451 million, and investment in national and regional spot declined by 18%, to \$233.4 million. TVB could not explain the deep cuts in TV spending, and telephone calls to Procter & Gamble in Cincinnati were not returned. P&G repeatedly has refused to discuss its advertising spending policy.

An official of the Cable Advertising Bureau said its figures indicate that P&G spent about \$30 million on cable last year, about the same as 1985. He speculated that Procter & Gamble, along with other packaged goods advertisers, has been diverting more money from advertising to promotion, including couponing, premiums and contests. He also suggested over-all budget cuts.

Other advertisers that reduced their network TV budgets last year, according to TVB, were AT&T, down \$32 million; Ralston Purina, down \$31 million; Coca-Cola, down \$13 million, and PepsiCo, down \$12 million.

A listing of the top 25 network, spot and local advertisers, as compiled by BAR for TVB appears below.

### Top 25 network television advertisers in 1986

	1985	1986	% change
Procter & Gamble Co.	\$492,007,900	\$451,529,500	-8
Philip Morris Companies Inc.*	324,753,000	342,443,900	+5
General Motors Corp.	209,897,600	233,786,000	+11
Unilever N.V.*	195,904,400	202,371,300	+3
McDonald's Corp.	184,882,200	193,001,600	+4
Ford Motor Co.	191,373,200	188,815,200	-1
American Home Products	181,951,400	185,571,600	+2
Anheuser-Busch Companies	154,503,400	177,495,700	+15
Kellogg Co.	156,431,100	166,261,000	+6
Johnson & Johnson	154,963,700	164,321,700	+6
RJR Nabisco Inc.*	127,904,600	155,750,500	+22
AT&T	167,727,800	135,162,200	-19
General Mills Inc.*	98,566,200	130,140,300	+32
Bristol Myers Co.	127,641,400	128,521,100	+1
Sears Roebuck & Co.	122,657,100	127,803,600	+4
PepsiCo Inc.*	127,020,800	115,128,000	-9
Pillsbury Co.*	118,743,500	105,052,300	-12
Warner-Lambert Co.	83,352,400	103,068,500	+24
Coca Cola Co.*	114,708,000	101,284,100	-12
Ralston Purina Co.*	128,245,000	97,572,100	-24
Chrysler Corp.	96,194,300	96,450,700	0
Dart & Kraft Inc.*	101,686,200	88,445,900	-13
Quaker Oats Co.*	76,820,100	88,321,700	+15
Nestle S.A.	76,754,100	88,130,800	+15
Mars Inc.	87,216,400	84,983,000	-3

\*1985 data adjusted to reflect mergers, acquisitions and divestitures in 1986

### Top 25 local/retail television advertiser in 1986

	1985	1986	% change
PepsiCo Inc.	\$114,983,300	\$130,890,400	+14
McDonald's Corp.	118,054,200	128,199,600	+9
Pillsbury Co.	95,968,300	105,373,200	+10
The Kroger Co.	28,785,000	42,291,100	+47
Walt Disney Productions	25,647,100	39,695,700	+55
Wendy's International	40,441,800	39,190,300	-3
May Department Stores Co.	30,044,000	33,085,000	+10
Imasco Ltd.	26,826,300	32,798,200	+22
Federated Department Stores	25,753,900	32,037,900	+24
Dayton-Hudson Corp.	32,950,500	31,532,100	-4

Charts continue on page 60.

## Rich presents analysts with the new MGM/UA

Tells group that company will focus on network programming and theatrical film production

Lee Rich, chairman and chief executive officer of MGM/UA Communications Co., went to Wall Street last week to explain the Los Angeles-based production and distribution company to the financial community. At a presentation before the New York Society



Rich

of Security Analysts, he discussed production for the television networks, the company's acquisition plans and why people should expect MGM/UA to be able to "build market share in an intensively competitive environment."

The advantages of the company, Rich said, include its name recognition and the talent from the previous MGM/UA, which was merged last May with Turner Broadcasting: "We have all the advantages of a start-up company with few of the disadvantages."

The company hopes to build its television production operation into a "potent force," said Rich, who was president and co-chief executive officer at Lorimar-Telepictures when that company began producing *Dallas*, *Knot's Landing*, *Falcon Crest* and other series. "It is a matter of high priority," he said, adding that it was a good business with great "upside" potential and little capital risk, since much of the production money was supplied by the broadcast networks.

Asked by one securities analyst whether the company would be caught between rising production costs and the broadcast networks' attempts to reduce license fees, Rich said it would continue to be his policy to produce "shows designed to make money for the company. . . . We won't make shows that have a deficit of \$300,000 per episode."

Among the company's current network offerings are *Jack and Mike*, for ABC, which Rich said has a "50-50 chance" of renewal, and *Karen's Song*, which has a 13-episode commitment from the Fox Broadcasting System. NBC has recently ordered a new comedy series, *Cheech*, starring comedian Cheech Marin of Cheech and Chong. In addition, the company has several first-run offerings, including *Fame* and 24 episodes of *We Got it Made*. MGM/UA Television Productions is headed by David



# What'll you have?

Beta, Beta SP, M, M2, U-matic or Digital 19mm formats? AL'S serves them all. And will even mix them up so you can run two formats at once--full length programming or commercials, it makes no difference to AL.

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What's more, AL is not one for fancy, exotic, altered machinery. Plain and simple suits him just fine. So, stock VTRs are all you'll find at AL'S place. Out of the box and into the rack makes for easy maintenance as far as Al is concerned.

But don't misunderstand. AL is not lazy. He'll work when there's not a soul around. In fact, give him a set of chores to do, then turn out the lights, lock the door and he'll work alone all weekend. Think of the man-hours (and payroll) that saves!

There is no doubt. For performance, service, for sheer ability, there's no place like AL'S. If you're in the neighborhood--NAB Booth 3532--stop by and have one on us. If you can't make it, call us at: (617) 244-6881 and we'll be glad to send you more information.

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**LAKE**

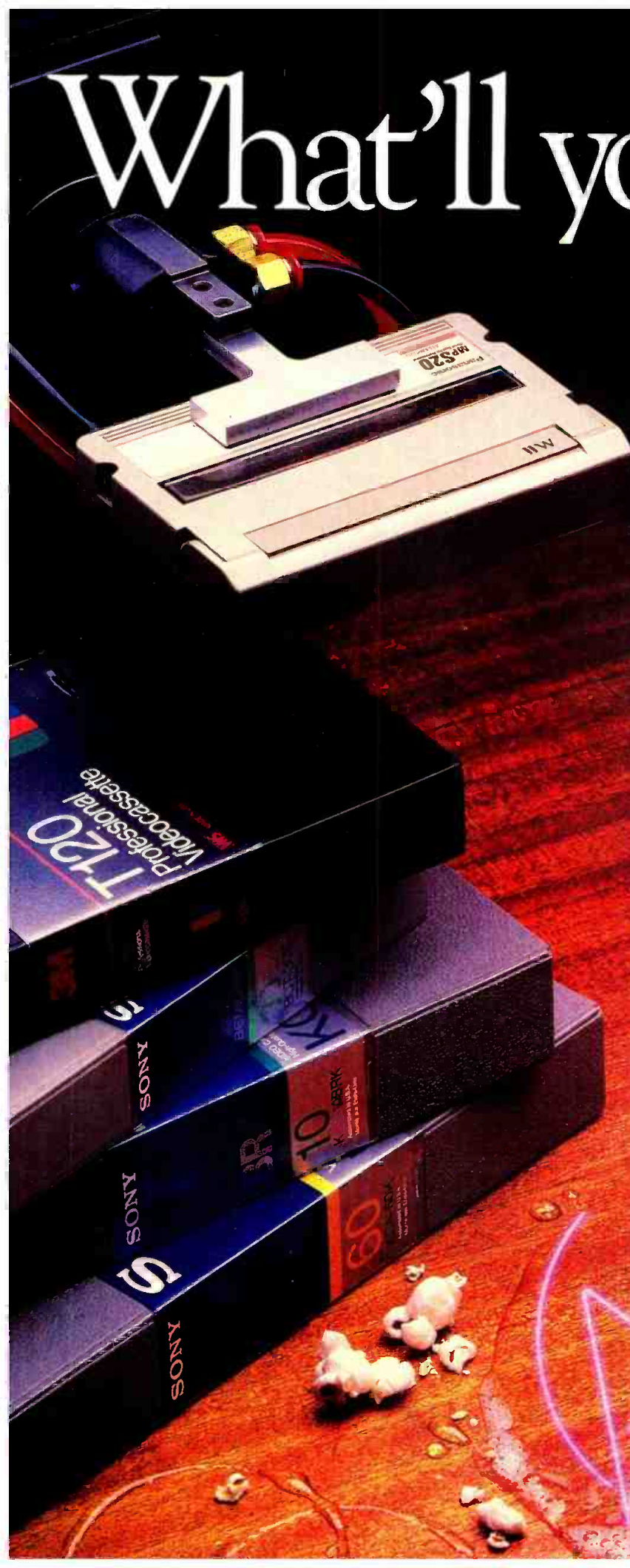
THE SYSTEMS COMPANY

Lake Systems Corporation

287 Grove Street

Newton, MA 02116

(617) 244-6881





Top 25 local/retail TV advertisers, continued from page 58.

	1985	1986	% change
Wal-Mart Stores Inc.	16,322,100	30,444,800	+87
Merrill Lynch & Co.	31,579,100	28,834,200	-9
Jerrico Inc.	26,501,700	26,803,400	+1
American Stores Co.	27,287,500	26,345,200	-3
Kohlberg Kravis Roberts & Co.	26,374,400	26,291,200	0
K-Mart	23,260,400	24,211,400	+4
Lucky Stores Inc.	19,965,500	24,164,000	+21
IC Industries Inc.	19,991,800	20,808,900	4
Sears Roebuck & Co.	28,476,800	20,205,600	-29
Gulf & Western Industries	16,446,200	18,880,100	+15
Highland Superstores Inc.	15,988,500	18,830,200	+18
Marriott Corp.	13,271,200	18,822,900	+42
Collins Food Inter.	15,391,700	17,973,400	+17
Zayre Corp.	13,450,100	17,021,400	+27
Winn Dixie Stores Inc.	17,343,200	16,874,700	-3

### Top 25 national/regional spot TV advertisers in 1986

	1986		1986
Procter & Gamble Co.	\$233,444,500	Mars Inc.	48,065,100
Philip Morris Cos.	132,181,500	Kohlberg Kravis Roberts & Co.	48,043,400
PepsiCo Inc.	123,346,800	Nissan Auto Dealers	47,094,500
General Mills Inc.	117,210,200	Time Inc.	45,194,500
Toyota Motor Sales Co.	90,284,900	Nissan Motor Co.	44,426,100
Anheuser-Busch Cos.	89,093,200	Ford Auto Dealers	44,375,700
Coca Cola Co.	77,492,000	Quaker Oats Co.	43,372,100
Hasbro Inc.	72,282,100	AT&T	40,612,300
Dart & Kraft Inc.	61,488,900	Nestle S.A.	40,197,000
Unilever N.V.	60,692,000	RJR Nabisco Inc.	39,538,200
Ford Motor Co.	55,402,700	Warner-Lambert	38,725,300
General Motors Corp.	49,309,100	Chevrolet Auto Dealers	36,695,700
Kellogg Co.	48,803,600		

### Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
Fries Entertainment	Second	\$10,146	109	(\$1,256)	NM	(\$0.24)
Gulf + Western	First	\$1,087,000	26	\$69,300	103	\$1.11
IDB Communications Group	Year	\$6,318	61	\$703	14	\$0.20
Lee Enterprises	First	\$61,162	4	\$19,793	131	\$0.77
Malrite Communications	Fourth	\$30,344	30	(\$6,098)	NM	(\$0.44)
	Year	\$106,469	28	(\$8,979)	NM	(\$0.67)
Omnicom Group	Fourth	\$211,695	9	\$6,600	-46	\$0.27
	Year	\$753,527	12	(\$4,077)	-114	(\$0.17)

**Fries Entertainment** had net income of \$473,000 in previous year's second quarter. Most recent results include \$3-million bad debt reserve "due to the uncertainties in the independent television market." Company had bond interest costs of \$575,000 versus none in previous year's second quarter. ■ **Lee Enterprises** said broadcasting revenue increased 8% to \$15.1 million, and added that "much of that increase went to the bottom line with an increase of 26% in operating income. Election contests in all of our markets brought in more than planned." Net income included \$11.2-million after-tax gain from sale of TV and radio station. Excluding gain, net income increased 1%. ■ Previous net income for **Malrite Communications** was \$1.6 million in 1985 fourth quarter, and \$8.8 million for full year, which included \$8.7-million gain on sale of assets. Most recent results include \$1.8 million charged to early debt retirement and \$9.8-million writedown of television program contracts. Company said that before latter writedown, broadcasting profits ("income from operations, excluding depreciation, amortization, corporate expenses") were \$22.9 million, compared to \$22.8 million in 1985, "somewhat behind our original expectations. ■ **Omnicom Group** had net income in previous year of \$30.1 million. Operating income in 1986 was \$22 million for fourth quarter, down 15%, and \$62.4 million for year, down 1%. Results include \$8.9 million in merger expenses and \$31.4 million charged to "restructuring of the combined operations."

**Revenue results.** General Electric said that for remainder of 1986 following its June 1 acquisition of RCA and NBC (seven months), National Broadcasting Co. had revenue of \$1.8 billion and operating profit of \$203 million. Twelve-month results were not provided.

Gerber, president.

The production of theatrical films at both its United Artists Pictures and Metro-Goldwyn-Mayer Productions will increase, Rich said, and soon each studio will have yearly budgets of roughly \$100 million and schedules of eight to 10 films. MGM/UA also has a distribution contract for the film library acquired by Turner, which Rich said should "furnish approximately \$30 million a year."

The United Artists library of film and television shows, he said, already generates roughly \$100 million in revenue, and \$70 million in cash flow each year, yet is carried on the books at less than \$100 million. The company also has an exclusive pay-TV agreement with HBO, which, the company's chairman said, covers 72 films over four years and should bring in \$200 million to \$300 million.

To help generate more revenue from existing assets, MGM/UA will follow the lead of some other companies and "aggressively" market and license its symbols and characters, including Leo the Lion (the symbol of MGM), James Bond, the Pink Panther, and Tom and Jerry. □

## Lorimar home video executives resign

Conflict of interest charges end in departure of top three executives of L-T subsidiary

The three top executives of Karl-Lorimar Home Video, a fully owned subsidiary of Lorimar-Telepictures Corp. with projected fiscal 1987 sales of more than \$80 million, handed in their resignations Wednesday (March 11) after conflict-of-interest charges surfaced. Stuart Karl, president and chief executive officer; Court Shannon, executive vice president, and Gary Hunt, vice president of sales, quit following a short internal investigation by the company.

A corporate spokeswoman said the men were "financially involved" with an outside supplier, Continental Marketing Distributors Inc. of Torrance, Calif., a point of purchase firm that sends out posters, sales and press kits for the Irvine, Calif.-based video distributor. The work could have been handled from within Karl-Lorimar, according to the spokeswoman. "We felt the profits they reaped from [Continental] and the profits they reaped from Karl-Lorimar were in conflict with our code of ethics," she said. "It was not fair to us or to our shareholders."

The spokeswoman said that according to a preliminary audit conducted by L-T, Continental made a profit of between \$500,000 and \$600,000 from sales to Lorimar, and the three executives collected a total of \$150,000.

"The matter is basically closed," she said. "There will be full restitution." Neither Karl, Shannon nor Hunt would comment on the matter and Continental officials did not return phone calls.

Jerry Gottlieb, senior vice president of L-T, will serve as acting chief executive officer of Karl-Lorimar until a replacement can be found. Karl founded the company in 1979 and sold it to L-T in October 1984. □



## ATSC to look into high-definition broadcasting

### Group will develop evaluation criteria and will also study various distribution methods starting with terrestrial TV

An Advanced Television Systems Committee (ATSC) specialist group will soon begin examining high-definition TV transmission and distribution systems, with broadcast delivery at the top of its agenda.

The specialist subgroup, first formed last fall, received approval last Wednesday (March 11) from its ATSC parent HDTV standards group at meetings in Washington. It expects to conduct tests of proposed HDTV systems beginning with measurements of propagation characteristics in the UHF-TV and 12 ghz bands.

Before tests begin, however, the group will develop criteria for the evaluation of system performance, including factors such as compatibility, spectrum efficiency and interference potential. Technical feasibility and the economic trade-offs of system implementation will also be analyzed.

Methods of program delivery such as cable and satellite distribution, videodisk and videocassette will be considered as well, although the group considers broadcast terrestrial transmission its first priority.

Ben Crutchfield of the National Association of Broadcasters science and technology department will chair the specialist group, which is made up of broadcasters, professional equipment and receiver manufacturers and others. Crutchfield was project director of the joint HDTV transmission demonstration conducted earlier this year by NAB and the Association of Maximum Service Telecasters using the Japanese-developed 1,125-line HDTV and Muse bandwidth reduction system (BROADCASTING, Jan. 12).

NAB's Ed Williams will head the task force assigned to create a test plan for the UHF and 12 ghz bands. Among the proposals likely to be tested are two-channel compatible HDTV systems from New York Institute of Technology's William Glenn (BROADCASTING, Feb. 23) and North American Philips (NAP). The NAP compatible HDTV system will also be demonstrated to ATSC members in late April at the company's facilities in Briarcliff Manor, N.Y.

Other transmission proposals include a single, 6 mhz channel compatible system in the theoretical stages from the Del Rey Group in Marina Del Rey, Calif., a CBS two-channel direct broadcast satellite HDTV system and a two-channel enhanced definition system from Bell Labs.

The specialist group next meets April 13 in Washington.

HDTV discussions at ATSC meetings in

Washington last week included a review of a Society of Motion Picture and Television Engineers (SMPTE) study group's efforts to establish common parameters among 1,125-line HDTV production products developed by manufacturers in the U.S., Japan and Europe. The group is expected to complete its report by the end of March.

The ATSC HDTV technology committee also discussed European influence on possible worldwide standards for HDTV broadcasting. An ad-hoc group was formed to explore the possibility of achieving international commonality in HDTV transmission systems by using multistandard TV receivers. Washington consultant Don Jansky will head the ad-hoc group, which was tentatively to meet Friday, March 20, in Washington.

A second ATSC technology group covering improved NTSC agreed at its meeting last week to begin an exploration of how "setup"—an adjustment of picture brightness used in NTSC composite systems but not in component analog and digital technologies—might be eliminated in future television studio and transmission facilities.

The technology group tabled a motion, however, that called for the removal of set-

up, instead asking a subgroup to prepare a report on how such a removal might be accomplished. An SMPTE standards group last year rejected a proposal to eliminate setup altogether, eventually agreeing on ways it could be handled in mixed NTSC-component TV facilities.

The improved-NTSC subgroup, chaired by Walt Bundy of WPHL-TV Philadelphia, has already conducted preliminary technical demonstrations Feb. 24 in Philadelphia showing how some consumer receivers handled lack of setup. Receivers with brightness controls can generally be adjusted to compensate for lack of setup, while some automatic sets may be more difficult to adjust. The subgroup will report back to ATSC at its next meetings in mid-May.

A third ATSC technology group on extended definition TV systems also met last Tuesday, and agreed to release technical documentation of Scientific-Atlanta's B-MAC system for informational purposes. The technology group has not been able to agree on standardization of the MAC (multiplexed analog components) technology following a dispute over S-A's decision not to release proprietary algorithms developed to encrypt B-MAC broadcasts. □

**EPA's Denver study finds 'no imminent danger.'** Electromagnetic radiation from a Denver FM radio tower exceeds FCC-recommended human exposure limits in publicly accessible areas, according to an FCC-Environmental Protection Agency site study, but the levels represent "no imminent danger," EPA advised the station last week.

The KYGO(FM) facility, operating an older antenna with a lower bay only 30 feet above the ground, registered excessive radio frequency radiation levels in a number of locations within 40 feet of the tower, with one site near the base of the tower more than 10 times higher than industry-established standards.

According to Wayne Phillips, KYGO vice president and general manager, the station is now negotiating with the property owners to erect a fence limiting public access to the area. KYGO has also nearly completed negotiations to relocate to another tower in the area, although Phillips said the move was initiated two years ago by his predecessor primarily to improve the station's signal coverage.

The EPA-FCC study, conducted at Denver's Lookout Mountain antenna farm last September, found that none of the 14 other radio and TV antennas in the area exceeded industry-established exposure guidelines. Levels at buildings and residences close to the KYGO antenna were also well below accepted exposure limits.

The most significant sources of RF radiation on the site were from the FM radio broadcast antenna, EPA said, although typical levels were less than one-tenth the industry standard used by the FCC to evaluate RFR environmental impact.

The FCC and EPA released results of a similar site study at Portland, Ore., earlier this year. All RFR levels from local broadcasters fell under the industry standard, although they exceeded standards in use or under consideration by the city's government.

The issue of local RF standards and whether the EPA and FCC should preempt local jurisdiction on the RFR issue will be raised next month in an annual meeting of the Electromagnetic Energy Policy Alliance, a Washington-based trade group. The April 22-24 meeting at Washington's Westin Hotel will address the biological database on RFR health affects, RFR standards for broadcasting and other fields, conducting RFR measurements and legal liability issues.

## CBS going for late-night originality

### Network plans to air first-run, original programming every night

CBS-TV is putting together its late-night schedule for next season, and, according to Michael Brockman, vice president in charge of both late night and daytime at CBS Entertainment, that schedule could contain original, first-run programming every night of the week.

For years, CBS counterprogrammed the other two networks' news and talk shows with reruns of old or current one-hour series and made-for-television movies. But two seasons ago, it introduced a first-run, Canadian-made hour drama called *Night Heat* that ran once a week in the late-night schedule. The results encouraged the network to order two additional first-run dramas last season, also produced in Canada, *Hot Shots* and *Adderly*. *Hot Shots* was canceled early because the network felt it was not taking shape creatively. But *Adderly*'s performance was satisfactory to the network, and both it and *Night Heat*, each averaging a five rating or better, have been renewed for next season.

But despite the rating improvements from those first-run shows, CBS has been frustrated at the less-than-spectacular clearance levels of its late-night lineup. The clearance problem—on average, the Monday-through-Thursday clearance levels average 92%, while Friday night clearances are closer to 80%—became a major issue in recent discussions of future affiliate compensation payments by the network (BROADCASTING, March 9).

It costs much more to produce original programs than to air reruns, although Brockman said last week that with production in Canada, and creative co-financing of the shows, there is "not a significant difference" between the late-night budget now, and several years ago when the schedule was all reruns and movies. "It's creatively driven, not economically driven," Brockman said of the network's effort to program late night with fresher first-run material. "We are trying to provide as distinctive a service as possible in late night" for affiliates, he said.

But he does admit the economics of producing in Canada, with CBS paying only one-third the costs of producing the shows, makes first-run product now on its air acquirable. The producers of the product make their money by selling the shows to other markets. For example, *Night Heat* is seen in Canada in prime time. Some of the production values are less than what is usually the norm in prime time in the U.S. Both *Night Heat* and *Adderly* are shot with 16 millimeter film, not 35 millimeter.

Brockman said it was premature to discuss other first-run projects for late night.

He said the schedule should be in place in the next three to four weeks. In the current schedule, Monday and Tuesday are programmed with network reruns and movies, while Wednesday late night starts off with *Adderly*, followed by a movie, and Thursday begins with *Night Heat*, followed by a movie.

Last January, the network added a third original show to its late-night lineup—*Cruis'n*, a musical variety program (with some comedy) designed to attract the young adult audience on Friday nights. The program has proved disappointing, although CBS has picked it up for 12 more episodes. The show is due to go on a short hiatus in two weeks, and will return April 10, with a new host, Jimmy Alack, a young comedian seen recently on *David Letterman* and *Johnny Carson*. Alack replaces Stephen Bishop. The show has averaged about 2.5; Brockman says he would be happier if it climbed to the four- or five-rating range after the changes. "We hope to broaden its adult ap-

peal," he said, noting while the basic format will be retained, the mix of featured musical groups will be expanded to include oldies from the 1950's and 1960's, as well as contemporary groups.

The bottom line in the upcoming late-night program changes, said Brockman, is to demonstrate to affiliates that ratings will improve to make the schedule economically viable for them to carry. Affiliates receive 10% of their station's rate from 11:30 p.m. to 2 a.m. in compensation for clearing late night. In addition, late night is one of two dayparts (the other being early morning) where affiliates receive a share of inventory in the programming itself. In late night, affiliates get close to 50% of the inventory. But some affiliates do not clear the programming because they can make more money programming locally and keeping all of the time themselves. There is particular pressure on some Midwest stations to do that because they lose early fringe to network news and prime time. □

## Going one on one over television sports

### Representatives of broadcast networks and cable services offer IRTS audience predictions on future of rights fees and over-the-air and cable coverage of major events

A play by play on the future of television sports, including discussion of the current advertising market and National Football League negotiations, was presented during an International Radio and Television Society seminar in New York last week by executives from cable and broadcast television networks, sports and advertising.

Neal H. Pilson, CBS Sports and broadcast operations president, began the discussion saying that because of a "combination of factors," commercial television has stopped financing "an ever upward spiral of more revenue through the payment of ever in-

creasing rights fees." Among the reasons: Sports TV audiences are not increasing, advertisers are resisting financing "further dramatic increases" in network rights fees, the hours of network sports coverage have "pretty well" reached their limit and with "more broadcast channels available, cable, independent television and so forth, the networks have to be clear that they cannot become less efficient for their national advertising than this growing combination of services that are becoming available."

The CBS executive added that what his network is going through now in its NFL negotiations, what it went through with the college football, the summer Olympics, and what he predicted all networks would go through with Major League Baseball when its contracts expire in 1989, reflect "the fact that we have get a handle on what's going on



Viacom Chairman Ralph Baruch, seminar co-chairman, Werner Frank, Pilson, Burns, and Warren Boorum, seminar co-chairman and executive director of the Advertiser Syndicated Television Association



# Introducing the Ultimate in Film Reference Books

# The Motion Picture Guide

By Jay Robert Nash and Stanley Ralph Ross

- A** Title
- B** *Motion Picture Guide's* Critical Rating
- C** Year of Release
- D** Original Running Time
- E** Production Company
- F** Releasing Company
- G** Color or Black & White
- H** Cast and Roles
- I** Synopsis, Analysis and Anecdotal Review
- J** Production Credits
- K** Film Genre
- L** Videocassette Availability
- M** *Motion Picture Guide's* Parental Recommendation
- N** MPAA Rating

Entries also include British and foreign titles when applicable.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>	<b>N</b>
<b>BEING THERE*****</b>													
(1979) 130m Lorimar/UA c													
Peter Sellers ( <i>Chance</i> ), Shirley MacLaine ( <i>Eve Rand</i> ), Melvyn Douglas ( <i>Benjamin Rand</i> ), Jack Warden ( <i>President Bobby</i> ), Richard Dysart ( <i>Dr Robert Allenby</i> ), Richard Basehart ( <i>Vladimir Strapinoul</i> ), Ruth Attaway ( <i>Louise</i> ), Dave Cleonon ( <i>Thomas Franklin</i> ), Fran Brill ( <i>Sally Hayes</i> ), Denise DuBary ( <i>Johanna Franklin</i> ), Ottil Burbridge ( <i>Lolo</i> ), Ravenel Keller III ( <i>Abbaz</i> ), Brian Combs ( <i>Policeman</i> ), Allredine Brown ( <i>Old Woman</i> ), Donald Jacob ( <i>David</i> ), Ernest M. McClure ( <i>Jeffery</i> ), Kenneth Patterson ( <i>Builer</i> ), Richard Venture ( <i>Wilson</i> ), Arthur Grundy ( <i>Arthur</i> ), W. C. "Mutt" Burton ( <i>Lewis</i> ), Henry B. Dawson ( <i>Bilings</i> ), George Hixon ( <i>Mrs Aubrey</i> ), Neil Lesman ( <i>Constance</i> ), Villa Mac Barkley ( <i>Teresa</i> ), Alice Hinson ( <i>Mrs Lady</i> ), James Noble ( <i>Kaufman</i> ), Sandy Ward ( <i>Sen Stephens</i> ), Danna Hansen ( <i>Mrs Stephens</i> ), Mitch Krendel ( <i>Denna Watson</i> ), Katherine De Hette ( <i>Kinney</i> ), Sam Weisman ( <i>Colson</i> ), Elya Baskin ( <i>Karpavou</i> ), Thann Wyenn ( <i>Ambassador Gouffrd</i> )													
Perfecton Never have two hours and ten minutes gone by so quickly. Sellers is an innocent illiterate who has lived in a house with an old man ever since he can remember. The old man dies and Sellers must leave the cocoon. He has never been in the real world and only knows of it through watching television, his one and all-consuming passion. On the streets, he is hit by a limousine owned by MacLaine who is married to a kingmaker, a man behind all the President's men (Douglas). Sellers' honesty is charming and his prosaic answers seduce Douglas and MacLaine and eventually the President (Warden in a sensational performance). Sellers becomes a national celebrity by appearing on his favorite medium, television. His answers to complex questions are beautiful. We, the audience, realize that he is talking about gardening (he had been a gardener at his former residence) but the audience in the film finds all sorts of hidden meanings to his simple words. His truthfulness attracts the polky makers in the political party and by the film's end they are seriously considering Sellers as a presidential nominee. That, in a nutshell, is the story, yet the details would take many nutshells to cover. Sellers hadn't been this good since his early British comedies. MacLaine is sincere and funny as the sex-starved wife Douglas is such a presence on screen that it's difficult to look at anyone else in a scene if Douglas is there. The movie was made in Los Angeles, Washington, D.C. and at The Baltimore. Vanderbilt's incredible North Carolina mansion. As in the case of ONE FLEW OVER THE CUCKOO'S NEST, BEING THERE took many years to get done. It was worth the wait. Though ostensibly labeled a comedy, BEING THERE goes way beyond comedy, beyond satire, and out into a world of its own.													
p. Andrew Braunsberg, d. Hal Ashby, w. Jerry Kosinski (based on his novel), ph. Caleb Deschanel (Technicolor); m. John Mandel; ed. Don Zimmerman; art d. James Schoppe; set d. Robert Benton. makeup, Charles Schram. Frank Westmore													
Comedy													
(PR:C MPAA:PG)													

Note:  
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going on in our business." Costs are escalating at a much higher rate than sales, he said, adding that "for at least two of the three networks' sports division in 1986, those lines crossed. . . . CBS showed a modest profit" last year, Pilson said. "What you are seeing is part of transition in our business," he added.

On the cable front, Roger Werner, ESPN executive vice president, said that sports on television has undergone "a tremendous growth in consumption, and has simultaneously fragmented significantly." Included in his predictions for the next few years: Basic cable will be "a very significant" carrier of all major sports programming; the Super Bowl and the World Series and "some significant amount" of the remaining "conventional" major league sporting events "may still remain on networks TV, but as a loss leader"; pay cable will not be a major sports distribution medium, and pay per view will

"remain an occasional big event phenomenon" rather than a major distribution option for most sports programs. Among the major beneficiaries of these outcomes, said Werner, will be the sports leagues, the viewers who will have more choices, advertisers who will have more options and cable operators, who will add subscribers and raise prices.

According to Seth Abraham, HBO senior vice president of programming operations and sports, while movies are no longer proprietary programming on cable, sports still is. One advantage of showing NFL games on the service, for example, Abraham said, is that there would be no commercial interruptions. The cable service could "create the sense that the viewer is at the event."

NFL games, he said, would be two-and-a-half hours long, commercial-free. (To which CBS's Pilson interjected: "I'm not sure the players can survive that.") Abraham added

that sports "is a critical part" of HBO's programming portfolio. The pay cable service, he said, is "in the hunt for big events. . . . We hope to be the network of the NFL without commercials." As for concern that NFL games would not receive as much exposure on HBO as on an over-the-air network, Abraham said that exposure was not a necessary ingredient for success. The NFL "doesn't need us to grow their business," he said.

Brian Burns, executive vice president of broadcasting for Major League Baseball, said that there are "misconceptions" about baseball on television. While there is an "economic gloom that has recently been cast" over sports on network television, he said, that is only one part of the baseball "pie." Of NBC and ABC (which are now in the fourth year of a six-year, \$1.2-billion rights agreement extending through the 1989 season), there is "one relatively happy part-

## 'Manhattan' does well, but not well enough to beat NBC

It was another win for NBC, according to the Nielsen numbers, with the network taking week 24 (ended March 8) with an 18.4 rating/29 share. CBS followed with a 17.2/27 and ABC with a 13.3/21. Last year the winning numbers for week 24 were NBC 17.6/28, CBS 15.2/24 and ABC 14.1/22.

The CBS mini-series, *I'll Take Manhattan*, performed well, with parts two, three and four all scoring in the top 15 programs for the week (see chart below). Part one aired on Sunday, March 1, the final day of week 23, and pulled in a 26.4/40 to rank fifth for the week.

Part two of *Manhattan* came in at 15th with a 21.3/31, but the theatrical "Karate Kid" on NBC, which ran from 8:30 to 11 p.m. on Monday, came away with a 22.6/32. That ratings edge was enough to give NBC the night, which the network took with an evening average of 21.9/31.2, just ahead of CBS's 20.8/30.2. ABC broadcast *The Betty Ford Story* from 9 to 11 p.m. and came up with an evening average of 14.3/20.7. The network's *MacGyver*, which aired at 8-9 p.m. pulled in a 15.1/22.

On Tuesday, part three of *Manhattan* racked up a rating (21.4/33) high enough to win the 9-11 p.m. slot, but the 64th-place *Spies* (8.3/12) brought down CBS's average for the night to a 17.0/25.7. ABC won the 8-9 p.m. period with *Who's the Boss?* (24.7/37) and *My Sister Sam* (24.6/36). The network's *Moonlighting* (21.3/31) at 9-10 p.m. contributed to ABC's winning average for the night of 19.3/29.1. CBS came away with an average of 17.0/25.7, while NBC took a 16.6/25.4.

The address by President Reagan to the nation on Wednesday night altered all three networks' schedules, with ABC and CBS taking out a half-hour for the speech and responses by Senator John Tower (R-

Tex.) and others. NBC devoted a full hour to the special address and sequel. The evening was won by CBS—only the third time this season for the network—with its broadcast of the conclusion of *I'll Take Manhattan*. CBS took the night with an 18.4/28.1, beating out NBC's 15.5/24.1 and ABC's 14.2/21.8.

Thursday went to NBC, as usual, with a 26.1/40.3. The network aired three repeats that evening: *Bill Cosby, Night Court* and *L.A. Law*. CBS aired a repeat of *Wizard* from 8 to 9 p.m., while ABC ran with original editions of its regular lineup, *Our World, The Colbys* and *20/20*. ABC's average for the night was a 10.2/15.7. CBS's *Knots Landing*, which ran opposite *L.A. Law*, managed to win the 10-11 p.m. slot with a 17.5/29 over *Lau's* 16.1/27.

Friday night went to CBS, also as usual, with a 17.0/28.6. The network aired the classic "The Wizard of Oz" from 8 to 10 p.m. and came away with a 16.9/28 for those two hours. *Falcon Crest* took the final hour of the evening with a 17.1/30. This gave CBS a 17.0/28.6 evening, while NBC had to settle for a 13.8/23.0 and ABC a 12.0/20.4.

Saturday's win by NBC, another regular event, came with a 17.7/31.1 over CBS's 10.4/18.3 and ABC's 10.3/18.1.

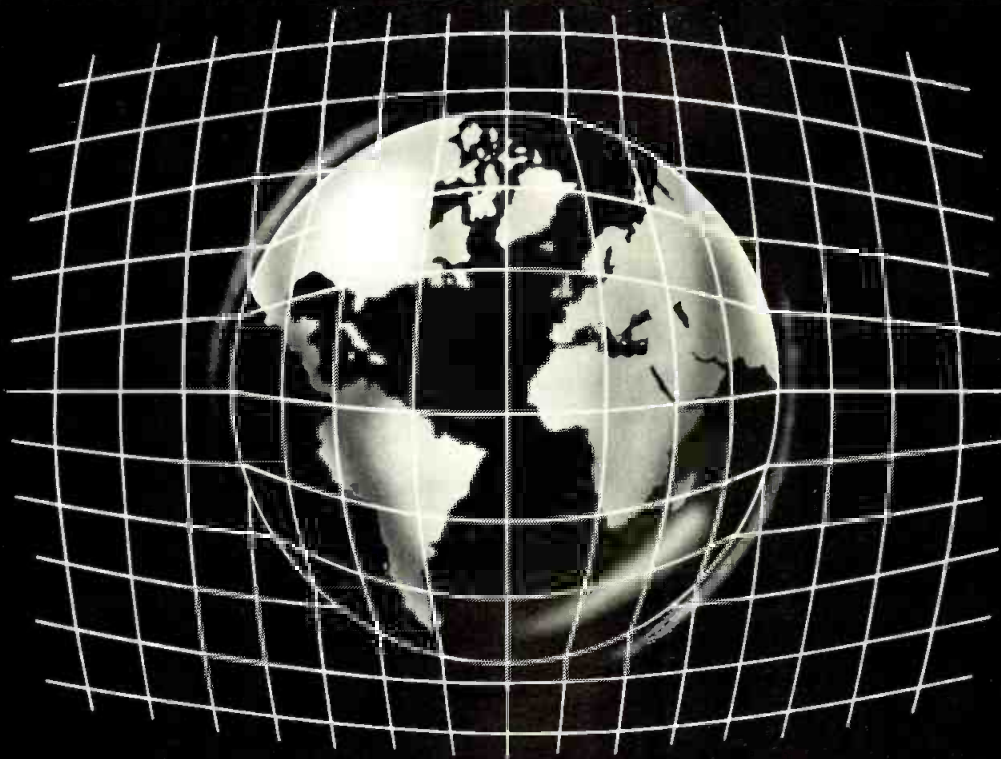
CBS took Sunday as well, winning with the high numbers brought in by *60 Minutes*, (23.7/38) at 7-8 p.m., and a repeat of *Murder, She Wrote*, (24.9/37) at 8-9. However, in the battle of the movies, it was NBC's *Abduction of Kari Swenson* (21.4/33) that took the last two hours of the night. CBS's *Deadly Deception* took in a 19.2/30, while ABC's broadcast of the theatrical "Moonraker" mustered an 11.7/19. CBS's score for the night was a 21.8/33.8, over NBC's 16.6/25.4 and ABC's 13.1/20.0.

Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share	Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	34.8/51	23.	Highway to Heaven	NBC	17.9/27	45.	Mike Hammer	CBS	13.1/20
2.	Cosby Show	NBC	34.0/52	24.	Knots Landing	CBS	17.5/29	46.	St. Elsewhere	NBC	13.0/21
3.	Cheers	NBC	29.6/43	25.	Reagan Power Analysis	CBS	17.2/25	47.	Stingray	NBC	12.1/20
4.	Night Court	NBC	26.1/39	26.	Falcon Crest	CBS	17.1/30	48.	Our House	NBC	12.0/19
5.	Murder, She Wrote	NBC	24.9/37	27.	Perfect Strangers	ABC	16.9/26	49.	Jack & Mike	ABC	11.9/19
6.	Who's the Boss?	ABC	24.7/37	27.	Special Movie-Fri.	CBS	16.9/28	50.	Sunday Night Movie	ABC	11.7/19
7.	Growing Pains	ABC	24.6/36	29.	L.A. Law	NBC	16.1/27	50.	A Team Special	NBC	11.7/17
8.	60 Minutes	CBS	23.7/38	30.	Harry	ABC	16.0/24	52.	Starman	ABC	11.4/20
9.	Golden Girls	NBC	23.6/40	31.	Facts of Life	NBC	15.9/28	53.	Colbys	ABC	11.0/16
10.	Monday Night Movies	NBC	22.6/32	32.	Miami Vice	NBC	15.8/26	53.	Spenser: For Hire	ABC	11.0/20
11.	I'll Take Manhattan, pt. 4	CBS	22.5/36	32.	Hunter Special	NBC	15.8/23	55.	Ohara	ABC	10.9/19
12.	I'll Take Manhattan, pt. 3	CBS	21.4/33	34.	Hunter	NBC	15.4/28	56.	Newsbrief-Wed.	ABC	10.7/17
12.	Sunday Night Movie	NBC	21.4/33	35.	MacGyver	ABC	15.1/22	56.	Outlaws	CBS	10.7/19
14.	Moonlighting	ABC	21.3/31	36.	Disney Sunday Movie	ABC	14.2/22	58.	Home	ABC	10.6/18
14.	I'll Take Manhattan, pt. 2	CBS	21.3/31	37.	Mr. Belvedere	ABC	14.1/23	59.	Hotel	ABC	10.2/17
16.	Matlock	NBC	20.3/30	38.	Monday Night Movie	ABC	13.9/20	59.	Saturday Movie	CBS	10.2/18
17.	My Sister Sam	CBS	20.0/29	39.	Hill Street Blues	NBC	13.8/23	61.	Wizard	CBS	10.0/15
18.	Kate & Allie	CBS	19.5/28	40.	Dynasty	ABC	13.7/21	62.	Sidekicks	ABC	9.3/16
19.	Sunday Movie	CBS	19.2/30	40.	Simon & Simon	CBS	13.7/20	63.	Sledge Hammer	ABC	8.6/15
20.	ALF	NBC	18.3/27	42.	Webster	ABC	13.6/23	64.	Spies	CBS	8.3/12
21.	Amen	NBC	18.1/31	43.	20/20	ABC	13.4/23	65.	Our World	ABC	6.1/9
22.	227	NBC	18.0/31	43.	Crime Story	NBC	13.4/23				

\*indicates premiere episode



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ner, and one partner losing a very great deal of money."

There are also the baseball clubs' local radio and broadcast and cable television activity. Burns said that 16 of the 26 clubs are now on pay television, which is "certainly starting" to become stable and healthy. Interest in local TV franchising rights continues to be very strong, he said.

What does the future hold? Burns said baseball will "explore every opportunity," with the networks, as well giving cable a role in MLB's future. "We can't not look at cable next time around," he said.

Barry Frank, senior group vice president of Trans World International, reminded those attending the seminar that sports on TV experienced "34 straight years of double-digit growth" beginning in 1950—often 15%-18% growth—before the advertising marketplace softened. He added that "despite all the words of doom and gloom" today, "things are getting better." Frank predicted that there will be "far more timebuys on behalf of packagers and advertisers on

networks," that packages "will come in partially or totally sponsored," perhaps even in the next Olympic games.

Asked during a question and answer period who would end up with Monday night football, Frank said he thought it would go to the highest bidder, and other panelists seemed to favor ABC's chances over those of the Fox Television Network.

However, Pilson said that "the incumbent networks are not oblivious to, or disassociated from what would happen to Monday night football" if it went someplace other than on ABC.

If Fox were to get MNF, that "would create a fourth network on Monday nights. That would clearly reduce the ratings that would otherwise be achieved by CBS and NBC, and would allow ABC to introduce additional entertainment inventory into Monday night," he said, adding that "it would change substantially the economic dynamics of the business on that night." Those concerns have been communicated to NFL Commissioner Pete Rozelle, Pilson said. □

## OSU bestows its honors

The 1987 Ohio State awards have been announced, honoring 83 television and radio programs for excellence in social sciences and public affairs, the natural and physical sciences and the performing arts and humanities. Some 40% of the awards went to public radio or television entities, with National Public Radio winning four awards. WTMJ(TV) Milwaukee and NBC Radio News won three awards, tops among commercial broadcasters. The awards ceremony will be held on April 8 at the National Press Club in Washington.

A complete list of winners appears below.

Social Science and Public Affairs

WNEV-TV Boston □ *Empty Plates: Hunger at Home.*

KING-TV Seattle □ *Washington 2000.*

WUSA(TV) Washington □ *Greasing the Wheels.*

WBZ-TV Boston □ *In Search of a Hero and Playing for the*

## Syndication Marketplace

**Warner Bros. Television Distribution** reports that it has cleared *Growing Pains* in 71 markets, including nine of the top 10 and 21 of the top 25. There are 39 network affiliates in the lineup. Recent additions include WDCB-TV Washington; XETV(TV) San Diego; WOFL(TV) Orlando, Fla.; WXIX-TV Newport, Ky. (Cincinnati); WZZM-TV Grand Rapids-Kalamazoo, Mich.; WAVY-TV Norfolk, Va.; WHIO-TV Dayton, Ohio; KJEO(TV) Fresno, Calif.; WKYT-TV Lexington, Ky.; KCRG-TV Cedar Rapids-Waterloo, Iowa; KAYU-TV Spokane, Wash.; WJAC-TV Johnstown-Altona, Pa.; WRBT(TV) Baton Rouge; WEVU-TV Fort Myers, Fla.; KVIA-TV El Paso; WKOW-TV Madison, Wis.; KVII-TV Amarillo, Tex.; KJAC-TV Beaumont-Port Arthur, Tex.; KVAL-TV Eugene, Ore.; WXOW-TV La Crosse-Eau Claire, Wis.; KTRV(TV) Boise, Idaho, and WWAY(TV) Wilmington, N.C. Warner Bros. also reports that it has cleared its theatrical package "Volume 27" in 30 markets. In the top 10 markets the package is cleared on WPIX(TV) New York, KCOP(TV) Los Angeles, WFLO-TV Chicago, KVBK-TV San Francisco, WUVI-TV Boston, WKBD-TV Detroit, KOAF-TV Dallas, WTTG(TV) Washington and KRIV-TV Houston.

Treasure Channel Productions and Historic Treasure Management Inc. are offering stations, through **Central Florida Teleport**, six one-hour specials that will document the discovery of the *Atocha*, a Spanish galleon lost off the coast off Florida in 1642, and will sell over the air its treasures, using a variant of the home shopping format. The vessel was originally discovered 16 years ago near Key West. Among the treasures recovered by Key West's Treasure Salvors have been 135,000 gold doubloons that were aboard the ship, solid silver bars weighing 95 pounds and numerous other artifacts. The series of six specials will be divided into segments that document the recovery process, using parts of the 1,000 hours of footage from underwater and interviews with the people involved in the recovery, including archaeologists and divers (who each each accrued bonus points during the recovery and were later awarded a portion of the more \$300 million in treasure recovered to date, about 60% to 70% of the total value of treasure on the ship). Additionally, there will be "Treasure Shopper" segments when home viewers will be able to purchase recovered artifacts. The specials will air in prime time beginning April 8 and running over two weeks after that. Stations will get eight minutes of time, with Treasure Channel retaining two minutes. The average price of items for sale will be \$500.

**Apollo Theater Syndications Inc.**, the television syndication arm of Inner City Broadcasting, reports that it has cleared *It's Showtime at the Apollo* on the NBC O&O's for a fall start. The hour-long weekly show will feature a number of musical and comic segments, taped live before an audience in the Apollo. Along with segments recreating the legendary "Amateur Night at the Apollo," acts scheduled to appear on stage include Run-DMC and Natalie Cole, as well as

white acts such as Simply Red and Bon Jovi. There will be 24 original and two best-of episodes available for two plays. Barter distribution gives stations six minutes and Apollo Theater Syndications six minutes. Bob Banner Associates will produce the series with Bob Banner and Percy Sutton as executive producers.

Hagen-Menk Entertainment, a division of **All American Television**, began its roll-out of *The Wedding Show* with presentations to rep firms and group owners last week, according to Carl Menk. *The Wedding Show*, intended for daytime, will feature a wedding, taped live in each episode, that will be preceded by conversations with in-laws and others associated with the wedding discussing the con-



licts that weddings often embody. The show will be shot on location, most likely in the cities where it has been purchased. Sales will be on a cash-plus-barter basis with one 30-second spot withheld.

**TEN** reports that the weekly first-run series, *Top of the Pops*, is a firm go for fall 1987. Recent sales for the series are Group W's KPIX(TV) San Francisco, WBZ-TV Boston and KDKA-TV Pittsburgh. The weekly one-hour series, produced in association with Lionheart Television and BBC-TV, is an outgrowth of the series of the same name on the BBC that tracks the pop hits and features live appearances. The program will be produced with a two-way satellite feed, linking the half-hour BBC-TV show with production of the one-hour U.S. version. *Top of the Pops* is being distributed on a barter basis with seven minutes of advertising for stations and five minutes for TEN.

**Lorimar Domestic Distribution Group** reports that it has renewed *The People's Court* on 131 stations covering 85% of the country for the 1987-88 season. In the top 10 markets, the show is carried on WCBS-TV New York, KCBS-TV Los Angeles, WBBM-TV Chicago, KYW-TV Philadelphia, KPIX(TV) San Francisco, WBZ-TV Boston, WJBK-TV Detroit, KXAS-TV Dallas, WJLA-TV Washington and WJW-TV Cleveland. Sales are on a cash-plus-barter basis with five-and-a-half minutes for stations and one minute for Lorimar.



#### Future.

WHA(AM) Madison, Wis. □ *Prisoners of Prejudice*.

Georgia Public Television □ *Georgia Digest, 90 Days at Dodge*.

WPLG-TV Miami □ *Do You Know Who Your Doctor Is?*

WWVA(AM) Wheeling, W. Va. □ *Unanswered Prayers, Appalachia in the '80's*.

WHAS-TV Louisville, Ky. □ *More Than Muscle*.

WTMJ-TV Milwaukee □ *Divided We Stand, Who's Behind the Wheel and Is Anybody Listening*.

Maryland Instructional Television □ *Constancia's Choice*.

Alaska Department of Education, Arctic Environmental Information & Data Center and Connections □ *Alaska—The Alaska History Series*.

Louisiana Public Broadcasting □ *Uncle Earl*.

KMOX(AM) St. Louis □ *The Empty Crib*.

Minnesota Public Radio □ *Chamarrainie Turnship*.

KNX(AM) Los Angeles □ *KNX Coverage of Minority Issues*.

AP Network News □ *Hiroshima Remembered*.

NBC Radio News □ *The Tripoli Tapes and Nightmare Abroad*.

Marjorie Van Halteren, Lou Giansante, Jay Allison, National Public Radio □ *Breakdown and Back ATC Special*.

BBC World Service □ *Falling in Love*.

WOI-TV Ames, Iowa □ *Faith or Fraud? Mid America's Cult Question*.

WTHR(TV) Indianapolis □ *The Secret War at Home*.

KPBS-TV San Diego □ *The Lemon Grove Incident*.

Turner Broadcasting □ *Portrait of America*.

CBS News □ *In the News*.

Miles Educational Film Productions □ *Black Champions pt. 2 New Times: The Integration of American Sports*.

ABC's World News Tonight □ *Children in Poverty*.

KQED(TV) San Francisco □ *Children of the Night*.

NBC News □ *Main Street Premiere and NBC Nightly News with Tom Brokaw*.

#### Natural and Physical Sciences

Mutual Broadcasting □ *Dyslexia/The Invisible Handicap*.

BBC World Service □ *Men and Animals: After Darwin*.

NBC Radio News □ *Fast Forward: Life in the 21st Century*.

ABC Radio □ *Cancer in America*.

WOR(AM) New York □ *Lou Adler's Medical Journal*.

WCBS(AM) New York □ *Report on Medicine: Medicine and the Media*.

TVOntario □ *Geography Skills: Contours*.

WFTV(TV) Orlando, Fla. □ *Life in the Stress Lane*.

WVIZ-TV Cleveland □ *Medi-Scene Out of Tragedy Comes Triumph*.

WRC-TV Washington □ *AIDS: The Fear, the Reality*.

WJLA-TV Washington □ *Endometriosis*.

KAET(TV) Tempe, Ariz. □ *U.S. Astronomical Observatories: State of the Art*.

KSL-TV Salt Lake City □ *Shades of Gray*.

WKNO-TV Memphis □ *The Museum Lives*.

Children's Television Workshop □ *3-2-1 Contact*.

WNET(TV) New York □ *Nature*.

Phillips-Mark Productions, Robert Guenette Productions, CBS Entertainment □ *Dimsums!*

BBC-TV, RKO Pictures, WETA-TV Washington □ *River Journeys: A River Journey by Christina Dodwell*.

Turner Broadcasting □ *The End of Eden*.

WQED(TV) Pittsburgh, National Academy of Sciences □ *Planet Earth*.

Mr. Wizard Studio □ *Hoc About... Science News Reports for TV*.

National Geographic Society, WQED(TV) Pittsburgh □ *National Geographic Specials*.

#### Performing Arts and Humanities

BBC School Radio □ *The Irish Question*.

WQED(TV) Pittsburgh □ *WonderWorks*.

Joseph Feury Productions, Gaylord Production, CBS Entertainment □ *Nobody's Child*.

Henson Associates, CBS Entertainment □ *The Muppets—A Celebration of 30 Years*.

Marian Rees Associates, NBC-TV □ *Love Is Never Silent*.

Arkansas Educational Television □ *Arkansas Heritage: Sesquicentennial Minutes*.

Kentucky Educational Television □ *GED Reading*.

WNEV-TV Boston □ *We Are the Dream*.

KCTS-TV Seattle □ *Anna Wyman Dance Theater*.

WDIV-TV Detroit □ *Jazz City*.

KING-TV Seattle □ *Puss in Boots*.

KCET(TV) Los Angeles □ *Arts Illustrated*.

KUSC-FM Los Angeles □ *The Piatigorsky Legacy*.

Garuda Productions, WETA-FM Washington □ *The Nature of Music*.

Radio New Zealand □ *The Erratic Attic Radio Show*.

National Foundation for Jewish Culture, National Public Radio □ *One People, Many Voices: Jewish Ethnic Music in America*.

WHYY-FM Philadelphia, NPR □ *Fresh Air*.

Murray Street Enterprise, WNYC(AM) New York □ *Future Forward*.

National Public Radio □ *In Celebration of Jazz*.

Minnesota Public Radio □ *Saint Paul Sunday Morning*.

WFMT(FM) Chicago □ *The Face in the Mirror—For Robert Graves on his 90th Birthday*.

Reel Women Productions, KBOO-FM Portland, Ore. □ *Kitchen Culture*.

Kentucky Educational Television □ *East of Ninevah*.

WBGU-TV Bowling Green, Ohio □ *Sinclair Lewis: The Man from Main Street*.

South Carolina ETV Network □ *Shag*.

WBIR-TV Knoxville □ *The Heartland Series: The Civil War Years*.

Arkansas Educational Television □ *Stonewall's End*.

## Christopher winners named

CBS and ABC won four and three Christopher awards, respectively, in honors the ecumenical organization bestows for television specials that best "affirm the highest values of the human spirit." The Public Broadcasting Service, in conjunction with two of its member stations and the British Broadcasting Corp., also won three awards. A complete list of winners follows:

PBS/WQED(TV) Pittsburgh □ *Anne of Green Gables*

ABC News □ *At a Loss For Words... Illiterate in America*.

CBS □ *The George McKenna Story, The Muppets—A Celebration*



Burt Prelutsky, writer of 'A Winner Never Quits'

tion of 30 Years, Nobody's Child and Promise.

ABC □ *The Girl Who Spelled Freedom, The Indomitable Teddy Roosevelt and A Winner Never Quits*.

BBC/PBS □ *Shadowlands*.

PBS/WNET(TV) New York □ *The Statue of Liberty*.

NBC □ *The Ted Kennedy Jr. Story*.

## Networks alter program lineups

With NBC's seasonal win all but assured, three networks make scheduling adjustments

All three networks have announced additional changes in their midseason prime time lineup. NBC will try out two new comedies in April and May: *Days and Nights of Molly Dodd* (You and Me, Kid Productions) and *Sweet Surrender* (Embassy Communications Productions). Also, it will bring back *Me and Mrs. C*, (MMC Productions), which had a limited run last summer. *Days and Nights* will air Thursdays, 9:30-10 p.m., starting May 21, following a short run in the same time period by *Nothing in Common* (BROADCASTING, March 2).

*Sweet Surrender* will have a special premiere Thursday, April 16, and will then premiere in the 227 time period, 8:30-9 p.m., Saturday, April 18. *Me and Mrs. C* will bow in the *Amen* time period, Saturday, April 11, 9:30-10 p.m. NBC said both 227 and *Amen* would go on hiatus, and return after the season for summer reruns. Both programs have been renewed for the 1987-88 season, the network said. 227 will enter its third season next fall, and *Amen* its second season.

CBS said its new show, *Popcorn Kid*, will premiere Monday, March 23, at 8:30-9 p.m., and will then move to Friday, at the same time, on March 27. Additionally, on Monday, *Nothing is Easy* returns to the schedule at 8-8:30 p.m. *Scarecrow and Mrs. King* will go on hiatus. On Wednesday, April 1, the network will unveil *Roxie*, a comedy, at 8 p.m., followed by another new sitcom, *Kooper with a "K"* at 8:30 p.m. *The New Mike Hammer* switches to Saturday on April 11, replacing *Outlaws*, which is being canceled. CBS also has reinserted, from 9 to 11 p.m., its Sunday night movie, which had been scrapped for a number weeks while the network ran *Designing Women*, *Nothing is Easy* and *Hard Copy* in the time block. *Designing Women* will return to its original Monday, 9:30-10 p.m., slot tonight (March 16). *Houston Knights* (from Jay Bernstein/Columbia) has begun a six-week run from 10 to 11 p.m. on Wednesday. *The Equalizer* will return to that time slot on May 6, CBS said.

ABC announced upcoming changes on five nights. On Tuesday, the new *Max Headroom: 20 Minutes into the Future* will bow on March 31 at 10 p.m. On Wednesday, the new *Mariah State* will bow April 1, at 10 p.m., sending *Hotel* into hiatus. On Thursday, April 2, *Colbys* will complete its run—after back-to-back broadcasts on March 25 and 26—making room for *Jack & Mike* from 9 to 10 p.m., starting April 9. On Friday, *Gung Ho* and *Dads* are being canceled and *Starman* will move to make way for the new Friday movie at 9-11 p.m., starting March 20. *Starman* will move to Saturday at 8 p.m. on March 21 as *Sidekicks* and *Sledge Hammer* go on hiatus after their March 14 episodes. □

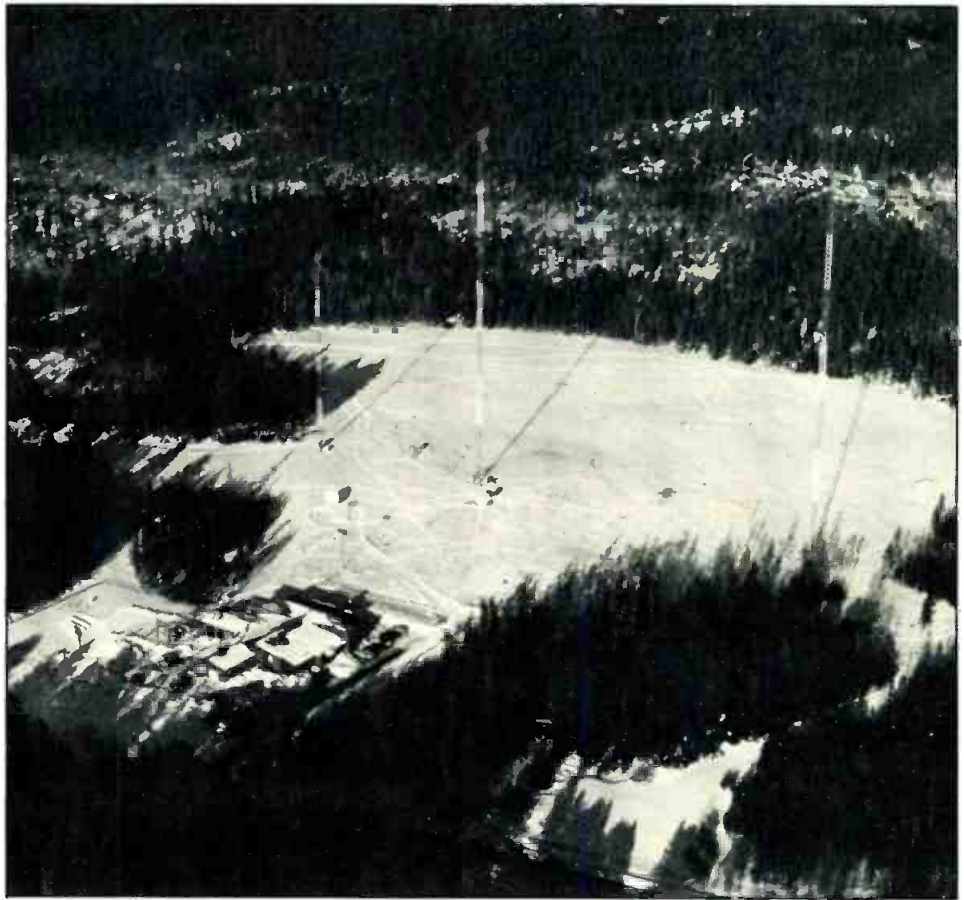
## Christian Science Church launches international broadcast

**Church expands its overseas broadcast efforts with shortwave service to begin operation March 30 from transmitter in Maine**

Almost from its inception in 1908, *The Christian Science Monitor* has been a player on the world stage of international journalism. Partly because of its affiliation with the Christian Science Church but increasingly because of its objective, almost detached approach to the news, it attracted readers worldwide. In the 1970's, it initiated a weekly "World Edition" of the newspaper, which is printed in England and is distributed in over 170 countries. Now, it is moving into international broadcasting—via shortwave—on a major scale that will enable it to contribute, along with the Voice of America, the British Broadcasting Corp., and other international radio voices, to the world's informational data base.

While the church is not averse to considering various financing schemes, including the selling of advertising time, officials say no decision will be made until after the service is operating. The church is prepared to underwrite the project and absorb the costs, as it does the losses the *Monitor* incurs. But John H. Hoagland Jr., manager of the Christian Monitor Publishing Society, which provides material for the newspaper and will do the same for the shortwave project, says the church sees *The Monitor* as a public service, "and this [the shortwave venture] will be an extension of that."

Indeed, the project is in a sense driven by religious principles. The late Mary Baker Eddy, who developed the system of thought known as Christian Science and founded the *Monitor*, wrote in its first editorial, "The object of the *Monitor* is to injure no man, but to bless all mankind." And the world's major shortwave broadcasters are estimated to command regular audiences of more than



The Monitor's Maine facility

100 million people. John Parrott, director of communication and information for the Society, says shortwave broadcasting is seen as "the most efficient way" of responding to what the society regards as a demand, worldwide, for *Monitor*-type international news and information. But religion will not be ignored on the network.

The World Service of the Christian Science Monitor, as the new service is called, is scheduled to begin operations on March 30, over a \$6 million, 500 kw transmitter at Scotts Corners, Maine. The new facility was to undergo testing beginning today (March 16). Its target areas are Europe, the western Soviet Union, the Middle East, and virtually all of Africa. Next to be pressed into service will be a facility on Saipan, on the Mariana Islands. The Society late last year purchased a 100 kw transmitter on the island for \$3 million from Marcom Corp. It is now beaming top 40 music to the Far East, from Australia and New Zealand to Japan and China. But the Society plans to couple it with another 100 kw transmitter to be built within the next year, and tie it into the news, information and religious service. And at present, engineers are scouring the Southeast for an appropriate site for two 500 kw transmitters

the Society plans to build, at a cost of up to \$10 million, to serve Canada and Latin America.

All told, the network will cover most of the globe, though with some blank spots in parts of the Soviet Union and the Peoples Republic of China. The network, which has been in the planning and development stage for two years, grows out of a concept developed in collaboration with George Jacobs, a consulting engineer. He retired from the government in 1980 after service with the Voice of America and Radio Free Europe/Radio Liberty.

There are now 15 international shortwave stations operating in the U.S., most of them providing largely religious programming. And 12 hours of The World Service's 20 hours will be religious or "inspirational," two hours of programming mined largely from the church's monthly magazine, *The Herald of Christian Science*, repeated six times daily, as the transmitter is electronically switched to reach different geographical areas. (The Sunday schedule is solid religion and "inspirational.") But the remaining time will be news, informational programming and commentary, divided in live, two-hour "editions" and produced with two teams of an-



Hoagland



chors, with the news updated on the hour and half-hour throughout the eight-hour block. Some of the material will be drawn directly from the newspaper, some of it from correspondents and stringers around the world.

All of the news programing will be in English. And except for 15 minutes of each two-hour block that will be done in French and another 15 minutes in German, all of the religious programing will also be in English. Parrott said that research indicates that for those around the world who are interested in international news and information, English is the universal language. However, he also said that when the transmitter to be aimed at Latin America is on line, in about two years, "we will plan to do news and religious programing in Spanish and Portuguese."

The Monitor is no stranger to broadcasting, radio or television. The church produced shortwave news programing in the 1930's, but abandoned it in World War II. But in 1982, American Public Radio approached the church with a suggestion it produce a one-hour weekend news program for the service.

In January 1984, that led to *Monitoradio*, a weekend program—and the church's explosive expansion into broadcasting began. The weekend program is now aired by over 200 APR affiliates. And with the evident appeal of that program, a daily, half-hour version was quick to follow. It is now on over 100 public radio stations. The programs, funded by corporations and foundations, are provided free of charge to the stations. There is now a *Conversations with the Christian Science Monitor*, a daily half-hour

program featuring opinion leaders and produced for commercial stations and now aired on 30 of them. Nor is that all. In Europe. *The Weekend Edition of The Christian Science Monitor*, a 45-minute program, is heard on Radio Luxembourg on Sunday night. Two years ago, the *Monitor* began producing a weekly half-hour program for television. And earlier this year, the church entered the field of television station ownership, when the FCC approved its purchase of WQTV(TV) Boston—(ch.68). "So we're strong in broadcasting," says Hoagland.

The programing for the new venture will be produced in the same complex in Christian Science Center in Boston, where 60 people produce the *Monitor's* radio and television programing. The signal is transmitted by satellite to the facilities that transmit it.

And although the *Monitor* will be offering listeners around the globe an alternative to VOA and other international services, Hoagland said, "We're not in competition with VOA." Indeed, he said, all the major broadcasters, including the VOA, had been helpful. "Everyone welcomes this. There's always room for another source of information." VOA Director Richard Carlson—who had conferred with *Monitor* people on the project a year ago—agrees. "We welcome their contribution. We believe in bringing information to the people. It's a positive thing, bringing information to the people of the world. We don't feel it's competitive, except in the healthiest way."

Mary Baker Eddy's progeny are about to provide the residents of the global village with another means of talking to one another. □

radio talk show hosts. Scott, associate director of media relations, rounded up stations in 11 major markets—from Sherrye Henry of WOR(AM) New York to Michael Jackson of KABC(AM) Los Angeles—and the ABC, NBC and Mutual networks, and for more than an hour they talked to Abshire.

It worked out well, Koehler said. And he seemed to regret he would not have the chance to that sort of thing again. "I'd been looking forward" to the job, he said. □

## Taishoff Seminar to focus on business news

**WWL-AM-TV New Orleans is scene of March 20-21 conference**

"Bottom line" broadcast journalism will be the timely theme of the fourth annual BROADCASTING-Taishoff Seminar, to be held March 20-21 at WWL-AM-TV New Orleans. The seminar, designed to "identify and inspire future leaders of television news," is held in memory of the late Sol Taishoff, co-founder and former editor of BROADCASTING magazine and president of the Society of Professional Journalists, Sigma Delta Chi, in 1956-57. The seminars are sponsored by SPJ,SDX with an endowment from the BROADCASTING-Taishoff Foundation, and are free to participants.

The conference is to open Friday night (March 20) with a reception at WWL-TV. On Saturday, 26 television journalists and 10 radio journalists will hear the views of 15 news executives on "the income crunch felt in what has become a turbulent industry, and its effect upon the news product." Paul Davis, news director of WGN-TV Chicago, past president of the Radio-Television News Directors Association and secretary of SPJ,SDX, will moderate the sessions, which will include discussion of reporting and anchoring, wire service innovations and their use in broadcasting, and the use of technology to cut costs. George Gillett Jr., president of group owner Gillett Group Inc., will give the Saturday luncheon speech.

This year's seminar will be the first to offer a special "radio-only" session, to be held concurrently with one of the general sessions. Among the radio panelists will be Jim Farley, vice president of NBC Radio News; Rob Sunde, news director of the ABC Information Radio Network, and Dave McNamara, WWL(AM).

The panelists confirmed at press time: Mel Martin, vice president and news director, WJXT(TV) Jacksonville, Fla.; John Spain, news director, WBRZ(TV) Baton Rouge, and immediate past president of RTNDA; Terry Connelly, general manager, WCPO-TV Cincinnati; Mary McCarthy, news director, WDSU-TV New Orleans; Jim Topping, news director, KTRK-TV Houston; Paul Amos, vice president, CNN Headline News; Wayne Lynch, managing editor of news, WMAR-TV Baltimore; Paul Julian, talent agent and attorney, Chicago; Michael Bille, NIWS, Tampa, and Phil Johnson, WWL-TV New Orleans. □

## Short tenure for Koehler

**New White House chief of staff, Howard Baker, asks for resignation of director of communications**

After two weeks as White House director of communications, John O. Koehler has returned to his consulting business. He had been hired in the final days of the regime of former White House chief of staff Donald Regan. He announced his resignation, on Monday, at the request of the new chief of staff, Howard Baker. In an appearance before reporters in the White House briefing room, Koehler said, "A new general manager of an important enterprise must be totally comfortable with his staff." And in this administration, he said, "the new general manager is Howard Baker."

Koehler said he had talked to Baker on Friday and told President Reagan earlier on Monday of his plans to resign. He said he told the President that he recognized Baker's "need to have his own team for a successful execution of his vital mission."

There was no word of a successor. Marlin Fitzwater, White House spokesman, said Baker was considering changes in the staff structure, and the job description might be changed; White House aides said the duties might be merged with those of another position. The post, created in the Nixon adminis-

tration for long-time Nixon press aide Herbert Klein when Klein was passed over for White House press spokesman, has been shaped to some degree according to the interests of its occupant. Patrick Buchanan, whom Koehler had been named to succeed, used it, for instance, as a platform for urging hard-right conservative views on the President.

Koehler said he feels "no ill will" regarding the brevity of his stay in the White House. And he said he was confident the controversy that blew up over the disclosure—after his hiring—that as a 10-year-old boy in Germany he had belonged to a Nazi youth group for six months had no bearing on his leaving the White House. "It wasn't even mentioned," he said.

"Now," Koehler said, "I go on to bigger things." His consulting work will include projects for U.S. Information Agency and other clients. He had a long relationship with USIA, and it was USIA director Charles Z. Wick who had recommended him for the White House post.

Koehler's short stay in the White House was not without its accomplishments. On Thursday, during his first week, one of his aides, Debbie Scott, suggested opening the President's special counsel on the Iran-contra affair. David Abshire, to questions from

# RIDING GAIN

# O N R A D I O

## Sales drop

Comedian and entertainer Soupy Sales is leaving NBC Radio.

*Soupy Sales Moldy Oldies*, the two-hour, weekly program produced by Radio Today, a New York-based radio program supplier, for NBC Radio Entertainment, is being dropped by NBC at the end of the month. And in what is being called an unrelated move, Sales will also be leaving his midday post at *WNBC(AM)* New York.

The network broadcast, which is carried by some 130 stations, is slated to end its run during the weekend of March 27-29. "The program did not attract enough advertising support," said Willard Lochridge, vice president and general manager of NBC Radio Entertainment and The Source, NBC's young-adult network, in explaining the decision to drop the program. He said the series did not reach "desired audience goals" in the top 50 markets.

Sales's oldies show had only a one-year outing, premiering the first weekend in April last year. (Sales and NBC Radio Enter-

tainment have a one-year contract with an option to renew.)

The *Moldy Oldies* program is the third regularly scheduled series canceled by NBC Radio Entertainment in the past nine months. *The Paul Shaffer Show...Live From The Hard Rock Cafe*, a 90-minute, monthly music/interview broadcast that originated live from the Hard Rock Cafe in New York City, was dropped in July and *Profile '86*, a 90-minute, monthly contemporary rock program, was not renewed for 1987 after the last show in December. Also leaving the NBC schedule in December was *Live From Walt Disney World* (Orlando, Fla.), a periodic country music concert series launched in late 1985. But, said Lochridge: "We continue to explore new long-form shows that will fill stations' programming needs as well as draw the necessary advertising support." (In 1987, the network syndication unit began to offer most of its entertainment programs on a weekly basis "in response to the marketplace" ["Riding Gain," Dec. 1, 1986].)

Not only is Sales's national NBC program leaving the airwaves, but the comedian said

he will be leaving his midday (10 a.m. to 3 p.m.) post at adult contemporary *WNBC(AM)* New York after a two-year stint.

"We wanted Soupy to stay, but with a different format," said John P. Hayes, vice president and general manager of *WNBC*. Presently, *WNBC*'s "Soupy Sales" show interweaves music with off-beat comedy bits that feature Sales's sidekick and program co-host Ray D'Arriano, and pianist-voiceover artist Paul Dyer. Station management wants to "streamline" the production by eliminating Sales's entourage and having the comedian interact "one-on-one" with listeners by fielding more phone calls. "We believe the appeal of the show is Soupy Sales," said Hayes. Sales, however, apparently did not agree with the new format direction for his show and, as a result, will depart early next month. (Sales has a three-year deal with *WNBC*, which, in effect, is a series of three, one-year agreements renewable at the end of each year.) Hayes said there was "no connection" between the move to reposition Sales's local show and NBC Radio Entertainment's decision to drop his national broadcast. A replacement for Sales at *WNBC* has not yet been named.

Late last week, the station also announced that it will move Alan Colmes, its new overnight (midnight to 5:30 a.m.) personality, to afternoon drive, replacing Joey Reynolds, on March 30. Reynolds, who started on *WNBC* a year ago, is currently on from 3 p.m. to 7 p.m., but the afternoon shift will be expanded to 2 p.m. to 7 p.m. when Colmes takes over.

*WNBC* stresses its on-air personalities, such as Don Imus in morning drive, and play-by-play sports broadcasts, such as New York Knicks basketball and New York Rangers hockey. But during the past year, NBC's AM flagship outlet has not been faring well in Arbitron 12-plus metro share ratings, dropping from 2.6 in the fall 1985 New York market report to 1.7 in fall 1986. As for Sales and Reynolds, each had a 1.6 12-plus share for his time.

## Ad ads

John Blair & Co.'s radio representation division, composed of Torbet Radio, Select Radio Representatives and Blair Radio, is reading an on-air campaign to promote radio advertising. The promotional campaign is being produced by IGC/Strategic Communications, Union, N.J., and will be offered first to station clients of Blair's rep companies free of charge.

"This effort is just part of our work to bring new advertisers to radio," said Charlie Colombo, president of Blair's radio representation division. "The campaign does not have any reference to the Blair companies [and] allows for total customization by the radio stations," he said. Spots will be available in 10-, 30- and 60-second lengths.



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**Birthday cake.** The hands of time were turned back when talk-formatted WOR(AM) New York hosted a 65th anniversary party in the Grand Ballroom of the Plaza hotel there, featuring big band music by the Tommy Dorsey Orchestra, conducted by Buddy Morrow. (WOR is the oldest New York City radio station in terms of continuous call letters and format.) Some 500 broadcast industry and ad agency executives as well as several political dignitaries attended the gala. Cutting the first slice of WOR's birthday cake were (l-r): John A. Gambling, the station's veteran morning personality and, more recently, a radio group operator, television and radio personality Arlene Francis, who has been associated with WOR for most of the past 27 years, Lee Simonson, WOR vice president and general manager, and Pegeen Fitzgerald, former WOR personality who was part of what is believed to have been the longest-running husband-and-wife radio show—over 40 years—*The Fitzgeralds*.

### Dance time

Westwood One Radio Networks, Culver City, Calif., will introduce a new, three-hour, top 30 dance music countdown series next week, entitled *American Dance Tunes*. The show will be hosted by Jeff Wyatt, program director, KPWR(FM) Los Angeles, and produced by Joel Salkowitz, program director, WOHT(FM) New York. (Both stations are owned by Emmis Broadcasting and program a blend of urban contemporary and contemporary hit music.) The choice of songs will be a "computer compilation determined by radio airplay and published chart information from a variety of sources," said a Westwood spokesman.

Also at Westwood, that company, along with Milky Way, a product of M&M/Mars Co., will sponsor the upcoming U.S. concert tour of the rock group, REO Speedwagon, beginning March 21 in Kalamazoo, Mich. The sponsorship will generate a series of REO Speedwagon specials by Westwood.

### More of the story

ABC Radio Networks will add a *Rest of the Story* broadcast, anchored by ABC's popular news commentator, Paul Harvey, to its Saturday news schedule, said ABC Radio Networks President Aaron Daniels. The five-minute news feature will be fed at 7:30 a.m. NYT beginning April 4. *The Rest of the Story* currently airs Monday through Friday. (It is fed at both 2:06 p.m. and 3:06 p.m. NYT.) The programming move will increase Harvey's frequency from 16 news shows each week—three each weekday and one Saturday afternoon—to 17.

"This [Saturday morning broadcast] will create an opportunity for stations to get a

'new audience' for Paul Harvey, which will be listeners who may not get a chance to hear him during the week," said Daniels. The added broadcast, he said, "should do well from a ratings standpoint" because radio, typically, has a large listening audience on Saturday mornings.

### Report report

Dow Jones & Co. is calling its FM-oriented business news network ("Riding Gain," Feb. 9), *The Dow Jones Report*, said Bob Rush, director of broadcast services for Dow Jones. The new network service, which will transmit one-minute financial/economic summaries of "breaking" news, is now slated to debut in late spring.

The decision for Dow Jones to go with a service for FM stations—primarily classical, easy listening and soft contemporary formatted stations—is based on a market research study conducted among 509 adult (18-plus) radio listeners to those formats in the top 50 markets by Statistical Research Inc. (SRI), Westfield, N.J. "Sixty-five percent of all respondents exhibited an interest in hearing [consumer-oriented] economic and financial news briefs," said Rush, who received the final results of the study last week. "And the 'tune-out' to financial news is less than to a song they don't like or commercials," he said.

Rush said the complete Dow Jones/SRI study will be available at the upcoming National Association of Broadcasters convention in Dallas later this month (March 28-31.)

For the past seven years, Dow Jones has been airing *The Wall Street Journal Report*, 17 two-minute reports each weekday and six one-minute reports on weekends. The service is targeted for AM stations in the top 50 markets and in a number of "affluent"

secondary markets as well as some Caribbean markets.

The new FM service, said Rush, will have a staff and studio separate from those of *The Wall Street Journal Report*.

### New age begins

The nation's first full-time "new age" music format on radio was launched over Fuller-Jeffrey's KLRS(FM) (formerly KSCO(FM)) Santa Cruz, Calif. last Tuesday (March 10).

The station had been airing Bonneville's "Ultra" easy listening format. Radio programming consultant Lee Abrams, who put the KLRS format together, characterizes the new age sound as "beautiful music or easy listening for the 1990's." Said Abrams: "The station's sound is based totally on atmosphere and mood, rather than [artist] familiarity...It is very much like the 'easy listening' format in approach with a deemphasis on [station] personalities," Abrams said.

(New age music has been generally described as light "melodic" jazz. Among the record companies specializing in the new age sound are the 11 year-old Windham Hill Records label and the two year-old Private Music label.)

"Initially, we will have from 800 to 1,000 songs in the station's music library," said Abrams, who is one of the founding partners of Burkhart/Abrams/Douglas/Elliott & Associates, the Atlanta-based radio program consultancy firm. Some of the artists now heard on KLRS: George Winston, Kitaro, Andreas Vollenweiden, Vangelis, and Shadowfax.

Abrams told BROADCASTING that he first approached Bob Caron, executive vice president of Fuller-Jeffrey Broadcasting, last fall about establishing a full-time new age format over KSCO in Santa Cruz, which, said Abrams, "seemed like the best market for new age music." (Windham Hill Records is located in nearby Palo Alto, Calif.) Fuller-Jeffrey gave Abrams the green light on the format about two months ago, and he began working closely with KLRS general manager Bill Claudier in assembling the station's new sound. (Fuller-Jeffrey Broadcasting is a radio group operation based in Sacramento, Calif., that owns and operates 11 radio stations.)

KLRS, which now bills itself as "Colors 99.1," is located 50 miles south of San Francisco, but with its 50 kw signal, the station, said Abrams, penetrates the San Jose market some 25 miles to the northeast.

With many album-rock and soft-rock stations adding new age music selections to their playlist at an increasing rate, CBS Radio Programs, the program distribution arm of the CBS Radio Networks, revealed plans earlier this month for a two-hour, weekly, new age broadcast produced by Denny Somach Productions, Havertown, Pa. ("Riding Gain," March 9.) Abrams is also assisting Somach on music research.

□

Other recent format changes around the country include KLTQ(FM) Salt Lake City, Utah, from soft rock to "classic hits," and WAHC(FM) Oshkosh, Wis., from contemporary hit to country.

Voyager Communications, a Raleigh, N.C.-based radio group operator, has just launched WWMG-FM Charlotte, N.C. (licensed to Shelby, N.C.), with an oldies-based adult contemporary format.



**Teleport merger.** Carley Teleport Communications, operator of the Washington International Teleport (WIT) in suburban Virginia, has agreed in principle to buy a neighboring teleport from MultiComm Telecommunications Inc., a subsidiary of Amway Corp. Although the principals were not commenting on the price, one source said it was about \$2 million.

According to Carley's Bruce Kirschenbaum, the physical assets of the MultiComm teleport include a 3,000-square-foot operations center and one 11-meter and two 4.6-meter C-band earth stations. The building and dishes are located on a 4.7-acre plot adjacent to WIT's in Bren Mar, Va.

But as important to the deal as the hardware and real estate, Kirschenbaum said, are MultiComm's existing customers, which include Mutual Radio, Associated Press, United Press International and McDonnell Douglas.

MultiComm had been a part of Mutual Radio, but was not included in Amway's sale of the radio network to Westwood One in late 1985. Amway has had MultiComm on the block for at least two months ("Satellite Footprints," Jan. 12).

**Dishing it up.** Instead of shutting down its Prodelin satellite antenna unit, General Instrument has sold it to a group of managers and investors for a price neither the buyer nor seller will reveal.

GI had picked up Prodelin as part of its \$220-million purchase last year of M/A-Com's Cable/Home Communications division (BROADCASTING, Oct. 6, 1986).

GI had bought the division primarily for its Videocipher II scrambling system, the de facto standard for satellite scrambling in the cable business, and had been planning to phase out Prodelin when the opportunity to sell it arose.

With the buyout, Prodelin returns to its status as a privately held corporation, which it was when M/A-Com bought it in 1980. At the helm are Gary Kanipe, president and chief executive officer, and Larry Bowman, executive vice president and chief operating officer. Both were vice presidents with Prodelin under GI's ownership.

According to Bowman, the assets of Prodelin include two North Carolina facilities, a fiberglass molding plant in Catawba, where parabolic dishes are manufactured, and a specialized metal-working plant in Newton, where dish mounts and other metal components are made. The administrative offices are also in the Newton facility, he said.

Prodelin will target primarily the "emerging" private satellite network market for its antennas, Bowman said. The kind of small Ku-band antennas with precise tolerances that Prodelin can produce in large quantities, Bowman said, is ideally suited for private networks, which are being installed by a growing number of corporations for two-way data communications and one-way video transmissions. Prodelin has already supplied antennas for the private networks of Federal Express, Wal-Mart, Southland and others, he said.

The other markets Prodelin will pursue, offering C-band and Ku-band dishes, are cable, SMATV and satellite broadcasting, Bowman said.

Bowman said he believes Ku satellite broadcasting would eventually be a big market, noting that Prodelin supplied 12,000 1.2-meter dishes to United Satellite Communications Inc., a pioneering Ku-band satellite broadcasting venture that went broke in early 1985.

Prodelin has no interest in manufacturing satellite communications electronics, Bowman said. So instead of being a competitor of Japanese companies trying to break into the market, he said, Prodelin could be their partner, supplying the dishes they cannot economically export to the U.S. to complement their electronics.

Under its new ownership, Prodelin would have been off to a strong start had Viacom not walked away from a deal to lease 21 transponders on AT&T's Telstar 303 satellite (BROADCASTING, March 2). As part of the deal, AT&T was to buy and install at cable systems some 2,000 earth stations aimed at Telstar 303. According to Bowman, Prodelin had the inside track on supplying the antennas to the telephone company.

**Helping hand.** David Bondon, who was president of Prodelin when it was sold to M/A-Com in 1980 and who was vice president of marketing for M/A-Com's Cable/Home Communications division

through October 1985, is now a consultant to Home Box Office, assisting the cable programmer in implementing its Ku-band satellite broadcasting plans.

HBO hopes to persuade cable operators to embrace Ku-band satellite broadcasting and use it to serve homes and businesses within their franchises beyond the economical reach of coaxial cable. According to Bondon, his principal job is to work with the cable operators. "Satellite broadcasting has a much better chance of taking off if cable operators are given the right training and assistance," he said.

HBO's motivation in pushing Ku band is clear: It is a partner with RCA Americom in Crimson Satellite Associates, a venture formed to build and launch two high-power Ku-band satellites—Satcom K-3 and Satcom K-4—in the early 1990's. To sell the costly transponders to other cable programmers, it realizes it also has to sell the cable operators, who influence the programmers, on the advantages of the technology.

Bondon knows a little something about Ku satellite broadcasting. While at M/A-Com, he worked closely with USCI, which used M/A-Com Prodelin dishes in its ill-fated satellite broadcasting venture. According to Bondon, Satcom K-3 and Satcom K-4 as well as Satcom K-1, an in-orbit satellite on which RCA Americom is offering slots to programmers that want to get an early start with Ku, can deliver signals to earth stations with dishes as small as one meter in diameter. Such earth stations can be installed at a home for \$600—\$500 for the hardware and \$100 for the installation.

Challenged on the \$100 installation, Bondon said one person can install an earth station in two hours. Unlike the 1.2-meter dish, he said, the one-meter dish is small enough to be carried up a ladder and otherwise handled by one person. USCI's experience was that if it paid installers on a per-day basis, one or two earth stations were installed a day, he said, but if it paid per installation, six or seven were in place by the end of the day.

Bondon has kept an eye on the development of flat-plate satellite antennas, and, from what he has seen, "doesn't see what the big deal is." Until an economical means of making them electronically steerable is found, he said, they offer few benefits. "The flat antenna is a flat, square thing that has to be put on a mount and aimed at the satellite," he said, "and the dish antenna is a round thing that has to be put on a mount and aimed at the satellite."

**Early bird.** Jones Intercable was a bit upset that BROADCASTING's March 2 story on the possible emergence of Hughes Communications' Galaxy III as a major cable bird as a result of cable programmer's acquisition of 13 transponders on the satellite failed to mention that Jones already had a slot on the bird.

According to Jones's Erica Stull, Jones began leasing a transponder on the 24-transponder C-band satellite last October for the distribution of its proprietary home shopping service, Sky Merchant. Sixty systems in 20 states serving 750,000 cable homes now receive Sky Merchant from Galaxy III, she said.

**Talking sensing.** Eastman Kodak has set up a new division offering value-added services in the remote sensing satellite field. The new KRS Remote Sensing division of Eastman Technology Inc. will offer users, from TV broadcasting and other industries, enhanced image processing, interpretation-analysis and systems engineering from its location in Landover, Md., outside Washington ("Closed Circuit," Feb. 23)

Remote sensing images, which are provided by satellite with the power to resolve objects and terrain on earth as small as 10 to 20 meters, got their first widespread use by broadcasters when satellite operators Eosat and Spot Image offered the first pictures of the Soviet Chernobyl nuclear power plant after its 1986 accident. Some broadcasters believe such newsgathering from space can have wide applications in the future.

Heading the new unit will be Peter C. Moran, now with Kodak's federal systems division, and for 25 years in technical and marketing management positions at Kodak, Fairchild and Harris. Deputy general manager will be Robert U. Roberts, former director of new business development for Kodak's Datatape Inc. subsidiary.

## An educational curtain raiser in Dallas

### Association looks to find happy medium between theory and practicality in broadcast education

The thrust of the 32d annual Broadcast Education Association convention, to be held in Dallas on the eve of the National Association of Broadcasters convention, will be "to continue to move broadcasters and educators together in dialogue," says BEA's new executive director, Louisa A. Nielsen, formerly manager of educational programming and satellite services at George Washington University in Washington. This year's convention, scheduled for March 26-28 in Dallas, will feature sessions, seminars, paper presentations, screenings of student audio and videotapes, committee meetings, the announcement of new board members and an awards ceremony. BEA expects about half of its 800 individual and university members to attend.

A major and ongoing topic of discussion will be how well educators are preparing students for careers in broadcasting. The debate over whether to provide technical, hands-on training or a broad introduction to

theory will continue in Dallas, as the convention attendees try to determine a "happy medium," Nielsen said. "That's what we're trying to find, and that's what everybody is trying to find," she said.

The convention will also allow "academicians to come together in a serious forum and share with each other their work in research and in production and in management," said Nielsen, who stressed that "all of the people who are teaching in this field need to be practitioners in the field in some way."

Among the sessions are "Copyright—A Great (Scrambled) Egg in the Sky" (Friday, 2:30-3:45 p.m.), "Accreditation in Broadcast Journalism—Questions and Problems" (Thursday, 5:15-6:30 p.m.) and "Television Station Ownership Changes" (Friday, 9:30-10:45 a.m.). For the first time there will be a session on "Computer Applications in Broadcasting," also offered Friday at 9 a.m. The copyright session will feature FCC Commissioner James Quello; Ralph Oman, U.S. register of copyrights; Brenda Fox, vice president and general counsel, National Cable Television Association; John Sturm,

director of government affairs, CBS Inc.; Frederick Finn, Brown & Finn, Washington, and moderator Gerald Udwin, vice president, Washington, Westinghouse Broadcasting.

Topics of other sessions include broadcasting and social responsibility; law and policy; the role of consultants in commercial radio; television evangelism; advertising sales; recruiting the best students for college programs, and faculty evaluation, promotion and tenure. Seminars will cover the teaching of sales, policy, broadcast journalism and production. Papers will be presented by the top two winners in each of six categories: management and sales, broadcast research, news, communications law, broadcast history and international broadcasting.

Erwin Krasnow, partner with Verner, Liipfert, Bernhard, McPherson & Hand, a Washington law firm, and formerly NAB's senior vice president and general counsel, will receive BEA's annual Distinguished Education Service Award at a 12:30 p.m. luncheon on Friday, March 27. Kenneth Bilby will receive the 1986 BEA/NAB Book Award for "The General: David Sarnoff and the Rise of the Communications Industry," judged to be the best book about the electronic media published in 1986. BEA Chairman Chris Sterling will present the awards.

BEA's Nielsen will replace Harold Niven, president of BEA since 1985 and before that the NAB's liaison with BEA, who will retire April 1. BEA will be reorganized to eliminate the president's position, with Nielsen filling the new position of executive director at BEA. The association is affiliated with NAB, sharing its office space and clerical support and using NAB departments to build partnerships nationally between broadcasters and broadcast educators. BEA has been in existence since 1955.

Six new members will join the BEA board for two-year terms during the 1987 convention. The 12-member board comprises seven academic members elected by the BEA membership and five broadcast members appointed by NAB. Four of the six new members are academic: Peter Moller, Syracuse University, Syracuse, N. Y.; Donald Kirkley, University of Maryland-College Park; Robert Eubanks, Sam Houston State University, Houston, and Frank Holsten, the Community College at Baltimore. The two new broadcast members have not yet been announced.

The BEA board will discuss attracting undergraduate student members by offering special services such as relaying information about scholarships, internships and job openings. (Although some of the association's members are graduate students, the majority are university faculty.)

Nielsen described the convention as a place to "form the professional and personal

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partnerships between the broadcast educators and the broadcasters," a place to "encourage professional activity and publishing between and among those two groups in the

area of broadcasting" and a place to shape the broadcast curricula "to reflect both the theoretical and the practical applications that are needed in the broadcast industry." □

N.C.-based owner of seven AM's and 12 FM's. WMRO is on 1280 khz with 1 kw day and 500 w night. WAUR is on 107.9 mhz with 22.4 kw and antenna 735 feet above average terrain.

## Changing Hands

### PROPOSED

**WOOD-AM-FM Grand Rapids, Mich.** □ Sold by Grace Broadcasting to Ralph Guild Broadcasting for \$18,250,000. **Seller** is Southfield, Mich.-based radio group owner that upon closing of this sale will have no more broadcast interests. It is headed by Harvey Grace, president and principal owner. **Buyer** is owned by Ralph Guild, chairman of Interep, New York-based holding company of station representative firms. Guild owns KFRE-AM-FM Fresno, Calif., and is partner with Larry J.B. Robinson in bid for RKO's WGMS-AM-FM Washington. WOOD is on 1300 khz with 5 kw. WOOD-FM is on 105.7 mhz with 265 kw and antenna 810 feet above average terrain. *Broker: The Mahlman Co.*

**WSIX-AM-FM Nashville** □ Sold by Foster Management Co. to Steve and Tom Hicks for \$8.5 million cash. **Seller** is New York-based venture capital firm principally owned by John Foster, president. It has no other broadcast interests. **Buyer** Steve Hicks is principal owner of Hicks Communications, Austin, Tex.-based owner of two AM's and two FM's. Tom Hicks is partner in Hicks & Haas, Dallas-based leverage capital firm that owns 7 Up, Dr Pepper and A&W soft drink brands and has minority interest in Hicks Communications. Steve Hicks is also part owner, with his brother Bill Hicks, of WTAW(AM)-KTSR(FM) College Station, Tex. Hicks Communications recently closed on sale of KAYI(FM) Muskogee, Okla., and WYNK-AM-FM Baton Rouge to Narragansett Capital Corp. for \$15 million ("Changing Hands," Nov. 17, 1986). WSIX(AM) is on 980 khz with 5 kw. WSIX-FM is on 97.9 mhz with 100 kw and antenna 1,140 feet above average terrain. *Broker: Americom.*

**KBEA(AM) Mission and KXTR-FM Kansas City, both Kansas** □ Sold by Robert P. Ingram to Dr. John Robert E. Lee for \$5,750,000 cash. **Seller** is Kansas City, Mo.-based diversified businessman with no other broadcast interests. **Buyer** is principal owner of Silver Star Communications, Tallahassee, Fla.-based group of two AM's and three FM's. KBEA is on 1480 khz with 1 kw day and 500 w night. KXTR-FM is on 96.5 mhz with 100 kw and antenna 540 feet above average terrain. *Broker: Chapman Associates.*

**KTGR(AM)-KCMQ(FM) Columbia, Mo.** □ Sold by Early Broadcasting Inc. to James C. McCrudden (professionally known as Bob Kelly) for \$4,500 cash for stock and assumption of liabilities in excess of \$5.2 million. **Seller** is owned by Jake W. (Bill) Early, president of Early Broadcasting and general manager of KTGR-KCMQ. Early bought 90% interest in stations from Kelly Communications, owned by McCrudden, in January 1986 for \$5,250,000. He has no other broadcast interests. **Buyer** is 10% stockholder in Early Broadcasting and president of Kelly

Communications, Lakeland, Fla.-based owner of WXCL(AM) Peoria, Ill.-WKQA(FM) Pekin, Ill. KTGR is on 1580 khz with 250 w day; 68 w night. KCMQ is on 96.7 mhz with 3 kw and antenna 155 feet above average terrain.

**WMRE(AM) Boston** □ Sold by Mariner Communications Inc. to Noble Broadcast of Boston Inc. for \$3.7 million. **Seller** is Ansel Chaney, trustee in bankruptcy for Mariner Communications. He has interest in KKR(FM) Kernville, Calif. Mariner is group of investors, principals of which included Elmer Ward Jr., Palm Beach, Fla., clothing executive. They have no other broadcast interests. **Buyer** is subsidiary of Noble Broadcast Group, San Diego-based group owner of two AM's and three FM's and part owner of AM-FM combination in Mexico, principally owned by John T. Lynch, president and chief executive officer. WMRE is on 1510 khz with 50 kw. *Broker: Blackburn & Co.*

**WMRO(AM)-WAUR(FM) Aurora, Ill.** □ Sold by T. Furman Brodie to George Beasley for \$3,185,000 cash. **Seller** is Florence, S.C.-based attorney with no other broadcast interests. **Buyer** is president and principal owner of Beasley Broadcast Group, Goldsboro,

**WMLA(AM) Normal, Ill.-WMLA-FM Le Roy, Ill.** □ Sold by W. Russell Withers Jr. to McLean County Broadcasters Inc. for \$700,000 plus \$250,000 contingent on FM upgrade. **Seller** is head of Mount Vernon, Ill.-based Withers Broadcasting Co., which owns three AM's, three FM's and four TV's. **Buyer** is owned by David C. Keister, head of Martinsville, Ind.-based David Keister Stations comprising three AM's and four FM's. WMLA is on 1440 khz with 1 kw day and 500 w night. WMLA-FM is on 92.7 mhz with 3 kw and antenna 300 feet above average terrain.

**WPFR-AM-FM Terre Haute, Ind.** □ Sold by The Oak Ridge Boys Broadcasting Corp. of Indiana to Power Rock Broadcasting of Indiana Inc. for \$750,000 cash. **Seller** is owned by Joseph Bonsall, William Lee Golden, Dwayne Allen, Richard Sterben, members of Oak Ridge Boys, Hendersonville, Tenn.-based singing group. They have no other broadcast interests. **Buyer** is owned by Stewart Freeman, 80%, and Robert Simpkins, 20%. Freeman is president and Simpkins general manager of WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., in which they have ownership interest. WPFR is daytimer on 1300 khz with 500 w. WPFR-FM is on 102.7 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Communications Services Co.*

**WRAP(AM) Norfolk, Va.** □ Sold by Clinton

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Cablevision to Sinclair Telecable Inc. for \$725,000 cash. **Seller** is wholly owned subsidiary of Heritage Communications, Des Moines, Iowa-based publicly traded communications company with cable systems serving 990,000 subscribers in 22 states. Heritage, headed by James M. Hoak Jr., also owns six TV's, four AM's and three FM's, and has 30% interest in five TV's, one AM and one FM. **Buyer** is principally owned by John L. Sinclair, who also owns cable systems serving Hendricks county, Ind.; Benton and Washington counties, Ark., and West Yellowstone, Mont. WRAP is on 850 khz with 5 kw day and 1 kw night.

**WTTB(AM) Vero Beach, Fla.** □ Sold by Treasure Coast Broadcasting of Vero Inc. to Treasure Coast Broadcasting Co. L.P. for \$600,000. **Seller** is owned by Howard Cohen, who has no other broadcast interests. **Buyer** is principally owned by Gregory D. Bone, general manager of WGYL(FM) Vero Beach. It also owns WGYL and WQRC(FM) Barnstable, Mass. WTTB is on 1490 khz with 1 kw day and 250 w night.

**WBCA(AM)-WWSM-FM Bay Minette, Ala.** □ Sold by Faulkner University to Faulkner-Phillips Media Inc. for \$575,000. **Seller** is Montgomery, Ala.-based nonprofit educational institution. Chairman of board is James H. Faulkner. **Buyer** is equally owned by Faulkner and William H. Phillips. Faulkner is former owner of four AM's and three FM's in Alabama and Georgia, including WBCA-WWSM-FM, which he donated to college several years ago. William H. Phillips

is general partner in applicant for new FM in Gulf Breeze, Fla., and formerly owned WDLT(FM) Chickasaw, Ala. He will be president and general manager of stations. WBCA is daytimer on 1110 khz with 10 kw. WWSM is on 105.5 mhz with 3 kw and antenna 340 feet above average terrain.

**KCRF-FM Lincoln City, Ore.** □ Sold by Rainbow Broadcasting Corp. to Matrix Media Inc. for \$450,000. **Seller** is owned by Charles Rowe, president, and his wife, Kim. They have no other broadcast interests. **Buyer** is principally owned by S. Michael Symons and A.S. Harvey. Symons is Saginaw, Mich.-based investment counsel, and Harvey is retired Saginaw automotive dealership executive. They also own KBCH(AM) Lincoln City, Ore. KCRF is on 96.7 mhz with 3 kw and antenna 670 feet above average terrain. *Broker: Blackburn & Co.*

**KMGH-FM Montevideo-Granite Falls, Minn.** □ Sold by Western Minnesota Stereo Inc. to Eagle Broadcasting Corp. for \$400,000 cash. **Seller** is owned by Richard Mohagen, Leland Winge, Robert Smith and Roger Paskvan. They have no other broadcast interests. **Buyer** is owned by David A. Ramage, who also owns United Cable Management Inc., Grand Forks, N.D.-based cable MSO, and James C. Rudd, general manager of KDMA(AM) Montevideo. Rudd has one-third interest and Ramage two-thirds interest in KDMA. KMGH-FM is on 105.5 mhz with 3 kw and antenna 300 feet above average terrain. *Broker: United Brokerage Inc.*

**WQBR(AM) Atlantic Beach, Fla.** □ Sold by

William H. Bivens to Conceptron Investments Inc., based in Atlantic Beach, Fla., for \$40,000 cash and assumption of liabilities, bringing purchase price to estimated \$250,000. **Seller** is trustee in receivership. **Buyer** is equally owned by Roger G. Robertson and Mark S. Cowart. Robertson is operator of Jacksonville, Fla., McDonald's fast-food franchise and has no other broadcast interests. He will be business manager of station. Cowart is former general manager of WBIX(AM) Jacksonville, Fla., with no other broadcast interests. He will be general manager of station. WQBR is daytimer on 1600 khz with 5 kw.

#### CABLE

**System serving Lake of the Ozarks, Mo.** □ Sold by Midwest Diversified Communications to Sun Country Cable Partners for \$4.3 million. **Seller** is principally owned by Amos Watson, head of St. Louis real estate and waste management firm. It has no other cable interests. **Buyer** is principally owned by David Kinley, president. Kinley, who operates Kinley, Simpson & Associates, consulting firm, with Sun Country vice president, Lynette Simpson, has held management positions with American Television & Communications, and is former chief of FCC's Cable Television Bureau. Sun Country also has system under construction serving Lake Pomme de Terre, Mo. Lake of the Ozarks system passes 6,100 homes and serves 3,700 subscribers. *Broker: Hardesty, Puckett, Queen & Co.*

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## Dan Ritchie to retire from Group W

Chief executive announces his decision to step down, effective May 1; will remain on board

Dan Ritchie announced last week his retirement, effective May 1, as chairman and chief executive officer of Westinghouse Broadcasting Company (Group W), ending eight years at the helm of the station group owner and former cable MSO. Following a few years on Wall Street, an executive career at MCA and several years as an entrepreneur, Ritchie moved quickly through the ranks at Westinghouse and, after eight years, in 1978, was named president and chief operating officer of Westinghouse Broadcasting Co. He will remain on the board.

Ritchie will be succeeded by Burton Staniar, senior executive vice president, Group W (see box, page 77).

Last week, many who know Ritchie saw more in his retirement than the desire for an early retreat, at age 55, from the rigors of corporate life. They take the news as perhaps a sign that Ritchie learned he will not be elevated to chairman of the parent company, succeeding Douglas Danforth, who is expected to retire in October. Despite the fact that Group W shares little with what is essentially a manufacturing company, some





Ritchie

say Ritchie came close to getting the chairman's job in 1984 and was also a candidate this time around.

It was also noted last week that the retirement closely follows the company's decision in late 1985 to sell off Group W Cable, which it bought in 1980, and also follows several aborted attempts to expand the station holdings. Within the past few months Group W pulled back from a proposed radio joint venture with NBC, and exercised its right to withdraw from the purchase of KHJ-TV Los Angeles, where its bid has since been replaced by that of The Walt Disney Co. (see "Top of the Week"). Observers noted that Ritchie's operation was being reduced at a time when many other major Fifth Estate companies were expanding.

Ritchie resolutely disclaimed either motivation: "I can understand why people might think that, but it's not true. As for the chairmanship... it's really not my thing. I went to them in Pittsburgh a year ago and told them I was thinking about retiring. I also have the luxury of saying that money didn't really matter; it is an afterthought; it is not what I have been all about.

"As far as deals are concerned we have done the sensible thing. If we hadn't sold the cable business, we were really vulnerable because the cable value was not reflected in the stock price, and subsequent events have proved that is dangerous. It was a right move even though I didn't like it... I recommended it, and we did it." Ritchie added that his sincere desire to leave the business has already been indicated to people who, within the past few days, called asking if he would take on a new job in Hollywood or New York.

What he will be "moving on" to is running his agricultural business interests. A farm Ritchie owns in California will produce roughly a million pounds of avocados this year, and in Colorado, he owns and leases land that holds perhaps the largest cattle herd in that state. In addition, the Group W chairman said he wished to devote more time to charitable and public service interests, including the University of Denver, where he is vice chairman of the board of trustees: "I don't plan to do anything for a living. I will get out early in the morning on the farm and work until dark, maybe do some traveling."

William Bresnan, who formerly headed Group W Cable, said that Ritchie, while at Group W, continued the tradition of public service set by his predecessor, Don McGannon: "Dan is a believer of the concept that you can't just have principles that you mouth

but that you must pay the price for those principles. At times he has been at odds with the industry, such as on the fairness doctrine.

While the rest of the industry said: 'Throw it out,' he was willing to say there may be some good things here." □

**Staniar sketch.** Like Dan Ritchie, Burton Staniar, who will be the new chairman of Westinghouse Broadcasting, was at one time an entrepreneur. The New Jersey native started in 1972—and ran for four years—a company that manufactured and distributed craft and hobby products. Unlike Ritchie, whose early career was spent in corporate planning and strategy, Staniar developed his expertise in marketing. Armed with an MBA from Columbia University, Staniar, now 45, worked at a consumer products company, Church & Dwight, marketing its Arm & Hammer laundry detergent.



It remains to be seen how his marketing expertise will be applied to Group W's five affiliate television stations and 13 radio stations. (Most of the radio stations are all news or easy listening.) He joined Westinghouse in 1980 as senior vice president, marketing, for the newly expanded cable division, and was promoted to president and chief operating officer, Group W Cable, two years later. One of the MSOs that have since bought the division gave it high marks for being on good terms with its customers.

Staniar himself tried to buy the division and was put on leave in December of 1985 while he pursued a leveraged-buyout. When it became clear last September that his efforts would not win, he returned to the company as senior executive vice president of Group W, and since then has familiarized himself with the stations' operations.

For the time being, Staniar said, he would be happy to continue the record of his predecessor: "All of our units have done well. I think the key is if you build a real strong property in terms of public service, the community repays you with their loyalty." As for involvement in legislative and other Fifth Estate concerns, Staniar said, "I don't have anything particular there. Certainly, however, you could expect us to continue to be very active in industry matters."

January, 1987

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## Patrick condemns international program piracy

**He says unauthorized reception is costing U.S. programmers \$2 billion; Biondi, Harris also discuss program copyright issues**

FCC Commissioner and Chairman-designate Dennis Patrick contended that international treaties designed to protect domestic film and television rights in the satellite marketplace are inadequate and costing producers of copyrighted material \$2 billion a year. Patrick, the keynote speaker at UCLA's fifth Biennial Communications Law Symposium March 5 in Beverly Hills, Calif., condemned the unauthorized use of overlapping satellite broadcast signals by some nations and discussed possible retaliatory measures.

But studio executives appearing at the same all-day symposium expressed fears that vigorous attempts to protect their copyrights could jeopardize their efforts to develop new foreign home video, pay and broadcast markets and shift a large volume of television production overseas. The challenges and problems facing Hollywood producers were at the core of the forum, which focused on the legal, practical and policy

implications of international satellite broadcasting. Speakers also included foreign broadcasters, satellite industry representatives, attorneys specializing in communications and scholars.

In his speech to about 100 conference participants, Patrick cited a 1982 study that estimated the amount of fees lost on copyrighted material from overseas piracy was slightly larger than the size of the United States' current \$2 billion annual net trade export surplus in those goods. "By eliminating unauthorized use we could potentially double the size of our trade surplus in copyrighted material," he said. "Given the size of that market... we are talking about \$2 billion a year in potential gain."

With a large overall trade deficit, and the U.S. economy becoming increasingly more service- and information-oriented, Patrick warned the problems could mount in coming years. "This sector of the economy is going to keep growing and be even more important in the future," he said. "But therein lies a potential and very serious dilemma. The information and entertainment products of which we possess a comparative advantage

and which are increasingly an important source of our exchange earnings possess one singularly disconcerting characteristic. They can be and are rather easily stolen."

Patrick blamed government for the failure to protect intellectual property rights. "It is precisely the absence of a clear rule of law that is causing most of the problem," he said. "I'm afraid that more comprehensive reforms must ultimately rest upon the ability of sovereign states to reach... an effective legal structure. Now there is certainly no paucity of international law to address the problem. Unfortunately the number of laws and conventions in this area would appear to be inversely proportional to their effectiveness in protecting the copyright holders' interest."

In this country, Senator Pete Wilson (R-Calif.) plans to introduce legislation banning further Canadian investment in U.S. cable companies until Canada agrees to pay for the use of retransmissions of broadcast signals. That time could come soon. Canada recently announced that it would introduce copyright legislation to deal with U.S. pirating concerns. The FCC also plans to examine the extent of foreign trade barriers on American telecommunications products and services, and is considering reciprocal treatment for countries that are determined to treat this nation's firms unfairly.

But Frank Biondi Jr., executive vice president of Coca-Cola's Entertainment Business Sector, said the production community has been asking right along if it can be "firm" on piracy while trying simultaneously to capitalize on the new technology—particularly home video and pay-per-view markets—that has "revolutionized" the international marketplace. "It's an interesting challenge," he said.

Besides trying to get a distribution foothold in the expanding foreign markets, Biondi foresees production of television drama series and mini-series moving overseas as part of Hollywood's wide-ranging cost-reduction campaign. "I'm not sure when it will happen, but I think you will see a U.S. series produced outside of Canada but also outside of the U.S.," he said. Now most overseas shooting involves co-productions with foreign investors. "For the first time," he added, "the cost structure in the U.S. is making people think about seriously taking all this... domestic production (and making it) a worldwide enterprise."

With television show production following the path of feature films to overseas locales—moviemakers have made numerous pictures in England, Australia and Canada over the years—the quality will not suffer, Biondi said. "There are obviously enormous talents out in Europe and other English-speaking countries of principal interest to the

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Patrick



Biondi



Harris

U.S. marketplace with the ability to get good film and video programming done. We have not been very good at taking advantage of that," he said.

And as satellite technology narrows the gaps separating continents, Biondi said, co-production TV deals, while difficult to arrange creatively, will become more commonplace.

"Those barriers will begin to break down," he said. "Product will be done with no particular principal market in mind."

Coca-Cola recently announced it has entered a joint venture with Columbia International and World Film Services, an interna-

tional financier of motion pictures and television programs, to produce and package shows around the world. The entity will have multiple production centers for game shows, soap operas, variety shows, miniseries and made-for-television movies, Biondi said. "We believe that the international marketplace will be substantially more robust and a more important player," he said. "[It will have] clear domestic ripples in how we deal with the changing economics of our domestic production and distribution operations."

The rush by American studios, broadcast and cable networks to enter the European

and Japanese markets has increased as both have moved closer to a sequential distribution system (movies that go from the theater to home video to pay to broadcast television), said Mel Harris, president of the television group at Paramount Pictures.

And that, he and other speakers noted, was made possible by the opening of more commercial networks, cable expansion and satellites.

"The process we're going through is a very good one economically for worldwide distributors of programming... because you have more places to put it," he said. "Consumers are hungry for it; they're ready to go

## Sillerman-Magee

The principals of Sillerman-Magee will be at the NAB to discuss equity and subordinated debt investments for communications transactions.

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## Washington Watch

**Case open.** U.S. District Court, Southern District of New York, has reopened five-year-old case in which Faberge Inc. charged two media buying services, Porterfield Buying Unit and International Broadcast Buying Inc., with fraud and other offenses under Racketeer Influenced and Corrupt Organizations Act. The two media services, which have since ceased operations, allegedly charged commissions for commercials that never aired and overcharged for certain other commissions. Case was dismissed in 1984 after court ruled Faberge had failed to establish in its complaint pattern of illegal activity necessary to bring suit under RICO statute. On appeal later that year, both sides agreed to suspend proceedings until U.S. Supreme Court ruling on same issue in different case was handed down. That ruling came in 1985. In its Feb. 25 ruling, Second District ruled that Supreme Court had sufficiently broadened required pattern of RICO activity (series of acts "related to a common purpose") to justify setting aside earlier dismissal of Faberge Case. Faberge claims minimum \$3.5 million in losses, which would be trebled under RICO. At deadline, no new trial date had been set.

**Wraps on.** FCC General Counsel Diane Killory last week turned agency's investigations into allegations that three radio licensees may have broadcast obscene or indecent programming into restricted proceedings. Infinity Broadcasting, licensee of WYSP(FM) Philadelphia, requested that relief. FCC Mass Media Bureau asked station last November to respond to allegations that simulcasts of programming by Howard Stern, morning-drive personality for Infinity's co-owned WXRK(FM) New York, were "obscene or indecent" (BROADCASTING, Nov. 17). Also afforded protection were proceedings involving noncommercial stations KCSB-FM Santa Barbara, Calif., and KPFK(FM) Los Angeles. Killory's action essentially prohibits anyone from privately attempting to influence agency's disposition of cases.

**Senate confirmation.** Senate has confirmed appointment of Edward J. Derwinski, counselor to State Department and former Republican congressman from Illinois, to be under secretary of state for coordinating security assistance programs. Derwinski will oversee, among other things, office of Coordinator for International Communication and Information Policy, run by Ambassador Diana Lady Dougan.

after it, and the end result will be a much, more global production community—which is going to make it more competitive for American producers." □

## FTC bill clears Hill hurdle

**As passed by Senate committee, bill would keep FTC from applying general regulation based on fairness in advertising**

Legislation reauthorizing the Federal Trade Commission breezed through the Senate Commerce Committee last week. The measure, S.677, adopted unanimously and without debate, contains a provision that would make permanent a temporary prohibition against FTC adoption of industrywide regulation of advertising based on an unfairness standard. (The standard would still apply in case-by-case adjudication.) The bill also would establish funding for the agency in fiscal 1988, 1989 and 1990.

The committee's actions were being viewed positively by the advertising community. "This is certainly a good start," said Daniel Jaffe, senior vice president of the Association of National Advertisers. "It's clear they [the Senate] feel an obligation to authorize the FTC," said John O'Toole, executive vice president of the American Association of Advertising Agencies. Congress has been unable to pass authorizing legislation for the FTC since 1980. In the last Congress, both the House and Senate adopted FTC bills, but the measures died during a House-Senate conference. The major sticking point was said to be the unfairness provision, with the House refusing to accept the Senate's prohibition.

But members of the Senate Commerce Committee appear optimistic and are hoping the bill will encounter less resistance this time around. Senator Al Gore (D-Tenn.), chairman of the Senate Consumer Subcommittee with jurisdiction over the FTC and author of S.677, said his measure "embodies compromises important for speedy passage." Absent from the new FTC bill are two controversial provisions contained in the previous version: a prohibition on FTC authority to challenge trademark validity under certain provisions of the Lanham Act and a requirement that the agency consult the Department of Agriculture prior to suing an agricultural cooperative. Also not included in the bill was a proposal to broaden the power of states' attorneys to prosecute in any state—and thus the right to go outside their own state to take a national advertiser to court.

It's believed that by acting early in the session, there will be more time to work out any differences with the House. "This bodes well; now we'll have 20 months to mess around with the House," said Senator John Danforth (R-Mo.), ranking Republican on the Commerce Committee. Gore also noted that he has been talking with Representative Thomas Luken (D-Ohio), who chairs the House subcommittee that oversees the FTC. There are some who feel that Gore, a former

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House Commerce Committee member, may meet with more success in gaining House support for the measure. Another factor that may improve chances for passage is that Luken is a new chairman. In the last Congress, Representative Jim Florio (D-N.J.), who adamantly opposed the unfairness exclusion, chaired the subcommittee responsible for FTC legislation. An aide to Luken told BROADCASTING that "at the moment Luken is open on [unfairness] issue." The House subcommittee plans to hold authorization hearings in April, the aide said.

Among other things the legislation would provide funding at levels of \$69.9 million in FY '88 (the amount requested by the administration) and \$71.9 million for FY '89 and \$72.9 million for FY '90 (the last two are subject to minor changes). It also contains a "report and wait provision providing for congressional review of rules," and redirects funding to the agency's regional offices. □

## Shortwave WARC: limited victories for U.S. delegates

**U.S.-backed compromise on computer-based planning system calls for further tests; conference calls for additional shortwave spectrum**

The U.S. delegation returned from the World Administrative Radio Conference on shortwave broadcasting last week content with what seemed to be small favors. The status quo has been retained at least until 1992, probably longer (BROADCASTING, March 9). And that, Leonard Marks, the Washington communications attorney who served as chairman of the delegation, indicated on Tuesday at a briefing for the press, was all to the good. But he acknowledged problems remain in allocating use of the spectrum, problems, he said, "that will not go away."

Marks, who has participated in many international conferences over the years and headed the U.S. delegation in 1984 to the first session of the conference, described as "highly political" the second and concluding session that wound up late on March 7. "This," he said, "was dominated by the political objectives of the Arab bloc." He cited the reservation that 16 Arab countries led by Algeria took to the Final Acts in which they declared their dissatisfaction with the results of the conference. They said the conference had not satisfied their "minimum requirements" for shortwave broadcasting frequencies.

The principal question at the conference was whether a computer-based planning system would be approved. The system tested by the International Frequency Registration Board between the first and second sessions was, in the view of most of the 116 countries at the second session, a failure, in terms of the number and quality of the frequencies generated for the countries participating. Nevertheless, the Arab countries insisted on a computer-based system.

**Condom resolution.** A House resolution was introduced last week calling on the three television networks to air condom advertisements in an effort to educate the public about the dangers of AIDS (BROADCASTING, Feb. 16). The resolution, authored by Representative Vic Fazio (D-Calif.) and signed by more than 30 members, asks the networks to "follow the lead of several locally owned and operated stations across the country and run ads for condoms during certain adult viewing hours." Last month, a House Health and Environment Subcommittee convened a hearing on the matter, and witnesses as well as the subcommittee's chairman, Henry Waxman (D-Calif.), urged the networks to accept the ads. The resolution also asks the Health and Human Services Department to prepare public service announcements on condoms. Those PSAs would be available for the networks and local stations to air during "selected adult programming." Fazio, in a statement, pointed out that ABC is airing an AIDS PSA featuring Surgeon General C. Everett Koop and said that all three networks are permitting their O&Os to broadcast condom commercials. But Fazio thinks they should be doing more. Among those joining Fazio: Waxman, Jerry Lewis (R-Calif.), Fortney (Pete) Stark (D-Calif.), Barbara Boxer (D-Calif.), Bill Green (R-N.Y.), Ernest L. Konnyu (R-Calif.), Tom DeLay (R-Tex.) and Claudine Schneider (R-R.I.)

At previous WARC's, Third World countries frequently argued—at least initially—that the existing allocation system, usually a version of first-come, first-served, benefits developed countries to the disadvantage of the Third World. But at the second session of the shortwave conference, the countries of black Africa kept their counsel and finally sided with the developed countries in rejecting the Arabs' proposal. The result was a compromise that the U.S. is understood to have advised the Arab countries was its final, immovable position.

It calls for another test of the computer-based system, after the software is modified, but only in portions of the upper bands, between 11 and 26 mhz, not in the popular lower bands. The IFRB would test, as well, the use of modified coordination procedures

currently in use. At present, countries notify the IFRB of their requirements and resolve among themselves incompatibilities.

The IFRB said the software-modification project would require two-and-a-half years and the testing, six months. The conference agreed that the computer-based system would not be implemented until it had been reviewed and approved by a subsequent WARC—in 1992, if one can be arranged by that year. The Americans say the language makes it clear a plan will be implemented only "if acceptable." And Marks was not sanguine about the results of a new test. "Experts say the results won't be as favorable as the expectations," he said. Indeed, he cited a 40-year history of failure in efforts to plan use of the shortwave band.

The U.S. and other developed countries

This announcement appears as a matter of record only. February 1987.

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## At the FCC

**Rewrite.** FCC Review Board has vacated language in initial decision alleging that Donald E. Martin, attorney in comparative case for new TV in Blanco, Tex., had suborned perjury in proceeding (BROADCASTING, Nov. 10, 1986). Board said Administrative Law Judge Walter C. Miller appeared to "have tried, and decided, the serious charges against counsel, without the formal safeguards the law customarily provides for persons accused of misconduct, be they lawyers or laymen. Therefore, the instant I.D.'s [initial decision's] treatment of Mr. Martin's alleged misconduct in conclusory language was inconsistent with past practice and traditional due process standards." Board said Miller's treatment of Martin's alleged misconduct was in error "insofar as it adverted to Mr. Martin's conduct in conclusory terms. It would have been sufficient—and legally correct—for the ALJ to have fully and accurately recorded the serious allegations against counsel in the findings of fact of the I.D., and to have directed attention to the grievous allegations to the commission's Office of General Counsel for its review and possible further inquiry." Martin has denied judge's allegations.

**All together now.** FCC has released text of inquiry on use of synchronous transmitters to enhance and extend coverage of AM stations (BROADCASTING, Jan. 19). Comments are due May 4; replies are due June 3.

**ITFS winner.** FCC has granted application of State of Wisconsin-Educational Communications Board for instructional television fixed service in Milwaukee, denying mutually exclusive application of Milwaukee Regional Medical Instruction Television Station Inc. for Wood, Wis. (It dismissed application of Hispanic Information and Telecommunications Network Inc. for Milwaukee for not being local applicant.) According to FCC, that was first comparative case decided under new selection procedure awarding points for variety of criteria. Wisconsin-Educational amassed six points, Milwaukee Regional five.

**Fee hotlines.** FCC is providing two telephone hotlines for inquiries on application fees that must be filed starting April 1. Inquiries regarding fees for common carrier, mass media and equipment authorization applications should be directed to 202-632-FEES; number for inquiries on fees for private radio applications is 717-337-1212. Staff will be on duty from 8 a.m. to 5:30 p.m. ET.

**Tulsa TV.** In initial decision, FCC Administrative Law Judge Joseph Chachkin has granted application of Native American Broadcasting Co. for new TV on channel 53 in Tulsa, Okla., denying competing applications of Tulsa Broadcasting Group and Tulsa Television Ltd. Tulsa Broadcasting was disqualified on character and financial grounds. Native American, limited partnership, prevailed over Tulsa Television on integration and diversification grounds. Willis Matthews Jr. is 40% general partner of Native American. He is Tulsa-based freelance film and TV producer. None of Native American's principals have other media interests.

**Syracuse TV.** In summary decision, FCC Administrative Law Judge has granted application of Susan K. Panisch for new TV on channel 56 in Syracuse, N.Y. Panisch, sole remaining applicant after settlement agreements, is New York-based freelance associate director for sports and entertainment programming who has no other media interests.

**Novato TV.** In initial decision, FCC Administrative Law Judge Joseph Stirmer has granted application of North Bay Television Inc. for new TV station on channel 68 in Novato, Calif., denying competing applications of Magdalene Gunden Partnership and Marin TV Services Partners. Gunden was disqualified for lacking transmitter site. North Bay prevailed over Marin TV on integration grounds. Tak Sun Cheung is North Bay president and 30% voting stock owner. Cheung is partner, manager and chef of Cheung King Restaurant in Novato. None of North Bay's principals have other media interests.

**New forms.** FCC's new broadcast ownership report form (Form 323) is now available. In public notice last week, commission said commercial licensees that aren't exempt from annual filing requirement are supposed to file form by Aug. 3. After that, they are supposed to update their reports on anniversary of date they file license renewal applications. Commission said it is sending forms to licensees.

**Petitions to deny.** National Black Media Coalition has petitioned FCC Mass Media Bureau to deny Gaylord Broadcasting's proposed \$60-million sale of wue(TV) New Orleans to Burnham Broadcasting. In filing at FCC, NBMC questions each company's commitment to equal employment opportunity. In separate filing, NBMC, alleging EEO deficiencies, asked bureau to deny renewal to Lewis Broadcasting Corp. for wucl(TV) Savannah, Ga.

apparently would not be disappointed by another failure. They regard the existing coordination procedure as satisfactory. Marks noted, as have other U.S. officials, that the U.S. regards the retention of the status quo, at least for the time being, as a plus. "We in the U.S. operate from shortwave relay stations throughout the world," he said. "I am satisfied our message will get through." And in the meantime, he said, the Voice of America and Radio Free Europe/Radio Liberty, which operate primarily on shortwave, will be able to proceed with their modernization and expansion programs without confronting changes in the system of assigning frequencies.

The U.S. is not the only country engaged in expanding its use of the shortwave band. Marks said Iran has bought 19, 500 kw transmitters—and is rumored to be in the market for another 20. "So congestion [in the band] will continue," he said. (Considering that the transmitters alone, without the systems accompanying them, cost about \$4 million, Iran's commitment to shortwave broadcasting, at a time it is engaged in bloody and draining war with Iraq, appears considerable.)

The conference was not without what the U.S. considered positive accomplishments. It determined that additional spectrum was required for shortwave broadcasting, and said the WARC to be called to review the computer-based system to be developed should be authorized to make the reallocations. Marks spoke of the possibility of moving some nonbroadcast services, such as aeronautical and land mobile, out of the 6 mhz-26 mhz band they share with shortwave and into satellite frequencies. "It's hoped that nonbroadcast services will find more efficient space in nonbroadcast bands," Marks said. He also cited the conference's determination to call for a phased replacement of existing double sideband transmitters and receivers with single sideband equipment by 2015.

But there were issues left unresolved. One involves the question of whether shortwave frequencies should be allocated to separate bands according to whether they are used for domestic or international service.

Jamming was also on the agenda. And the U.S. and its western allies had the satisfaction of seeing the USSR and its East Bloc allies—Poland and Czechoslovakia—called on the carpet for engaging in the practice in violation of international radio regulations and agreements.

The question was discussed in two other international conferences in recent weeks—at the Conference on Security and Cooperation in Europe, in Vienna, and by the United Nations Human Rights Commission. But no one was expecting the fate of jamming to be settled at such meetings, certainly not by the ITU.

Still, as one weary U.S. delegate said a couple of days as the fifth and final week of long days of work was winding down, "We can heave a big sigh of relief. The computer-based planning system was a threat hanging over U.S. international broadcasting for four years," since before the first session began in 1984. "We just fobbed it off—for at least five years." □





# For the Record

As compiled by BROADCASTING, March 5 through March 10, and based on filings, authorizations and other FCC actions.

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

## Ownership Changes

- WBCA(AM)-WWSM-FM Bay Minette, Ala. (AM:1110 khz; 10 kw-D. FM: 105.5 mhz; 3 kw; HAAT: 340 ft.)—Seeks assignment of license from Faulkner University to Faulkner-Phillips Media Inc. for \$575,000. Seller is non-profit educational institution headed by board of trustees of which James H. Faulkner is chairman. Buyer is owned by Faulkner, who is former owner of four AM's and three FM's in Alabama and Georgia, and William H. Phillips, who is currently general partner in new FM for Gulf Breeze, Fla. Phillips will be president and general manager of stations. Filed March 2.
- KEYT(TV) Santa Barbara, Calif. (Ch. 3; 50 kw-vis.:

5.9 kw-aur.; HAAT: 3,010 ft.)—Seeks assignment of license from Shamrock Broadcasting Inc. to Smith Broadcasting for \$30 million. Seller is Burbank, Calif.-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. Buyer is Chicago-based group of five TV's principally owned by Robert N. Smith, William Reyner and Boston investment banker. TA Associates. Filed Feb. 26.

- WKHT(AM) Manchester, Conn. (1230 khz; 1 kw)—Seeks assignment of license from Broadcast Management of Connecticut Inc. to Sage Broadcasting Corp. of Manchester, Conn., for \$500,000 cash. Seller is owned by Daniel Konover, who has no other broadcast interests. Buyer is Stamford, Conn.-based group of seven AM's and seven FM's, headed by Gerald Poch. Filed March 4.
- WQBR(AM) Atlantic Beach, Fla. (1600 khz; 5 kw-D)—Seeks assignment of license from William H. Bivens, trustee in receivership, to Conception Investments Inc. for \$40,000 cash and assumption of liabilities bringing expected purchase price to \$250,000. Seller is trustee in receivership. Buyer is equally owned by Roger G. Robertson, operator of Jacksonville, Fla., McDonald's fast food franchise, and Mark S. Cowart, former general manager of WBIX(AM) Jacksonville. Neither have other broadcast interests. Filed Feb. 27.
- WTTB(AM) Vero Beach, Fla. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Treasure Coast Broadcasting Inc. to Treasure Coast Broadcasting Co. L.P. for \$600,000 plus \$250,000 earnout. Seller is owned by Howard Cohen, who has no other broadcast interests. Buyer is principally owned by Gregory D. Bone, general manager of WGYL(FM) Vero Beach. It also owns WGYL and WQRC(FM) Barnstable, Mass. Filed Feb. 27.
- WMRO(AM)-WAUR(FM) Aurora, Ill. (AM: 1280 khz; 1 kw-D; 500 w-N. FM: 107.9 mhz; 22.4 kw; HAAT: 735 ft.)—Seeks transfer of control from T. Furman Brodie to

George Beasley for \$3,185,000 cash. Seller is Florence, S.C.-based attorney with no other broadcast interests. Buyer is president and principal owner of Beasley Broadcast Group, Goldsboro, N.C.-based owner of seven AM's and 12 FM's Midwest. Filed Feb. 27.

- WMLA(AM) Normal, Ill. WMLA-FM Le Roy, Ill. (AM: 1440 khz; 1 kw-D; 500 w-N. FM: 92.7; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from W. Russell Withers Jr. to McLean County Broadcasters Inc. for \$700,000 in cash, note and noncompete agreement, plus \$250,000 contingent on FM upgrade. Seller is head of Mount Vernon, Ill.-based Withers Broadcasting Co., which owns three AM's, three FM's and four TV's. Buyer is owned by David C. Keister, head of Martinsville, Ind.-based David Keister Stations comprising three AM's and four FM's. Filed March 4.
- WPFR-AM-FM Terre Haute, Ind. (AM: 1300 khz; 500 w-D. FM: 102.7 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from The Oak Ridge Boys Broadcasting Corp. of Indiana to Power Rock Broadcasting of Indiana Inc. for \$750,000 cash. Seller is owned by Joseph Bonsall, William Lee Golden, Dwayne Allen and Richard Sterben, members of Oak Ridge Boys, Hendersonville, Tenn.-based singing group. They have no other broadcast interests. Buyer is owned by Stewart Freeman (80%) and Robert Simpkins (20%) Freeman is president and Simpkins general manager of WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., in which they are partners. Filed March 5.
- KBEA(AM) Mission and KXTR-FM Kansas City, both Kansas (AM: 1480 khz; 1 kw-D; 500 w-N. FM: 96.5 mhz; 100 kw; HAAT: 540 ft.)—Seeks assignment of license from Robert P. Ingram to Dr. John Robert E. Lee for \$5,750,000 cash. Seller is Kansas City, Mo.-based diversified businessman with no other broadcast interests. Buyer is principal owner of Silver Star Communications, Tallahassee-based group of two AM's and three FM's. Filed March 2.

■ WMRE(AM) Boston, Mass. (1510 khz; 50 kw)—Seeks assignment of license from Mariner Communications Inc. to Noble Broadcast of Boston Inc. for \$3.7 million, \$2.6 million cash and \$1.1 million note. Seller is Ansel Chaney, trustee in bankruptcy for Mariner Communications Inc. He has interest in KKR(FM) Kernville, Calif. Buyer is subsidiary of Noble Broadcast Group, San Diego-based group principally owned by John T. Lynch, president and chief executive officer. It also owns WSSH(FM) Lowell, Mass.; WGBB(AM) Freeport and WBAB-FM Babylon, both New York, and WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut and has interest in XETRA(AM) Rosarito Beach, B.C. and XETRA-FM Tijuana, B.C. both Mexico. Filed Feb. 27.

■ WOAP-AM-FM Owosso, Mich. (AM: 1080 khz with 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 255 ft.)—Seeks assignment of license from Owosso Broadcasting Co. to Michigan Radio Group Ltd. Partnership for \$750,000. Seller is principally owned by George T. Campbell and family. It publishes *Argus Press* in Owosso and has no other broadcast interests. Buyer is owned by Russell Balch, formerly attorney with Washington communications law firm of Fly, Shuebruk, Gaugine, Boros & Braun, now practicing in Ann Arbor, Mich. Filed Feb. 27.

■ KTGR(AM)-KCMQ(FM) Columbia, Mo. (AM: 1580 khz; 250 w-D. FM: 96.7 mhz; 3 kw; HAAT: 155 ft.)—Seeks assignment of license from Early Broadcasting Inc. to Kelly Communications Inc. for \$4,500 cash and assumption of liabilities in excess of \$5.2 million. Early bought stations from Kelly Communications for \$5.25 million. Seller is owned by Jake W. (Bill) Early, president of Early Broadcasting and general manager of KTGR-KCMQ. He has no other broadcast interests. Buyer is 10% stockholder in Early Broadcasting and president of Kelly Communications, Lakeland, Fla.-based owner of WXCL(AM) Peoria, Ill.-WKQA(FM) Pekin, Ill. Filed March 2.

■ KMGFM-FM Montevideo, Minn. (105.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Western Minnesota Stereo Inc. to Eagle Broadcasting Corp. for \$400,000. Seller is owned by Richard Mohagen, Leland Winge, Robert Smith and Roger Paskvan. They have no other broadcast interests. Buyer is owned by David A. Ramage, who also owns United Cable Management Inc., Grand Forks, N.D.-based cable MSO, and James C. Rudd, general manager of KDMA(AM) Montevideo. Rudd has one third interest and Ramage two thirds interest in KDMA. Filed March 4.

■ WGR(AM)-WRLT(FM) Buffalo, N.Y. (AM: 550 khz; 5

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Left to right: Ron Ninowski, Jim Gammon, Don Bussell, Rich Wartell, Marc Hand, Al Perry, Jack Satterfield and Carl Fielstra.





kw-U; FM: 96.9 mhz; 12.5 kw; HAAT: 890 ft.)—Seeks assignment of license from Taft Television and Radio Inc. to Rich Communications Inc. for \$5,250,000. Seller is Cincinnati-based group of six AM's, seven FM's and six TV's, headed by Charles S. Mechem Jr. Buyer is subsidiary of Rich Products Corp., Buffalo-based frozen food processor owned by Robert E. Rich and family. It has no other broadcast interests. Filed March 4.

■ KKBH-FM Victoria (Port Lavaca) Tex. (93.3 mhz; 100 kw; HAAT: 750 ft.)—Seeks assignment of license from Crossroads Broadcasting Inc. to Mike Hambrick for \$630,000. Seller is owned by John Sharp and Dudley D. McDougal, who have no other broadcast interests. Buyer is anchor at WPXI(TV) Pittsburgh. Filed Feb. 27.

■ WRAP(AM) Norfolk, Va. (850 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Clinton Cablevision to Sinclair Telecable, Inc. for \$725,000. Seller is wholly owned subsidiary of Heritage Communications, Des Moines, Iowa-based publicly traded communications company with cable systems serving 990,000 subscribers in 22 states. Heritage, headed by James M. Hoak Jr., also has 100% interest in 6 TV's, four AM's and three FM's, and 30% interest in five TV's, one AM and one FM. Buyer is principally owned by John L. Sinclair, who also owns cable systems serving Hendricks County, Ind.; Benton and Washington Counties, Ark., and West Yellowstone, Mont. Filed March 4.

■ WKDW(AM)-WSGM(FM) Staunton, Va. (AM: 900 khz 1 kw-U; FM: 93.5 mhz; 2.35 kw; HAAT: 350 ft.)—Seeks assignment of license from Shenandoah Valley Broadcasting Co. to Clark Broadcasting Co. for \$2,330,000. Seller is headed by Patsy E. Miller, president. It has no other broadcast interests. Buyer is owned by Jim Clark. It also owns WCEI-AM-FM Easton, Md. and WOJU-FM Ocean View, Del. Filed March 2.

## New Stations

### New AM's

■ Buena Vista, Ga.—Ruben Barton seeks 890 khz; 5 kw-D. Address: 4506 So. Laporte, Chicago 60639. Principal has no other broadcast interests. Filed March 3.

■ Providence, R.I.—East Providence Broadcasting Inc. seeks 870 khz; 2.3 kw-D; 340 w-N. Address: 125 Eastern Ave., East Providence, R.I. 2914. Principal is owned by Phillip Lowe and Henry E. Hampton. It also owns WHMI(AM) Providence, R.I.; WNCL-AM-FM Newport, N.H.; WCOU(AM)-WAYU-FM Lewiston, Me. Filed Feb. 26.

■ Claude, Tex.—Marlene V. Borman seeks 1180 khz; 1 kw-D; 250 w-N. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal has no other broadcast interests. Filed March 3.

■ Hawley, Tex.—George L. Chambers seeks 1060 khz; 500 w-D. Address: S.R. 2, Box 3466 B, Tehachapi, Calif. 93561. Principal is former owner of KTPI(AM) Tehachapi, and KDOL(AM) Mojave, both California, and owns KGBR-FM Gold Beach, Ore., and KTCE(AM) Anson, Tex. Filed March 3.

■ Pflugerville, Tex.—Thomas H. Mollit seeks 840 khz; 3 kw-D; 1 kw-N. Address: 150 Valmore Dr., Casselberry, Fla. 32707. Principal owns WVCH(AM) Chester, Pa., and WTLN-AM-FM Apopka, Fla. Filed March 2.

■ Tye, Tex.—Marlene V. Borman seeks 1030 khz; 5 kw-D; 1 kw-N. Address: 6720 Lakeview Dr., Carmichael, Calif. 95608. Principal has no other broadcast interests. Filed March 3.

### New FM's

■ North Crossett, Ark.—Alfred L. Roberson III seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 113 Quapaw Trail, Helena, Ark. 72342. Principal owns WJAK(AM) Jackson and WSTN(AM) Somerville, both Tennessee. Filed Feb. 27.

■ North Crossett, Ark.—H&M Broadcasting Inc. seeks 102.7 mhz; 3 kw; 328 ft. Address: 809 Walnut St., 71635. Principal is owned by Dennis R. Maxwell and Jim Harris. It has no other broadcast interests. Filed Feb. 26.

■ Philo, Calif.—Mendocino County Public Broadcasting seeks 90.7 mhz; 3.41 kw; HAAT 1,686 ft. Address: Box 180, Philo, Calif. 95466. Applicant is nonprofit organization headed by Sean Donovan, president. Filed March 3.

■ Quincy, Fla.—Bitner-James Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: Route 6, Box 586, Quincy, Fla. 32351. Principal is owned by Monte R. Bitner and Leah R. James. Filed Feb. 27.

■ Newberry, Fla.—P. Scott Miller, Marvin H. Halberstein, and Donald seek 100.5 mhz, 3.0 kw, HAAT 328 ft. Address:

Rt. 1, Box 1091, Newberry, Fla. 32669. Applicants Miller and Rice have been employed by WRUF(AM)-WRUF-FM, Gainesville as engineering technicians; Halberstein, general sales manager at same station, owns 10,000 shares of American Communications and Television Inc. Filed March 3.

■ Poplar Bluff, Mo.—Calvary Education Broadcasting Network seeks 89.5 mhz; 100 kw; HAAT: 423 ft. Address: Box 236, Dudley, Mo. 63936. Applicant is nonprofit corporation, headed by Donald Steward, president. It has no other broadcast interests. Filed March 2.

■ Winnebago, Neb.—Gary L. Violet seeks 105.7 mhz; 1.4 kw; HAAT: 478 ft. Address: R3 Box 44B, Winfield, Kan. 67156. Principal owns KBUZ(FM) Arkansas City, Kan. Filed Feb. 24.

■ Carson City, Nev.—Western Inspirational Broadcasters Inc. seeks 91.3 mhz; 65.93 kw; HAAT: 2,164 ft. Address: 6363 Highway 50 East, Carson City, 89701. Applicant is nonprofit organization headed by Norman K. Kaupp, chairman. Filed March 2.

■ \*Jefersonville, N.Y.—Educational Radio of the Catskills Inc. seeks 90.5 mhz; 490 w; HAAT: 809 ft. Address: P.O. Box 779, Route 52 East, 12748. Principal is educational institution headed by Anne M. Larsen, president. Filed Feb. 24.

■ Minot, N.D.—Daryl M. Kasper seeks 106.9 mhz; 3 kw; HAAT: 328 ft. Address: 919 North Main St., 58701. Principal has no other broadcast interests. Filed Feb. 24.

■ \*Huntington, Pa.—Juniata College seeks 106.3 mhz; 3 kw; HAAT: 147 ft. Address: 1700 Moore St., 16652. Principal is educational institution headed by Robert W. Neff. Filed Feb. 24.

■ Huntington, Pa.—Beverly Lynn Eckardt seeks 106.3 mhz; 1.08 kw; HAAT: 610 ft. Address: 763 McPherson St., Mansfield, Ohio 14906. Principals parents, Frederick and Beatrice Eckardt own WCLW-AM-FM Mansfield, Ohio. Filed Feb. 24.

■ Huntington, Pa.—Mary Lou Maierhofer seeks 106.3 mhz; 355 w; HAAT: 749 ft. Address: 918 Jefferson St., Alexandria, Va. 22314. Principal has no other broadcast interests. Filed Feb. 24.

■ \*Hartington, Tex.—Valley Grande Radio Educational Foundation Inc. seeks 88.9 mhz; 3 kw; HAAT: 328 ft. Ad-

dress: 501 E. Fillmore, 78596. Principal is educational institution headed by Donald Vargas, M.D. Filed Feb. 26.

■ Rutland, Vt.—Vermont Public Radio seeks 88.7 mhz; 2.774 kw; HAAT: 1,328 ft. Address: 1079 Ethan Allen Avenue, Winooski, Vt. 05404. Filed March 2.

### New TV's

■ Poplar Bluff, Mo.—Larry Gene Dare seeks ch. 55; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 984 ft. Address: Route 5, Box 244G, 63901. Principal has no other broadcast interests. Filed March 3.

■ Hammond, La.—Mack D. Blair seeks ch. 62; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 978 ft. Address: P.O. Box 690851, San Antonio, Tex. 78249. Principal has no other broadcast interests. Filed March 4.

■ Lawton, Okla.—Jennifer Day seeks ch. 45; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 196 ft. Address: 1417 Windsor, Apt. B 46, Huntsville, Ala. 77340. Principal has no other broadcast interests. Filed March 4.

■ Liberal, Kan.—Calvin Ross seeks ch. 5; ERP vis. 100 kw; aur. 10 kw; HAAT: 469.5 ft. Address: 955 Sylvan Pl., S.W., Atlanta 30303. Principal has no other broadcast interests. Filed March 4.

## Facilities Changes

### Applications

#### AM's

#### Tendered

■ KKDI (1540 khz) Sheridan, Ark.—Seeks mod. of CP to change freq. to 880 khz; add night service with 220 w; increase day power to 10 kw; install DA-N, and change TL. App. March 4.

■ WNEA (1300 khz) Newnan, Ga.—Seeks CP to increase

William Ott  
and  
Summit Enterprises, Inc.  
have acquired  
**WEUZ(FM)**  
Jersey Shore, Pennsylvania  
from  
Kelly Communications, Inc.  
for  
**\$550,000**

Our Associate Ed Shaffer initiated the transaction and assisted with negotiations.



8425 Dunwoody Place, Atlanta, GA 30338 • (404) 998-1100

power to 1 kw. App. March 6.

■ KLEB (1600 khz) Golden Meadow, La.—Seeks CP to increase power to 5 kw and make changes in ant. sys. App. March 3.

■ KKBK (1340 khz) Aztec, N.M.—Seeks CP to change freq. to 560 khz; change city of lic. to Kirtland, N.M.; change TL: increase day power to 5 kw; increase night power to 500 w; and make changes in ant. sys. App. March 6.

#### Accepted

■ KSIV (1320 khz) Clayton, Mo.—Seeks CP to change TL. App. March 4.

■ KOMA (1520 khz) Oklahoma City—Seeks CP to augment nighttime standard ant. pattern. App. March 4.

#### FM's

##### Tendered

■ \*WYCS (91.5 mhz) Yorktown, Va.—Seeks CP to change ERP to 19 kw and change HAAT to 157.44 ft. App. March 5.

##### Accepted

■ \*KUNC-FM (91.5 mhz) Greeley, Colo.—Seeks CP to change HAAT 1,195.4 ft. and install DA. App. March 3.

■ WRXK (96.1 mhz) Bonita Springs, Fla.—Seeks CP to install aux. sys. App. March 6.

■ WTNT-FM (94.9 mhz) Tallahassee, Fla.—Seeks CP to change HAAT to 984 ft. App. March 3.

■ WGPC-FM (104.5 mhz) Albany, Ga.—Seeks CP to change TL: change HAAT to 92.6 kw. and change HAAT to 1,003.68 ft. App. March 3.

■ WRZQ-FM (107.3 mhz) Greensburg, Ind.—Seeks CP to change TL and change HAAT to 492 ft. App. March 3.

■ KGGO (94.9 mhz) Des Moines, Iowa—Seeks mod. of lic. to install transmission sys. App. March 9.

■ WLNZ-FM (92.1 mhz) St. Johns, Mich.—Seeks mod. of lic. to move SL outside community of lic. to 13105 Schavey Road, Dewitt, Mich. App. March 3.

■ \*WBLV (90.3 mhz) Twin Lake, Mich.—Seeks CP to change HAAT to 606.8 ft. App. March 3.

■ KTXV (106.9 mhz) Jefferson City, Mo.—Seeks CP to change TL: change HAAT to 1,000.4 ft. and make changes in ant. sys. Filed March 2.

■ KMJM (107.7 mhz) St. Louis—Seeks mod. of CP to change TL and make changes in ant. sys. Filed March 2.

■ KWTO-FM (98.7 mhz) Springfield, Mo.—Seeks CP to change TL and make changes in ant. sys. Filed March 2.

■ KWPM-FM (93.9 mhz) West Plains, Mo.—Seeks CP to change TL: change ERP to 100 kw and change HAAT to 650 ft. Filed Feb. 26.

■ KMSO (102.5 mhz) Missoula, Mont.—Seeks CP to change HAAT to 873.79 ft. App. March 3.

■ KNEN (94.7 mhz) Norfolk, Neb.—Seeks CP to change TL: change HAAT to 1,010.2 ft and make changes in ant. sys. Filed March 2.

■ WVLT (92.1 mhz) Vineland, N.J.—Seeks CP to change HAAT to 328 ft. App. March 3.

■ KRWN (92.9 mhz) Farmington, N.M.—Seeks CP to change ERP to 61 kw and change HAAT to 393.6 ft. Filed March 2.

■ KUUL (99.1 mhz) Gallup, N.M.—Seeks mod. of CP to change TL: change HAAT to 114.8 ft. and make changes in ant. sys. Filed March 2.

■ WSGO-FM (105.5 mhz) Oswego, N.Y.—Seeks CP to change TL: change HAAT to 328 ft. and make changes in ant. sys. Filed March 2.

■ WNCQ (97.5 mhz) Watertown, N.Y.—Seeks CP to change ERP to 100 kw and change HAAT to 985.6 ft. Filed March 2.

■ WDCG (105.1 mhz) Durham, N.C.—Seeks CP to change ERP to 100 kw. App. March 3.

■ WIFM-FM (100.9 mhz) Elkin, N.C.—Seeks CP to change TL: change ERP to 770 w. and change HAAT to 640 ft. App. March 3.

■ WYLT (96.1 mhz) Raleigh-Durham-Chapel Hill, N.C.—Seeks CP to change HAAT to 985 ft. Filed Feb. 27.

■ \*WBGU (88.1 mhz) Bowling Green, Ohio—Seeks CP to change TL: change ERP to 454 w. and change HAAT to 178.1 ft. App. March 3.

■ WQXK (105.1 mhz) Salem, Ohio—Seeks CP to change ERP to 22.4 kw and change HAAT to 869.86 ft. App. March 3.

■ KNID (96.9 mhz) Enid, Okla.—Seeks CP to change TL and change HAAT to 1,020.1 ft. Filed March 2.

■ KNFB (94.3 mhz) Nowata, Okla.—Seeks mod. of CP to change TL. App. March 3.

■ WIYQ (99.1 mhz) Ebensburg, Pa.—Seeks CP to change ERP to 24 kw and change HAAT to 713.1 ft. Filed March 2.

■ WGYT (107.7 mhz) Gettysburg, Pa.—Seeks CP to change ERP to 50 kw and change HAAT to 351 ft. Filed March 2.

■ WDAS-FM (105.3 mhz) Philadelphia—Seeks CP to change ERP to 16.3 kw. App. March 3.

■ \*WPEB (88.1 mhz) Philadelphia—Seeks CP to change TL and make changes in ant. sys. App. March 3.

■ WOTB (107.1 mhz) Middletown, R.I.—Seeks CP to change freq. to 100.3 mhz and make changes in ant. sys. Filed Feb. 26.

■ W'NCK (106.3 mhz) Woonsocket, R.I.—Seeks mod. of CP to change TL: change ERP to 1.15 kw and change HAAT to 518.2 ft. Filed Feb. 27.

■ WTMG (96.3 mhz) Murfreesboro, Tenn.—Seeks CP to change HAAT to 1,009.8 ft.

■ KFAN (101.7 mhz) Fredericksburg, Tex.—Seeks CP to change TL: change HAAT to 1,370.7 ft. and make changes in ant. sys. Filed March 2.

■ KBTS-FM (93.3 mhz) Killeen, Tex.—Seeks CP to install aux. sys. App. March 3.

■ KISS (99.5 mhz) San Antonio, Tex.—Seeks mod. of CP to change HAAT to 984 ft.

■ KTXN (98.7 mhz) Victoria, Tex.—Seeks CP to change HAAT to 984.25 ft. Filed March 2.

■ KSEA (100.7 mhz) Seattle—Seeks CP to change TL: change HAAT to 1,968 ft. and make changes in ant. sys. Filed March 2.

■ WRRR-FM (101.7 mhz) St. Marys, W.Va.—Seeks CP to change freq. to 93.9 mhz; 17 kw and change HAAT to 389.9 ft.

■ WDUZ-FM (98.5 mhz) Green Bay, Wis.—Seeks CP to change TL: change HAAT to 821.6 ft. and make changes in ant. sys. Filed March 2.

■ WSPT (97.9 mhz) Stevens Point, Wis.—Seeks CP to change ERP to 51 kw. Filed Feb. 26.

■ WDEZ (101.9 mhz) Wausau, Wis.—Seeks CP to change TL: change HAAT to 984 ft. and make changes in ant. sys. Filed March 2.

#### TV

##### Accepted

■ WHLT (ch. 22) Hattiesburg, Miss.—Seeks MP to change ERP to vis. 1,200 kw. aur. 120 kw and change HAAT to 799.5 ft. App. March 9.

#### Actions

##### AM's

■ WRMG (1430 khz) Red Bay, Ala.—Granted app. to increase power to 3 kw. Action Feb. 20.

■ KUET (710 khz) Black Canyon, Ariz.—Returned app. to increase day power to 50 kw and night power to 4.5 kw. Action Feb. 20.

■ KVIP (540 khz) Redding, Calif.—Granted app. to increase power to 5 kw. Action Feb. 18.

■ WJBX (1450 khz) Bridgeport, Conn.—Granted app. to change TL and make changes in ant. sys. Action Feb. 19.

■ WMOP (900 khz) Ocala, Fla.—Granted app. to reduce power to 3.2 kw and make changes in ant. sys. Action Feb. 20.

■ WGNB (1520 khz) Seminole, Fla.—Returned app. to add night service with 500 w; change day power to 550 w. and change TL. Action March 4.

■ WHOF (640 khz) Wildwood, Fla.—Granted app. to reduce power to 826 w-D; 979 w-N; change TL and make changes in ant. sys. Action Feb. 13.

■ WPAS (1400 khz) Zephyrhills, Fla.—Granted app. to move SL to Mission Square Shopping Center, Zephyrhills. Action Feb. 25.

■ KFMS (1400 khz) North Las Vegas, Nev.—Granted app. to change SL. Action Feb. 19.

■ WPLW (1590 khz) Carnegie, Pa.—Granted app. to increase power to 5 kw. Action Feb. 20.

■ WCZN (1590 khz) Chester, Pa.—Returned app. to increase day power to 2.5 kw. Action March 4.

■ WBQN (1160 khz) Barceloneta-Manati, P.R.—Granted

app. to increase day and night power to 5 kw. Action March 4.

■ WNEL (1430 khz) Caguas, P.R.—Granted app. to increase night power to 5 kw. Action March 4.

■ WSOL (1090 khz) San German, P.R.—Granted app. to increase night power to 730 w. Action March 2.

■ KFYO (790 khz) Lubbock, Tex.—Granted app. to change TL and make changes in ant. sys. Action Feb. 19.

■ WKTY (580 khz) La Crosse, Wis.—Granted app. to make changes in ant. sys. Action Feb. 19.

■ WCUB (980 khz) Two Rivers, Wis.—Granted app. to operate transmitter by remote control. Action Feb. 19.

#### FM's

■ KCRR (102.7 mhz) Bullhead City, Ariz.—Granted app. to change TL: change ERP to 53,088 kw and change HAAT to 2,398 ft. Action Feb. 24.

■ KREO (92.9 mhz) Healdsburg, Calif.—Dismissed app. to move SL outside community of lic. Action Feb. 25.

■ KAVS (97.7 mhz) Mojave, Calif.—Dismissed app. to move SL to 2501 West Avenue 1, Lancaster, Calif. Action Feb. 20.

■ KTHO-FM (102.9 mhz) South Lake Tahoe, Calif.—Dismissed app. to change TL: change ERP to 890 w. and change HAAT to 2,822 ft. Action Feb. 25.

■ KRYT (93.3 mhz) Pueblo, Colo.—Dismissed app. to change TL and change HAAT to 541 ft. Action Feb. 27.

■ WQBA-FM (107.5 mhz) Miami—Dismissed app. to change TL: change HAAT to 1,006.96 ft.; install DA. and make changes in ant. sys. Action Oct. 21, 1985.

■ WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Dismissed app. to change TL: change HAAT to 1,148 ft. and make changes in ant. sys. Action Oct. 21, 1985.

■ WGUS-FM (102.3 mhz) Augusta, Ga.—Granted app. to change HAAT to 328 ft. Action March 3.

■ WZAT (102.1 mhz) Savannah, Ga.—Granted app. to change HAAT to 1,320.86 ft. Action March 2.

■ WCTT-FM (107.3 mhz) Corbin, Ky.—Returned app. to change HAAT to 492 ft. Action Feb. 2.

■ WBYU (95.7 mhz) New Orleans—Returned app. to change TL and change HAAT to 984 ft. Action Feb. 20.

■ \*WGTS-FM (91.9 mhz) Takoma Park, Md.—Returned app. to change TL: change HAAT to 50 kw; change HAAT to 492 ft. and make changes in ant. sys. Action Feb. 20.

■ WFNX (101.7 mhz) Lynn, Mass.—Granted app. to change ERP to 1.66 kw and change HAAT to 440.83 ft. Action Feb. 27.

■ KEZK (102.5 mhz) St. Louis—Granted app. to change TL and change HAAT to 10.26 ft. Action Feb. 27.

■ KHBN (92.7 mhz) Socorro, N.M.—Returned app. to change TL and change HAAT to minus 232 ft. Action Feb. 20.

■ WCKN-FM Anderson, N.C.—Granted app. to make changes in ant. sys. Action Feb. 19.

■ WRCM (98.7 mhz) Jacksonville, N.C.—Granted app. to change freq. to 98.7 mhz; change TL. and change ERP to 12.1 kw. Action March 2.

■ KQFM (99.3 mhz) Hermiston, Ore.—Granted app. to change HAAT to 984 ft. Action Feb. 24.

■ WITZ (99.3 mhz) Block Island, R.I.—Returned app. to change TL. Action Feb. 27.

■ WSSX-FM (95.1 mhz) Charleston, S.C.—Granted app. to change TL and change HAAT to 985 ft. Action Feb. 19.

■ WKNO-FM Memphis—Dismissed app. to change ERP to 100 kw; change HAAT to 642 ft. and make changes in ant. sys. Action Feb. 19.

■ WYNU (92.3 mhz) Milan, Tenn.—Granted app. to change HAAT to 990 ft. Action Feb. 20.

■ \*KSVP (91.1 mhz) Lufkin, Tex.—Returned app. to change ERP to 2,583 kw and change HAAT to 228 ft. Action Feb. 20.

■ KTXN-FM (98.7 mhz) Victoria, Tex.—Returned app. to change ERP to 92.5 kw and change HAAT to 405 ft. Action Feb. 24.

#### TV's

■ WRJM-TV (ch. 67) Troy, Ala.—Granted app. to change ERP to 4,641 kw. aur. 464.1 kw and change HAAT to 1,930 ft. Action Feb. 26.

■ KXTV (ch. 10) Sacramento, Calif.—Granted app. to use former main ant. as aux. Action Feb. 27.

■ WPLG (ch. 10) Miami—Granted app. to change ERP to vis. 117.6 kw. aur. 19.24 kw and change HAAT to 545 ft.



Action Feb. 27.

■ KMAU (ch. 12) Wailuku, Hawaii—Granted app. to change ERP to vis. 52.5 kw, aur. 11.5 kw and change HAAT to 5,755 ft. Action Feb. 26.

■ WLQF (ch. 32) Greenfield, Mass.—Dismissed app. to change ERP to vis. 1,885 kw, aur. 188 kw; change HAAT to 918 ft., and change TL. Action Feb. 26.

■ WMGM-TV (ch. 40) Wildwood, N.J.—Granted app. to change ERP to 740 kw, aur. 74 kw and change HAAT to 420 ft. Action Feb. 25.

■ \*KDSE (ch. 9) Dickinson, N.D.—Granted app. to change ERP to vis. 212 kw. Action Feb. 25.

■ \*WVIZ (ch. 25) Cleveland—Granted app. to change ERP to vis. 2,140 kw and change HAAT to 997.12 ft. Action Feb. 27.

## In Contest

*Review board made following decisions*

■ Elktion, Va. (Elktion Broadcasters Inc. and Stonewall Broadcasting Co.) FM proceeding. Scheduled oral argument for March 27 on exceptions to initial decision of ALJ Joseph P. Gonzalez granting app. of Stonewall Broadcasting for new FM station at Elktion, denying competing app. of Elktion Broadcasters. Each party has 20 minutes for argument. Elktion may reserve part of its time for rebuttal. By letter, March 4.

■ West Allis-Milwaukee and Chicago (Suburbanair Inc. and CID Broadcasting Inc.) AM proceeding. Approved settlement agreement between Suburbanair and CID, dismissing app. of Suburbanair to modify facilities of WAWA(AM) West Allis-Milwaukee; granted amended app. of CID for new AM station at Chicago, and terminated proceeding. By MO&O, Feb. 27.

*ALJ Joseph Chachkin made following decisions*

■ Laurel, Miss. (Leonard James Giacone, et al) FM proceeding. Granted motion by Leonard James Giacone to enlarge issues against Radio Laurel Ltd. to determine whether Radio Laurel has sufficient net liquid assets available to construct and operate its proposed station, and whether it possesses requisite financial and basic qualifications to be commission licensee. By order, March 5.

■ Reno (Washoe Showshone Broadcasting, et al) TV proceeding. Granted motion for summary decision and resolved air hazard issue in its favor. By order, Feb. 26.

■ Syracuse, N.Y. (Susan K. Panisch) TV proceeding. Granted motion for summary decision by Panisch and resolved air hazard issue in her favor and conditionally granted Panisch's app. for new UHF station at Syracuse. By summary decision, Feb. 20.

*ALJ John M. Frysiak made following decision*

■ Lake Worth, Fla. (Hispanic Broadcasting Inc.) TV proceeding. Granted Hispanic's motion for summary decision and resolved air hazard issue in its favor; granted Hispanic's app. for new UHF station at Lake Worth, and terminated proceeding. By summary decision, March 5.

*ALJ Joseph P. Gonzalez made following decision*

■ Arlington, Tex. (Charisma Broadcasting Corp., et al) TV proceeding. Partially granted motion by United Broadcast Group Ltd., and enlarged issues against Briscoe Broadcasting Ltd., Charisma Broadcasting, Johnson Television Ltd., and Arlington 68 TV Inc. to determine feasibility of their technical proposals in light of fact that permittee of Channel 58, Dallas, has specified and intends to construct its ant. at virtually same height and location as proposed by aforementioned applicants, and effect, if any, on their basic qualifications to be FCC licensees. By order, Feb. 27.

*ALJ Edward J. Kuhlmann made following decision*

■ Leesburg, Fla. (The Kings Academy and Central Florida Educational Television Inc.) Ed-TV proceeding. Approved settlement agreement between The Kings Academy and Central Florida and dismissed with prejudice app. of The Kings Academy; granted Central Florida's request for summary decision and resolved air hazard issue in its favor; granted amended app. of Central Florida for new noncommercial educational television station at Leesburg, and terminated proceeding. By MO&O, Feb. 25.

*ALJ Edward Luton made following decision*

■ Live Oak, Fla. (H. James Sharp, et al) TV proceeding. Approved settlement agreement and dismissed with prejudice

app. of H. James Sharp and Carwell-Bussey Partnership; granted app. of Frank A. Baker for new UHF TV station at Live Oak, and terminated proceeding. By MO&O, March 5.

*ALJ Walter C. Miller made following decisions*

■ Agamenticus Village, Me. (Zip-Call Inc., et al) PLMS proceeding. Approved settlement agreement and dismissed with prejudice apps. of Marshall Communications Corp. for PLMS facilities at Auburn and Saco, Me., and Summit Mobile Radio Co. for PLMS facilities at Androscoggin and Falmouth Township, Me.; granted app. of Zip-Call Inc. for station at Agamenticus Village, Portland and Saco, Me., and terminated proceeding. By MO&O, March 4.

■ Hastings, Neb. (Charles Ray Shinn, et al) FM proceeding. Granted request by Timothy Paul Woodward and dismissed app. with prejudice. By MO&O, Feb. 26.

■ Hardeesville, S.C. (Earl T. Brown, et al) FM proceeding. By separate orders: granted request by Thomas H. Moffit Sr. and dismissed his app. with prejudice; granted separate motions by Earl T. Brown and dismissed with prejudice apps. of Savannah Communications, Max R. Peterson II, Alexander C. Kaplan, Rita Kaplan and Pat Jackson, Jeffrey R. Macris and Susanne M. Earnhart for failure to prosecute. By order, Feb. 20 and MO&O's March 3 and March 6.

■ Chippewa Falls, Wis. (Bushland Radio Specialities and Family Group Ltd.) TV proceeding. Approved settlement agreement and dismissed with prejudice app. of Bushland Radio; conditionally granted Family's app. of new UHF station at Chippewa Falls, and terminated proceeding. By MO&O.

*ALJ Richard L. Sippel made following decisions*

■ Bunnell, Fla. (Meredith Corp., et al) TV proceeding. Granted motion for partial summary decision by Bunnell Television Co. and resolved short-spacing issue in its favor. By summary decision, March 3.

■ Rio Grande City, Tex. (Jonesco Broadcasting and Kathy Young) TV proceeding. Dismissed with prejudice apps. of Jonesco and Young for failure to prosecute and terminated proceeding. By order, Feb. 25.

■ Jackson, Wyo. (Teton Broadcasting, et al) FM proceeding. Granted motion for partial summary decision by Echonet

Corp. and resolved air hazard issue in its favor. By order, Feb. 25.

*ALJ Joseph Stirmer made following decisions*

Ukiah, Calif. (Bott Communications Inc., et al) FM proceeding. Granted request by Bott Communications and enlarged issues against Joseph M. Perez to determine whether he is financially qualified to construct and operate his proposed station. By MO&O, Feb. 27.

■ Medford, Ore. (Timothy Paul Woodward, et al) FM proceeding. Granted motion by Los Banos Broadcasting and dismissed with prejudice app. of Gina R. O'Quinn for failure to prosecute. By order, Feb. 27.

## Call Letters

### Applications

*Call Sought by*

#### New FM

WLOW Dohara Associates Inc., Hilton Head Island, S.C.

#### Existing AM's

WKBF WJBF Roth Broadcasting of Quad Cities Inc., Rock Island, Ill.

KOSP KBEA Dr. John Robert E. Lee Mission Kan.

WNCG WCEA Ted Larsen Broadcasting Inc., Newburyport, Mass.

KXGF KYOT Verdell HG. Lonnquist, Great Falls, Mont.

WMHQ WRAN Atlantic Morris Broadcasting Inc., Dover, N.J.

WWAX WRGE Chance Communications Inc., Olyphant, Pa.

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Communications Lending  
Cleveland, Ohio

**Existing FM's**

- WSEZ WUME-FM Indiana Patoka Development Corp., Paoli, Ind.
- WZKX WQLC Charles W. Dowdy and J. Morgan Dowdy, Poplarville, Miss.
- KCMG-FM KXTR Dr. John Robert E. Lee, Kansas City, Mo.
- KBHT KCKR B.S.T. Broadcasting Inc., Crockett, Tex.
- KKIK KSEL-FM Backor Broadcasting Inc., Lubbock, Tex.
- Existing TV's**
- WTFX-TV WTAF-TV TVX of Philadelphia Inc., Philadelphia
- KHSX KLTJ Silver King Broadcasting of Dallas, Irving, Tex.

**Grants**

- | Call                 | Assigned to   |
|----------------------|---|
| <b>New AM's</b>      |   |
| WJHP                 | John H. Pembroke, Columbia, Miss.                       |
| WYZO                 | Black Gold Broadcasting, Hazard, Ky.                    |
| <b>New FM's</b>      |   |
| WWKY                 | Northland Communications, Atlanta                       |
| KQLI                 | Roni De Ann Gardner, Lawton, Okla.                      |
| KPNP                 | P-N-P Broadcasting, Pullman, Wash.                      |
| <b>Existing AM's</b> |   |
| WJRD                 | WWWR Sis Sound of Russellville Inc., Russellville, Ala. |
| KMNY                 | KWOW Money Radio, Pomona, Calif.                        |

- KTGE KXES TGR Broadcasting Inc., Salinas, Calif.
- KYBG KLSC Century Denver Broadcasting Corp., Aurora, Colo.
- WSVE WWOZ Willis & Sons Inc., Jacksonville, Fla.
- WWPR WELO Big Thicket Broadcasting of Miss. Inc., Tupelo, Miss.
- KAPE KKPE W. Russell Withers Jr., Cape Girardeau, Mo.
- WYUT WLIR WALLY Enterprises Inc., Herkimer, N.Y.
- WLIR WGRC Rockland Media Corp., Spring Valley, N.Y.
- WBUG WTPS Muncy Broadcasting Inc., Hughesville, Pa.
- WECZ WPXZ Renda Radio Inc., Punxsutawney, Pa.
- WWHT WLNK Resort Broadcasters of Charleston Inc., Charleston, S.C.
- WLKE WKCK North American Progressive Inc., Oshkosh, Wis.

**Existing FM's**

- WPDO WSVE Willis & Sons Inc., Green Cove Springs, Fla.
- WYUT-FM WYUT WALLY Enterprises Inc., Herkimer, N.Y.
- WCZX WJBB BBC of Poughkeepsie Inc., Hyde Park, N.Y.
- WRSF WWOK Resort Broadcasters of Columbia Inc., Columbia, N.C.
- WKKE WSEC Caronet Broadcasting Inc., Williamston, N.C.
- WMGH-FM WCRN East Penn Broadcasting Inc., Tamaqua, Pa.
- WWHT-FM WLNK-FM Resort Broadcasters of Charleston Inc., Goose Creek, S.C.
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Summary of broadcasting  
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Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.



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## RADIO

### HELP WANTED MANAGEMENT

**Wanted: S.E. group seeks general managers** for position now and in the future. Call 912-264-6251.

**GM/GSM;** Class B FM. Class 4 AM in growing east coast market, looking for aggressive, energetic, highly motivated, sales oriented individual with experience. If you want to move up this is a tremendous opportunity with a growing company. Resume to Box R-59.

**General manager** for small market AM/FM in South Mississippi. Strong sales background person looking for first management. Salary, incentives, benefits commensurate with ability. Owner. Box 865, Lake Providence. LA 71254.

**Growing sunbelt group** needs general manager and sales manager. Equity possible for GM. We're growing in the South and Southeast. Get in on the ground floor. Send information to, Tom Love, P.O. Box 588, Lufkin, TX 75901. No calls. EOE.

**General sales manager:** #1 CHR share in the USA, KFMW, and companion AM KWLO, Waterloo, IA, seeks experienced no-nonsense highly-motivated GSM with proven management track record. Send resume & salary history to William L. Fowler, VP Radio, Park Communications Inc., Box 550, Ithaca, NY 14850.

**Florida Gulf coast,** small market, country format needs GM to develop staff and station. Stock options plus. to right person. Seifert 904-498-5685 after 7 pm.

**Business manager** east coast AM/FM needs person with strong accounting and computer background. Minimum three years experience. Send resume and salary requirements to: Box R-74.

**Sales oriented manager.** Looking for pro with professional management track record to multiply sales through people development. One of the finest Midwest small market combos. Excellent compensation and benefit package. Great working environment. Send resume with references and compensation requirements to Susanne S. Bergeron, President, WKAN/WLRT Radio, 6 Dearborn Square, Kankakee, IL 60901. EOE.

**News director.** KLMS/KFMQ is currently seeking a qualified candidate to manage their news department. Must have college degree and 5 years commercial radio news experience. We offer a competitive salary and excellent benefits. Send resume and tape to: Tom Birk, KLMS/KFMQ, 1540 So. 70th, Lincoln, NE 68506.

**GM, GSM** for medium market Michigan combo. Top-rated but underperforming sales department. If you can train, direct and motivate local sales force, send resume and salary history to Box R-101 EOE.

**GM wanted** for forthcoming acquisition of small market FM in NE PA college town. Selected candidate will work closely with ownership team. All replies confidential. Resume/salary requirements to Mark O'Brien, Holt Associates Group, Westgate Mall, Bethlehem, PA 18017. EOE.

**General manager wanted:** Tired of the big city? Northern Michigan opportunity 100,000 watt FM station. Call evenings 517-321-1763.

**General managers and sales managers:** We're putting together a special group of people to grow an outstanding company. E.E.O. 415-461-7200.

**Growing New England broadcaster** looking for GSM. Greenwood training preferred. Must be willing to handle a list and have people skills. If you can motivate and sell, call us. Excellent compensation and benefits. Call Turner Porter, WERZ/WMYF at 603-772-4757 EOE.

**General manager.** Midwest of 250,000 for leading CHR complete operational control for aggressive sales oriented manager. Group absentee owned. Perfect opportunity for the right individual seeking management. We will maintain your confidence. Box R-53.

### HELP WANTED SALES

**General sales manager:** Connecticut suburban FM station in great market close to NYC has opening for GSM. Excellent salary and benefits package. Applicants must possess necessary experience and qualifications. Reply to Box R-15. EOE.

**Sales assistant** will work with sales department in finding new revenue. Need aggressive self-starter. Marketing background preferred. Send resume to Joyce McCullough, Personnel Manager, WLPO/WAJK, P.O. Box 215, LaSalle, IL 61301.

**General sales manager:** One of America's leading CHR's seeks general sales manager to supervise local and national sales, develop on-going training and attain station revenues. Excellent professional staff and working environment. Successful sales management track record required. Send resume to: Don Peterson, Vice President and General Manager, KBEQ—FM 4710 Pennsylvania, Kansas City, MO 64112. Phone: 816-531-2535.

**California..KFIG AM/FM** is currently seeking a professional, highly motivated salesperson with experience in direct and agency sales. Established list available. Draw against commission plus outstanding benefits. Contact Wayne Scholle, Box 4265, Fresno, CA 93744. EOE M/F.

**Sales manager.** FM in beautiful Missouri college town has opening for crakerjack sales manager. Budding chain. Opportunity for promotion to GM of other station under consideration. Send complete resume, references and salary information. Admiral Broadcasting Corporation, 8229 Maryland Avenue, St. Louis, MO 63105.

**Tired of the cold, and/or urban grind?** We are seeking work-loving account executive, with management potential to take list with good potential. Lakes, hills, small communities, near Austin. Send resume and cover letter to: Eddy Weems, KHLB-AM/FM, Drawer 639, Marble Falls, TX 78654.

**WRNS,** has a position available in sales, applicants must have at least 2 years sales experience or extensive sales training. Resumes can be mailed to: Webster A. James, Vice President/General Mgr., WRNS-Beasley Broadcasting Downeast, P.O. Box 609, Kinston, NC 28501. WRNS is an equal opportunity employer.

**Audio network, sales.** Excellent guarantee, fast growth. Experience necessary. Send resume: Box 10329, Minneapolis, MN 55440.

**Sales professional:** A self starter with dynamic personality. Plenty of enthusiasm and air personality. Northern Virginia. Call 703-221-1124 between 9 a.m. and 10 a.m.

**Midwest FM** currently seeks professional, highly motivated salesperson and/or manager with experience in direct and agency sales. Commission plus benefits. Send resume to: Carolyn Jenkins, 402 N 12th, Centerville, IA 52544 515-856-6184.

**Opportunity** for aggressive, creative salespeople. Put your broadcast or retail sales experience to work at Springfield, Ohio's pioneer station. Good list, good dollars. Send your best presentation and resume to: George J. Wymer, WIZE Radio, P.O. Box 1104, Springfield, OH 45501. EOE.

**Dominant fulltime Florida** coastal AM seeks local sales manager. Work own list, supervise others. Salary, commission, override. Aggressive, successful self-starters send resume/track record/ references. EOE. Box R-97.

**Dominant fulltime Florida** coastal AM needs another local account executive. Salary and commission. Aggressive self-starter, experienced in consultant sell, send resume/track record/references. EOE Box R-98.

**Account executive** WALK FM/AM, Long Island's #1 station is expanding its sales staff. If you're an established pro with a minimum of 3 years radio sales experience send resume to Barbara Ravinett, Local Sales Manager, WALK FM/AM, P.O. Box 230, Patchogue, NY 11772 EOE.

### HELP WANTED ANNOUNCERS

**Announcer/producer.** Radio announcer needed by top ranked NPR affiliate KXPR, Sacramento. Host classical and jazz shows. Familiarity with both forms of music, composers and performers a must. Must be willing to work weekends and evenings. Send demo and 3 references to: KXPR Search, 3416 American River Drive, Suite B, Sacramento, CA 95864. Deadline is March 20. \$15-18 K plus benefits.

**We're looking** for a successful personality for our morning show on our top-rated AC/full-service format. Must be creative, have a natural sense of humor, and can interact with your listeners over the telephone and during remote broadcasts. If you're a real entertainer - send tapes and resumes to Fred Heller, Program Manager, WSPD Radio, 125 South Superior, Toledo, OH 43602. EOE.

**Career break through** for right person! Indiana AM. 50 kw FM. Exceptional opportunity for mature career broadcaster with 5 years varied experience but feels advancement is limited. Sports PXP helpful. If you agree radio is more than air ego trips send resume and references. This could be the turnip point of your career. Vern Kaspar RR #7 Frankfort, IN 46041.

### HELP WANTED TECHNICAL

**Chief engineer:** Southwest AM/FM. Experienced in transmitters, directionals, studio maintenance and remotes. EOE. Send resume and salary requirements to Box R-79.

**Live and work in Northern California's** beautiful wine country. Area's top station needs qualified engineer. Send detailed resume and salary requirements to Gordon Zlot, KZST FM, PO Box "SS", Santa Rosa, CA 95402. Will be interviewing at the NAB. M/F EOE.

**Chief Engineer:** 5kw directional AM (new equipment) and Class C FM. Top stations in the market. Beautiful Tyler, TX. Vibrant, growing area. Call Roy Faubion, 214-581-0606.

**Broadcast Engineering.** WYSU-FM, the fine arts radio station of Youngstown State University is seeking a chief engineer. This individual will maintain two FM transmitters (1) Harris, (1) RCA, (1) master control room and (2) production studios, microwave system and satellite reception equipment. Will also be responsible for compliance with FCC technical regulations; for evaluating and recommending equipment purchases; developing budget recommendations. Candidates must have an associate degree or trade school equivalent in broadcast engineering with 4 to 5 years experience or equivalent combination of education and experience, and valid FCC first class license. Starting salary: \$25,000. Send letter of interest, current resume and an official copy of a transcript documenting academic qualifications for this position, and the names, addresses and telephone numbers of three references to: Robert W. Peterson, Director of WYSU—FM, Youngstown State University, Youngstown, OH 44555-0001. Application deadline March 31, 1987. Youngstown State University is an equal opportunity affirmative action employer.

### HELP WANTED NEWS

**A/C WCFR news anchor/reporter** and air personality. If you're community minded, send T & R to Bob Flint, WCFR, P.O. Box 800, Springfield, VT 05156. EOE.

**This is a great news job.** News-anchor/co-host of an afternoon drive news block in a southeast top 50 market. Strong on-air delivery plus quick wit is a must. Box R-58.

**WBSM,** is southeastern Massachusetts' news and information leader and we're looking for one experienced, aggressive and bright news-hawk to complete the best news team in town. Excellent financial and lifestyle opportunities with SAGE Broadcasting, come grow with our group. Send tape & resume immediately to Marc Bernier, WBSM, 220 Union Street, New Bedford, MA 02740. EOE M/F.



**Program manager.** Unique opportunity for a highly qualified program manager to take full responsibility for content, mix and sound of an all-news station that plays a vital role as the information resource of a very dynamic community. Must have experience in managing a news operation including personnel relations and organizations. This medium-market east coast AM station with a large news staff offers an exciting challenge. Send complete resume and income requirements to S.V. Hawkins, 1215 French Street, Wilmington, DE 19801

**Talk show host - mature, comfortable host** wanted for older-adult information-oriented program. Must be ready to get started very soon. If you're the kind of person people quietly confide in, you're the one. Resume, and salary history. Box R-80.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**A mature AM/ FM station** in Florida Panhandle needs experienced program/ music director with the ability and talent to do morning show. Growing market with tremendous opportunity. Format CHR or AC background. Salary negotiable. Send resume and tapes to P.O. Box 10, Ft. Walton Bch., FL 32549.

**Copywriter:** N.Jersey combo with award winning copy/prod dept. Creativity, ability to work with customers, willingness to work hard are keys to this exciting opportunity. Entry level considered. Resume, writing samples, tape (if avail), salary requirements to GM, WMNJ/WIXL, Box 40, Newton, NJ 07860 EOE. M/F.

**Traffic director** northeast AM/FM must have at least two years computer experience. Columbine preferred. Send resume and salary requirements to Box R-75

**Dynamic New England MOR** seeks crackerjack announcer/copywriter/producer with three years professional experience. Send resume to Box R-91 EOE.

#### SITUATIONS WANTED MANAGEMENT

**Interim management,** completed Carolina project. Immediately available for transitional management during station transfer; bankruptcy; start-ups; temporary service anywhere. Fifty years experience - not retired. Call Charles E. Seebeck, "always working," Staunton, VA. 24 hour phone 703-885-4850.

**GMs and SMs** to form group to acquire stations and start working for ourselves. Send background to Box Q-91

**California calling!** Old pro looking for young station. Currently, president. Old Pioneer Broadcasting Corporation. Call Richard, 303-468-6255 for Dallas interview.

#### SITUATIONS WANTED ANNOUNCERS

**Six-year veteran sportscaster** looking for new pbp opportunities. College basketball, football, soccer experience. Also MISL, NBA on TV. Box R-19.

**Experienced professional!** Now doing country sign-on in midwest metro fringe. Available to Country, MOR, or Adult full service operation! Versatile and affordable. Box R-26

**South Florida,** easy listening, 24 years experience, announcer, PD. Neil Sher, Hollandale Apts., 20F Clifton Park, NY 12065. 518-383-0239.

**Talent being wasted.** Can do sports. Worked all shifts and formats. 4 1/2 YR. Vet. Prefer South. Box R-54.

**Three years experience** and ready for the next step. Daytime, call Bill, 308-532-3344.

**Baseball play-by-play.** A voice of summer looking for a team. Thirteen years in radio. Play-by-play all major sports. Tape available. Box R-78.

**Ten years experience,** AP award winner, news director experience, major market experience. Communications Director; House of Representatives, seeks medium or major market news director job on Florida's east or west coast. 703-799-4765.

**Honor student,** Big Ten university, with background with U.S. Olympic training center, major league baseball, plus collegiate on-air experience, seeks position with your news and sports staff. Self motivated, Anxious for relocation. Rick: 312-668-5263.

**Air-personality** seeking R/B station any shift. 34 years old, some experience. Elvin Tobias, 5220 Shelborne Cir. #1, Memphis, TN 38134. Tapes and resumes upon request. 901-386-2839.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer** with over 9 years experience in all phases of FM and AM directional, seeks challenging opportunity with stable company. Box R-102.

#### SITUATIONS WANTED NEWS

**News/talk, full-service AM?** This experienced ND will give you the product people talk about. Enjoys training, rejuvenating, winning. If you're serious, committed to format, let's talk. 901-794-4695.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION & OTHERS

**Information and entertainment my forte!** Country, MOR or adult full service formats my speciality! Desire airshift, production, programming or operations combo! Box R-1.

**Sports producer:** Veteran major market producer seeks position with remote sports production unit. 16 years broadcast background. Major league experience. Proven track record & solid references 301-377-4722.

**Experienced medium market programer** and morning personality. Six years P.D. Seven years mornings. B.B.A. #1 ratings last three surveys. Detail minded. J.R. Greeley 314-474-6259.

**17 years in radio.** Seeking small market country management position. Mike, 606-573-1470 or 606-573-5043.

**Award winning division one college football** and basketball sportscaster seeks free-lance work this spring and summer or full-time sports opportunity. Call Bob 717-523-0236.

**Radio pro.** Programing, on-air, production, promotions, copy writing, music. Stable, dedicated, talented. Let's talk. Box R-68.

#### MISCELLANEOUS

**Our monthly idea-letters** have it all --"Newsbeat" for story tips; "Feedback" for promotions, contests, talk, and more! Since 1966. 3-month trial, \$15. Newsfeatures. Box 14183, St. Louis, MO 63178.

**Jokes!!** Disabled, retired comic DJ has copyrighted original one-liners. Send \$8.00 for sample. Joe-King, c/o Jerry Horowitz, 556 East 4th St., Apt. 4-C, Brooklyn, NY 11218.

## TELEVISION

#### HELP WANTED MANAGEMENT

**TV station manager: Chicago.** Must have independent TV start-up hands-on experience and strong sales orientation. Demonstrated leadership and the ability to select and motivate key personnel. Incentive and excellent salary. Send resume and salary history in confidence to: Personnel, P.O. Box 446, Orinda, CA 94563.

**Public service director:** KRIV-TV, Fox Television, Houston, TX is seeking a qualified public service director. Individual will be responsible for producing public service announcements and local public affairs shows. Will serve as liaison to non-profit community organizations. Minimum requirements include at least one year experience as a television public service director. Qualified applicants send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227. Attn: Roz Brown. EOE.

**General sales manager:** Midwest 100+ market. Dominant group owned affiliate looking for a dedicated hands-on general sales manager. Local and national sales management experience desired. Proven training and motivational skills are a must. Local sales manager and national sales manager will report to you. Seven local account executives, new Sony 1/2" production facility, full staff of writers, producers and EFP. We are part of Gillett Broadcasting, one of the most aggressive groups in business; and we are looking for a dedicated, motivated manager. Send resume to General Manager, WEAU-TV, P.O. Box 47, Eau Claire, WI 54702-0047. EOE.

**Traffic manager.** South Florida's #1 independent seeking top-notch, experienced traffic manager. Must have strong people skills, expertise with bias system, and proven record of success. Send resume to: General Sales Manager, WCIX-TV, 8900 N.W. 18th Terrace, Miami, FL 33172. Equal opportunity employer.

**WREG-TV, Memphis,** New York Times Broadcast group, is seeking a promotion manager. Five years promotion experience. Strong on-air production, creative concept and management skills. Tape, resume and references to Bob Eoff, WREG-TV, 803 Channel 3 Drive, Memphis, TN 38103. 901-577-0100.

#### HELP WANTED SALES

**General sales manager** position available in one of the midwest's most progressive and growing cities. Applicants must be an aggressive leader possessing experience in national/local sales, and will be responsible for a local staff plus a regional office. This is a growth opportunity in an "up and coming" station and broadcast group. Send replies to General Manager, KSFY-TV, 300 North Dakota Avenue, Sioux Falls, SD 57102. EOE.

**Leading top sixty market Sunbelt** independent in attractive market seeks addition to local staff. Concentration on more difficult agency and direct accounts. Management position possible. Competitive salary, excellent professional and personal environment. Confidential inquiries guaranteed. Address General Sales Manager, Tulsa 23, P.O. Box 33223, Tulsa, OK 74153. No phone calls.

**Senior account executive.** Excellent opportunity for experienced sales professional in the video production industry. Must have active contacts and knowledge of leads to pursue in the Baltimore/Washington area. Good draw, great commission. Call Gerard Ferri, Atlantic Video 703-823-2800.

**National sales manager.** #1 independent in top 40 southeast market is looking for a national sales manager. If you have a strong national sales background, excellent leadership skills and are looking for an opportunity to grow and advance with a group of talented, hard-working broadcasters, please send your resume to P.O. Box 59020, Birmingham, AL 35259. We are an EEO employer, M/F.

**Account executive.** WIS-TV has opening for experienced TV sales professional. Must be skilled in verbal and written presentations, AID, Cluster Plus and other research/sales aids. Knowledge of SALLEY avail software programs helpful. Qualified applicants send resume, complete with references, to Joe Tonsing, GSM, WIS-TV, P.O. Box 367, Columbia, SC 29201. EOE.

**WXEL,** a community owned public television and radio station in West Palm Beach, FL is accepting applications for two marketing associate positions. Individual must be highly motivated, self-starter experienced in selling TV, radio and print media. Send resume and salary history to Executive Vice President/General Manager, WXEL, P.O. Drawer 6607, West Palm Beach, FL 33405. Applications will be accepted until the position is filled. EOE, M/F.

**Sales manager.** ABC affiliate, 34th market adding sales manager to staff. Looking for a well rounded manager with strong people skills. Several years of rep or station experience required. Resumes only: GSM, WTVN-TV, P.O. Box 718, Columbus, OH 43216.

#### HELP WANTED TECHNICAL

**Expanding NYC post facility** seeking chief engineer. Responsible for daily operations, troubleshooting, maintenance, knowledge to component level. Familiar w/CMX, ADO, GVG. Salary commensurate w/exp. Good oppty/nice people. Box Q-9.

**Transmitter supervisor.** 3 years high power UHF experience required. Studio maintenance experience preferred. Connecticut's leading independent. Pay commensurate with experience. EOE. Call Charles Allen 203-575-2020.

**Chief engineer** with growth potential and good technical know-how for Gulf Coast VHF. EOE. Box R-23.

**WRCB-TV** has immediate opening for a TV engineer. Must be experienced in all areas of operation, maintenance and repair of broadcast equipment. FCC license required. No phone calls. Send resume to: Ed Aslinger, WRCB, 900 Whitehall Rd., Chattanooga, TN 37405. An equal opportunity employer.

**Engineers.** Maintenance engineer needed at small market network UHF. Duties include repair of 3/4" and 1" video tape machines. Knowledge of other station equipment and TX helpful. Excellent pay and benefits. EOE. Send resume and salary history to Box R-72.

**Assistant chief engineer:** KRIV-TV Fox Television, is seeking qualified assistant chief engineer. Must have minimum of 5 years television broadcast experience. Must have supervisory experience and be familiar with studio equipment, maintenance and UHF transmitter. Must also have good communication and budgeting skills. FCC license and SBE certificate required. Send resume to: KRIV-TV, P.O. Box 22810, Houston, TX 77227, Attn: Wendell Wyborny. VP/CE.

**TV chief transmission engineer:** Supervises operation and maintenance of 5 TV transmitters interconnected by a ten-unit microwave system, plans equipment upgrades and replacements, and coordinates implementation of projected technical improvements. The successful candidate should have at least two years of maintenance related technical experience in TV broadcasting. BS/EE degree. Salary range \$21,502-\$33,930; exact placement depends on experience. Send letter of application, resume, three references and salary history to: AETN Personnel Office, P.O. Box 1250, Conway, AR 72032. AETN is an AA/EOE.

**Maintenance supervisor:** Southeast medium market UHF independent located in a most desirable area requires studio maintenance supervisor to provide hands-on technical leadership to a small maintenance staff. Experience in the maintenance of computer editing systems is desirable. EOE. Reply Box R-83.

**TV transmitter and maintenance engineer.** Skilled in maintenance of broadcast transmitters and studio equipment. Equal opportunity employer. Send resumes: Chief Engineer, WGBS-TV, 420 N. 20th St., Phila., PA 19130.

**Chief engineer:** Southeast medium market UHF independent located in a very desirable area requires a proven manager to provide technical guidance and leadership to the maintenance and operations staff. Recent hands-on high power UHF and studio maintenance experience is desirable. EOE. Reply Box R-84.

**Master control operator.** Fox Television, Boston, has immediate opening for (2) fulltime master control operators. A minimum of 2 years MCR operations experience required. FCC license or SBE certification required. Send resume with references to: WFXT, 100 Second Ave., Needham Heights, MA 02194, Attention: Steve Dutcher, Engineering Operations Supervisor. (No phone calls, please.) EOE.

**TV maintenance engineer.** Fox Television, Boston, has immediate opening for (2) fulltime studio maintenance engineers. A minimum of 2 years experience with ability to troubleshoot state-of-the-art studio equipment to the component level. FCC license or SBE certification required. Send resume with references to: WFXT, 100 Second Ave., Needham Heights, MA 02194, Attention: Bob Badaux, Chief Engineer. (No phone calls, please.) EOE.

**WXXI in Rochester, NY** is looking for a highly skilled maintenance engineer. Design, repair and maintenance of television equipment, including 1" Ampex VTR, Sony BVU, Ikegami 357 cameras. ACE editor. Minimum five years experience required. Digital, microwave and transmitter experience desired. FCC general class license preferred. Competitive salary and excellent benefit package. Send resume and salary history to WXXI, Personnel Dept., P.O. Box 21, Rochester, NY 14601. EOE.

**ENG technician-news:** Philadelphia. Must be experienced maintenance technician with first class FCC license. Should be knowledgeable in repair of field cameras, and 3/4" broadcast field and editing tape machines. Microwave experience helpful. Resume to Box R-90. EOE.

#### HELP WANTED NEWS

**Reporter** qualified to handle general news assignments plus weekend sports and/or weather. South Texas VHF. EOE. Box R-27.

**Anchor for #1 rated station** in southwest 75-100 mkt. size. Must be dynamic co-anchor to complement our male anchor. Must also be strong writer and reporter. Non-returnable tapes. resume, salary, contractual status to: Joseph Barnes & Associates, Television News Consultants, 930 Granite Ct., Martinez, CA 94553.

**Sports anchor/director:** Top rated station, medium size market in the southwest is looking for energetic, hardworking, local oriented sportscaster. Send resume to Box R-81. EOE.

**Assignment editor.** We're looking for a bright high energy person to lead our talented staff of reporters and photographers. Bachelors degree plus 2-3 years experience required. We have all the news gathering tools - uplink, helicopter and live trucks. The number one station in top 30 market. Call Billye Gavitt, 405-843-6641. EOE, M/F.

**Producer wanted** in Washington, DC. Go-getter with a reporter's mind. Ability to juggle elements. Washington experience preferred. Send resume to Box R-82.

**Weekend news producer.** We're looking for an experienced producer who wants to work weekends in a top 30 market. Successful candidate will have strong writing and organizational skills, a good visual sense, and a wealth of story ideas. Rush tape and resume to Mark Zoromski, News Director, WITI-TV, P.O. Box 17600, Milwaukee, WI 53217. EOE, M/F.

**Number one network affiliate** seeks producer to continue winning newscasts. Must have at least two years experience producing visual, fast paced newscasts. Send resume to Box R-76. EOE.

**Producer.** WFSB, a Post-Newsweek station, seeking experienced and creative news producer. Candidate should be experienced in news journalism, have a thorough knowledge of state-of-the-art equipment and have the ability to apply it to the production of our newscast. Resume to: Deborah Johnson, Executive Producer, WFSB, 3 Constitution Plaza, Hartford, CT 06115. EOE.

**Weekend anchor/weekday reporter.** Mid-western CBS affiliate with #1 news department is looking for a weekend anchor/producer who will also report three weekdays. Experienced with video camera and editing equipment required. Excellent salary and benefits. Send resume and salary requirements to: Dan Die-drich, News Director, KRCG-TV, P.O. Box 659, Jefferson City, MO 65102.

**Seeking experienced farm broadcaster** to anchor nationally syndicated agribusiness news program. Strong writing skills, on-air presence, and a firm grasp on agriculture and financing issues a must. Send resume, salary requirements. Box R-73.

**Sunbelt medium market** seeks experienced reporter. 2 years experience and live work required. Box R-103.

**Sunbelt station** seeks number 2 weathercaster. Weekend weather/weekday reporting. Send resume Box R-104.

**Two positions.** Sports director. Develop one person department. Professional experience. Strong on-air work. Must shoot and edit. News reporter. Strong reporting, writing and editing skills. Must have experience. Shooting preferred. Send tape and resumes to News Director, KBMY-TV, Box 7277, Bismarck, ND 58502.

**Weekend weathercaster/reporter,** AMS seal preferred, two years previous TV experience. Tape, resume to News Director, WIVB-TV, 2077 Elmwood Ave., Buffalo, NY 14207. EOE.

**Weekend sports,** 3 days sports reporter. Do you have talent and energy to work harder than anyone else...be more creative in writing, coverage and production...face frustration yet still beat the competition...put together reports that appeal to non-sports fans as well? If so...let's talk. If not...read another ad. Send resume to Box R-96.

**Female anchor:** Small but good CBS Sunbelt affiliate. Tape, resume to: News Director, KOSA-TV, Box 4186, Odessa, TX 79760.

**#1 station needs photographer.** Must have one year experience. Station emphasis on good shooters. Send resume and tape with first letter to: Jon Janes, News Director, KWOC-TV, 805 Brady St., Davenport, IA 52808.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Copywriter** to develop creative promotion and commercial copy from storyboard to finished video. Gulf Coast VHF. EOE. Box R-25.

**Northern California post house** seeks experienced animation and graphic artist. Must have experience using the Dubner CBGII and paint box. Must be "client oriented". Send resume to Cal Image., 3034 Gold Canal Dr., Suite B, Rancho Cordova, CA 95670 or 916-638-8383.

**Media production specialist II, TV production manager.** Equiv. to 4 yr degree. 2 yrs production exp; hands-on type, minimum 5 yrs exp with full range of broadcast/industrial video equip preferred. Starting salary 26.5K Closing date: 4/1/87. Apply Personnel Office, Cal Poly, San Luis Obispo, CA 93407. 805-546-2236. AA/EOE/Title IX/Rehabilitation Act of 1973 employer.

**Director/editor,** KLAS-TV, Las Vegas CBS affiliate. Minimum three years of commercial client directing a must. Capable of directing/switching half hour newscast. GV17007J switcher or comparable experience required. Vidifont Vexperience preferred. Belief in total client service a must. Send resume and tape to Martine Vetter, KLAS-TV, P.O. Box 15047, Las Vegas, NV 89114. EOE, M/F.

**Chief director/assistant production manager,** top 70 market-Sunbelt. The successful candidate will be responsible for training, evaluation, and supervising other directors and will serve as the primary director of evening newscasts. Responsibilities as assistant production manager include scheduling and supervising the evening production and operations staff and working directly with the production manager in all other facets of the department. Excellent directing skills, good people skills and a background in all phases of production and operations are a must for this job. Minimum five years experience in commercial television. Send resume and salary requirements to Box R-44. EOE.

**Public relations/promotions director.** Raycom Sports Network is seeking creative, organized, hard-working individual with extensive knowledge of collegiate sports, PR, and broadcasting to plan and implement public relations activities. Must be capable of coordinating several projects simultaneously, and work well with top management. Will interact with sports and trade press, produce monthly newsletter, work with advertising agency for printed sales and promotion materials, and supervise on-air promotion production. Send resume and salary requirements to Jim Duncan, Raycom Sports, P.O. Box 33367, Charlotte, NC 28233.

**Supervisory television production specialist.** The Food and Drug Administration is looking for an energetic and talented individual to fill the position of chief, media and training development branch. The position is a GM-13 supervisory television production specialist position with a starting salary of \$38,727. The branch chief is responsible for the first-line management of the FDA's video production services and a staff of television production, training and information specialists. Candidates will be evaluated on their demonstrated experience and abilities in the following areas: Minimum of six years video production experience including scriptwriting, studio and location production, and editing. Experience in supervising a group of video production specialists. Demonstrated exceptional interpersonal communication skills. Experience with 1" and Betacam equipment. Experience in the production of public service announcements, educational and informational programs; and a working knowledge of good engineering practices is a definite plus. An SF 171, Application for Federal Employment should be sent to DHHS/PHS/FDA Division of Human Resources Management (HFA-408) Food and Drug Administration, Parklawn Building, 5600 Fishers Lane, Rockville, MD 20857. For further information, please call Mr. Jack Underdonk on 301-443-1616. To ensure full consideration, applications should be received by April 17, 1987. An equal opportunity employer.

**Videographer/editor.** Southern California leader seeks imaginative videographer for program/magazine segment production. If you can field produce as well as shoot/cut for others and have a flair for hot, contemporary video, send the resume and reel that prove it. Jack White, Production Manager, KGTV, San Diego, CA 92102.

**Commercial director** position available at strong award winning independent. If you can write, shoot, edit and direct and have 1-2 years commercial TV experience, send resume to Production Manager, WVAH-TV, 23 Broadcast Plaza, Charleston, WV 25526.

**Program manager.** Assist in development of innovative program schedule for unconventional PTV station in Denver area, and in start-up of video distribution center. Looking for creative, organized person with working knowledge of PBS and independent sector. No calls. Send resume by March 24 to: Program Director, KBDI, P.O. Box 427, Bloomfield, CO 80020.



**An NBC affiliate** in SLC, Utah is seeking a senior producer/programmer/community affairs. Primary responsibilities include creation and development of non-news productions; produce PM Magazine, Utah and any other series, documentaries, specials or talk shows as determined by station management. Must be able to coordinate activities, maintain a high standard of programming and do so while controlling expenditures and staying within budgets. Requirements include a bachelor's degree in broadcasting, journalism or related field; superior verbal and written communications skills; must demonstrate expertise in producing broadcast programming and in all areas of technical production. Candidates must reply to: KUTV, Inc., Personnel, P.O. Box 30901, SLC, UT 84130-0901.

**Program director:** Opportunity available immediately for a position as a program director of Cleveland's most innovative independent station. Candidate should possess a successful track record in programming, including budgeting, administration, program scheduling, negotiating with syndicators, as well as a strong working knowledge of production and promotion. Please send resumes to Dennis P. Thatcher, General Manager, WOIO-TV, 2720 Van Aken Blvd./Shaker Square, Cleveland, OH 44120. EOE. M/F. Malrite Communications Group, Inc.

**Promotion coordinator:** Network affiliate looking for individual with strong writing and organizational skills. Experience with on-air production helpful. WTRF-TV, 96 Sixteenth St., Wheeling, WV 26003. EOE.

**Promotions manager:** KARD-TV, ABC affiliate is seeking creative person for on-air, radio, and print promotions. Send resume to Gwen Kidd, 701 Parkwood Dr., West Monroe, LA 71291. 318-323-1972.

**Producer-director:** Evening director/supervisor to switch fast-paced newscasts, supervise, train crew. DVE, SS, 1" VTR experience. Some commercial production. Send resume with salary requirements to Keith Lasher, WTVQ-TV, P.O. Box 5590, Lexington, KY 40555. No phone calls. EOE.

**TV producer.** WOSU-TV of The Ohio State University is seeking a TV producer. Duties: Produce and supervise the production of public/community affairs and promotional, fine arts, cultural, performance and other television programming and off-air video productions. Conceive, write, direct, and edit programs, draft proposals for program funding, and prepare and monitor budgets. Qualifications: Bachelor's degree in communications or related field or an equivalent combination of education and experience, significant experience in producing, writing, and directing of both field productions and studio and remote multi-camera productions, and editing experience are required. Previous supervisory experience and experience managing budgets are also required. Previous PBS production experience is preferred. Salary: \$20,280-23,040. Candidates should send a resume by April 1, 1987 to: Professional Employment Services, The Ohio State University Lobby, Archer House, 2130 Neil Ave., Columbus, OH 34210. An equal opportunity/affirmative action employer.

**Program developer.** VHA Satellite Network, a private teleconferencing network serving over 700 not-for-profit hospitals, has immediate opening for a program developer. This position is responsible for the planning, development and coordination of full-motion live video-conferences for corporate clients to hospital audiences. Candidate must possess superior client consultation skills and the ability to coordinate team development and informational audio/visual programs essential. Ideal candidate must have 3 to 5 years experience in communications or education and Bachelor's degree in related field. Graduate level training a plus. Previous exposure to corporate and/or health-care environment preferable. Send resume and salary requirements to: A. Blankenship, VHASN, P.O. Box 160909, Irving, TX 75016.

**Promotion writer/producer.** Boston affiliate seeks experienced promotion producer for senior position. Looking for someone with a special flair who is ready for a challenge. Send resume and tape ASAP to Promotion Director, WNEV-TV, 7 Bulfinch Place, Boston, MA 02114. No phone calls, please. An equal opportunity employer.

#### SITUATIONS WANTED TECHNICAL

**15 years of experience** in all phases of television operations engineering. Contact Lillian Pierce, 1064 Kenmore Ave., Buffalo, NY 14216. 716-877-9102.

#### SITUATIONS WANTED MANAGEMENT

**GSM/LSM/NSM:** Indy specialist with over 10 years experience in local and national sales and management. Proven track record in training and motivating sales people (ran training program for major rep firm) Am able to help sales force reach their maximum and in turn, the goals of the station. Seek management opportunity that will utilize my full potential. Affiliates will find my indy sales experience a plus also. Call Tom at 404-843-0041.

**20+ years** in a major market. Successful management experience in news, operations and engineering. Heavy experience in budgets, news, satellites, production, ENG, MSN and people. Seeking operations manager or director of engineering position in a news oriented station. Will be at NAB. Let's talk. Box R-99.

**Experienced news director** with winning track record, looking for a new challenge. Box R-105.

**Experienced GM/GSM.** Presently employed small market network affiliate but station being sold. Small to medium market background, start-up experience. Hard working bottom liner. Great track record and references. Box R-32.

#### SITUATIONS WANTED SALES

**Sales manager,** motivated, self-starter looking for a challenging position. 21 years experience in broadcasting, 6 years as TV sales manager. Sales and goal oriented. I will help a winner! Available April 6th. Box R-93.

#### SITUATIONS WANTED NEWS

**#&@% Good feature reporter!** Ready to be unleashed in larger market! Proven imagination, intelligence, and personality. Live experience. Reach through: 513-825-4450.

**Reporter/anchor:** Former cable network and major market journalist seeking medium market reporter/anchor position. Master's degree, producing, assignment and management experience. Excellent remote and tape editing skills. Steve: 412-776-5962.

**Division one college sportscaster** seeks television sports opportunity. Can anchor, edit, shoot and report. Call Bob 717-523-0236.

**Sportscaster:** Recent college graduate with six years network production experience seeks TV job. 24 years young, with modeling experience and personality. Have tape will travel. Box R-77.

**Award winning division one college football and basketball sportscaster** seeks free-lance work this spring and summer or fulltime sports opportunity. Call Bob 717-523-0236.

#### SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Asking HL79E owners** consider my experience and equipment BVW25 Jlabs good sound supporting your shoots. Wynne Service Co., 84 Bluff Avenue, Rowayton, CT 06853. 203-838-6067.

#### MISCELLANEOUS

**Primo People** wants you. If you are a general assignment reporter who has some anchoring experience, send resume to Steve Porricelli or Jackie Roe. Box 116, Old Greenwich, CT 06870-0116. 203-637-3653

**Antonelli sales training package.** Improve performance of your local sales staff. Train new people. Developed by Martin Antonelli, President, Antonelli Media Training Center. 20 years in broadcast. Includes 100 page training manual, one hour videotape. Prospecting, packaging, selling the independent, much, much more. Sold to stations all across the country. 212-206-8063.

**Job availabilities...**News directors (top 40 markets), magazine hosts (Southeast, West, Northeast), news anchors (Midwest, Southeast, West, Mid-Atlantic), sportscasters (includes coaches' shows and major college football/basketball play-by-play), news reporters (all regions, including entry-level positions), weathercasters (Southwest, Midwest, Southeast), Videographers, production, and promotion specialists (all regions)...plus lucrative opportunities in sales, research, engineering, and public relations. Media Marketing, P.O. Box 1476--PD, Palm Harbor, FL 34273-1476. 813-786-3603.

## ALLIED FIELDS

#### HELP WANTED MANAGEMENT

**Three graduate assistants** (TV station manager, radio station manager and news director) will be available Sept. 1, 1987. Each position requires 20 hours per week. Assistant will receive \$400 per month plus a partial-to-full tuition waiver. Inquire with Director of Broadcasting, Pepperdine University, Malibu, CA 90265. 213-456-4211. Application deadline: April 1.

#### HELP WANTED INSTRUCTION

**Full-time instructor** of communications (Radio & TV). Commercial radio & TV experience required and teaching experience preferred. Send resume: Personnel Director, Alvin Community College, 3110 Mustang Road, Alvin, TX 77511, 713-331-6111. E.O.E.

**Broadcasting.** Indiana State University seeks an assistant/associate professor to teach broadcast programming, and TV production. Other courses depending upon specialties. Tenure-track. Salary upper \$20's. Good fringe benefits. Ph.D or near. Experience expected. Commitment to research, scholarship and/or creative activity expected. Send letter of application, vita, 3 letters of reference, evidence of teaching effectiveness: to Dan Millar, Department of Communications, Indiana State University, Terre Haute, IN 47809. Materials received after March 20, 1987 cannot be guaranteed consideration. AA/EOE.

**Brooklyn College --** Anticipated vacancies: Major program in TV/radio with sophisticated production facilities. 5 degree programs. Ph.D required. Position 1: Teach a variety of courses such as Mass Media, Introduction to Broadcasting, and a graduate Contemporary Issues. Position 2: Teach studio/field production and editing. Undergraduate and graduate. Ph.D or extensive industry experience. Position 3: Technician to coordinate, implement, and supervise post production projects. Knowledge of VHS, U-matic, and one inch editing formats required. Chyron IV experience desired. BA required. Excellent benefits. Salary and rank vary with experience. Tenure track. September 1 start. Dr. Robert C. Williams, Chairman, Department of TV/Radio, Brooklyn College, Brooklyn, NY 11210. An AA/EO employer.

**Mass communication lecturer/assistant professor** (tenure-track) begins August 25, 1987, pending authorization. Applicant expected to teach announcing, writing for radio-television, audio production, media management, sales and promotion, and introduction to speech communication/public speaking. Ph.D. in mass communication area. Master's degree and professional experience in radio performance/management considered. Applications accepted until position is filled. Send letter and credentials to: Ali Zohoori, Search Committee, State University College, Oneonta, NY 13820-1371. The College is affirmative action equal opportunity employer.

**Assistant professor of communication:** (mass communication theory, communication research). Qualifications: Ph.D. in journalism or mass communication. Teaching experience required, prefer college level. Professional experience preferred. Commitment to scholarly research and professional activity required. Must be eligible for appointment to graduate faculty. Duties: Teach 12 credits/semester: courses from among: survey of mass communications, theories of mass communication (graduate), mass communications research, news writing, advanced news writing. Advise graduate students and undergraduate majors. Send letter of application, vita, and names of three references to: Dr. Thomas Miles, Search Committee, Theory Position, Department of Communication, The University of Akron, Akron, OH 44325. Application deadline: March 18, 1987.

**Two tenure track positions open.** Ph.D. (or candidate) and professional experience required. Must show potential as teacher and researcher. Rank and salary dependent upon qualifications. Duties include teaching in one or more of the following areas: television production, media graphics, photography and public relations. We will begin reviewing applications March 27, 1987 and will continue until an acceptable candidate is identified. Send letter of application, curriculum vitae, and three references to: Dr. Mary I. Blue, Chair, Search Committee, Department of Communications, Loyola University, Box 104, New Orleans, LA 70118. Loyola University is an equal opportunity/affirmative action employer.

## EMPLOYMENT SERVICES

**Government jobs** \$16,040 - \$59,230/yr. Now hiring. Call 805-687-6000 Ext. R-7833 for current federal list

## 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. 303-665-3767.

**1" videotape.** Looking for large quantities. 30 minutes or longer will pay shipping. Call 301-845-8888.

**Cash paid for your old tube type 6GC Microwave equipment and hardware.** 315-683-5669.

**Wanted:** Transistor and parts, subscription equipment 315-677-3404.

## FOR SALE EQUIPMENT

**AM and FM transmitter** —used, excellent condition. Guaranteed. Financing available. Transcom 215-884-0888.

**25KW FM-Harris FM25(1986), Harris FM25K(1983), CCA 25000DS(1972) CSI 25000E(1978)\*\*20KW FM-Harris 20H3(1970)-CCA 20KW(1973).** Transcom Corp 215-884-0888. Telex 910-240-3856

**5KW/10KW FM \*\*RCA BTF 10D (1969)\*\*3KW FM-CCA 3000DS (1968) 5KW-RCA FM5B(1963)\*\*2 5KW FM-Sparta 602A(1977), ITA 1000C(1965).** Transcom Corp 215-884-0888. Telex 910-240-3856

**Harris 1KW AM\*\*SX-1A (1985)-MW1A (1983)** both in mint condition. Transcom Corp 215-884-0888. Telex 910-240-3856

**50KW AM Continental 317B (1964), RCA BTA 50H\*\*10KW AM-RCA BTA10H on air\*\*5KW AM-RCA BTA5TI(1965), Collins 21E(1964)\*\*1KW Am GatesBCIT-(1963)\*\*Collins 250G.** Transcom Corp. 215-884-0888. Telex 910-240-3856.

**New TV startups.** Quality Media can save you money. Top quality equipment at lowest prices. Business Plans, financing available. Quality Media 303-665-3767.

**New RCA 60kw UHF transmitter.** RCA Closeout. Fast delivery. Price: \$325,000 - includes tubes. Bill Kitchen, Quality Media. 303-665-3767.

**Excellent equipment!** UHF-VHF transmitters: 110 KW, 55 KW, 30 KW - used: 1 KW AM, 5 yrs old - perfect! Grass Valley 950/955 sync, 1400-12 switcher Laird 3615A; antennas - TX line: much more! Call Ray LaRue 813-685-2938.

**Used 30kw UHF Ampex transmitter** mid band. Partial owner financing possible. Also 1kw EMCEE transmitter. Bogner BU24 antenna. Call 203-668-1423.

**Hitachi FP-Z-31 camera systems.** (4) Less 50 hours use, 2-ENG, 2 studio. Complete with 15:1 lens, CCU's, cable, mounting, etc. \$29,900 package. Maze Broadcast. 1-205-956-2227.

**SMC automation system:** Nearly new ESP-2 with CRT. Five carousels, two 721 players, four Otari AR5100 decks. Contact 806-372-4518 for details and pricing.

**Maze Broadcast, Inc.** will be in booth 107 at NAB. Come by and let's discuss your used equipment needs.

**Sony BVE-200/500 3/4"** editing system. Reconditioned \$3500 Paltex ABR-1 AB editor for 5850's \$4500. Maze Broadcast, Inc. 205-956-2227.

**RCA TP-66** 16mm Telecine refurbished \$11,995. RCA FR-35B 35mm telecine low hours \$16,000. RCA TP-7B slide Telecine \$4,500. Eastman PD-1 multiplexer \$2,500. GE 240 camera \$2,000. RCA TK-27 & 28's: accepting film cameras, editing, and other film gear as part trade. International Cinema Equipment, 6750 NE 4th Ct. Miami, FL 33138 305-756-0699. TLX 522071.

**Ampex ADO-3000** perspective & rotation effects system interfaced to and including CMX-3400 editing, VPR-2 & 3's. Still store, and much more. Price range one half to 1 million. Serious inquiries only. Maze Broadcast. 205-956-2227.

**The University of the Virgin Islands**, a four-year public institution with campuses on St. Thomas and St. Croix, U.S. Virgin Islands, serving full-time and part-time students, is seeking candidates for the following faculty position for academic year 1987-88, beginning August 15, 1987. Visiting assistant, visiting associate or visiting professor of journalism (humanities division). Doctorate in journalism in preferred. Master's degree with full-time college-level teaching experience may also be considered. Professional and management experience considered assets. Will teach twelve credit hours per semester, in the evening if necessary, in journalism and related courses; assist in promotion of quality program to serve Virgin Islands and Caribbean area; will serve as faculty advisor to journalism students; and carry out other normal faculty responsibilities. Salary range in \$27,965 to \$39,514 plus benefits. Address letter of application, up-to-date resume, official college transcripts and three letters of recommendation by April 10, 1987 to: Dr. William P. MacLean, Vice President for Academic Affairs, University of the Virgin Islands, Charlotte Amalie, St. Thomas, U.S. Virgin Islands 00802. An EO/AA employer and educator.

**The University of Alaska-Fairbanks** seeks two assistant professors of journalism and broadcasting for nine month appointments starting August 21, 1987: 1. Television: Teach undergraduate courses in television such as television production, videography, instructional broadcasting 2. Radio: Teach undergraduate courses in radio such as audio production. Both positions teach other courses in journalism, broadcasting, especially broadcast journalism, broadcasting and society, programming and production, advanced broadcast production, public relations and advertising. Produce and/or act as on-air talent for program for local public broadcasting television or radio station located on campus. May be filled as tenure track or on visiting basis for one academic year. Master's degree in radio-TV and relevant professional experience required. Previous teaching experience, scholarly research preferred. Applications must be postmarked March 31, 1987. Send cover letter, resume or curriculum vita including names, addresses and telephone numbers of two academic references in applicant has taught and three professional references, transcripts of all graduate work, and non-returnable professional work sample in form of audition material and/or resume tape with description of applicant's role in its production to: Search Committee, Department of Journalism and Broadcasting, University of Alaska-Fairbanks, AK 99775-0940. The University of Alaska-Fairbanks is an EOE/AA employer and educational institution

## HELP WANTED SALES

**Regional manager:** Due to an internal promotion, the NAB is seeking a regional manager for its Mid-Atlantic region. In this position, you will provide NAB with new members from the region, serve existing members and provide liaison with state associations. The successful candidate will have understanding of the broadcasting business, telemarketing and sales experience. Please send resume, with salary history to Ann Miller, Personnel Director, NAB, 1771 N St. N.W. Washington, D.C. 20036. An EOE M/F.

## HELP WANTED NEWS

**Experienced journalist wanted** to direct activities and programs of the Society of Professional Journalists, Sigma Delta Chi. Will supervise and coordinate Chicago headquarters and 313 professional and campus chapters nationwide. Must be able to inspire support within and outside the Society and act as spokesperson to the public. Must be knowledgeable about journalism issues. Will serve as publisher of The Quill and treasurer of the Sigma Delta Chi Foundation. Management experience required and familiarity with fund-raising and membership development desirable. Salary: \$60,000 to \$70,000. Send letter of application, resume and references to Search Committee Chairman, Robert Lewis, 2000 Pennsylvania Ave. N.W., Suite 3900, Washington, D.C. 20006. Deadline for application is April 24.

## 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.

**Jokes!!** Disabled, retired comic DJ has copyrighted original one-liners. Send \$8.00 for sample. Joe-King, c/o Jerry Horowitz, 556 East 4th St., Apt. 4-C, Brooklyn, NY 11218.

**Over 100 AM-FM trans.** in stock. Welcome to our city "Dallas" for NAB. Come see our inventory. Y'all come ya hear! Besco International, 5946 Club Oaks Dr., Dallas, TX 75248 214-630-3600 new #214-276-9725.

**3 Ampex ACR - 225B** fresh from Ampex factory re-furb. Includes carts, parts, full Tektronix monitor bridge. Ready to go on air. Two available as is without factory re-furb, but fully operational. Video Brokers 305-851-4595

**Sony 1100 "1** VTR rack mount with Dolby audio, time code reader, BVT 2000 & dynamic tracking. Very clean, just out of Sony. Video Brokers 305-851-4595

**Sony BVU 820** looks new, low hours. \$14,000. Video Brokers 305-851-4595

**Grass Valley 1600 - 7K** with E-MEM. Very clean. Immediately available. Video Brokers 305-851-4595

**3 Sony BVP 300 cameras** in studio configuration with CCU's camera cable, studio view finder, 17:1 zooms and studio pedestals. \$15,000 each. Video Brokers 305-851-4595

**For sale:** 85 Sony 3/4" VCR's-consisting of: 51 BVU200, 5 BVU100, 8 BVU50, 19 VO2860A, 3 VO2600; 6 Ikegami HL77 cameras and 6 RCA TK76 cameras; 25 miscellaneous color monitors, 4 CV520 TBC, 1 associated environmental chamber, 777 pieces of miscellaneous Kliegl, Colortran and Century studio lighting equipment. For further information contact Rick Melamed, ABC-TV, 212-887-4981.

**Two RCA TR800 type VTR's**, full consoles, all extras, excellent condition, also VR1200's and miscellaneous. D. Zulli, 213-466-5441.

**Radio and TV equipment**, all new, best pricing! ADC, AMP, Amphenol, Andrew, Anvil, audio cable, Audio Technica, Audio Pak, Belar, Belden, Beyer, Cabbage Cases, Cablewave, Cambridge, Canare, Cine 60, ClearCom, Comark, Comprehensive, Conrac, Crosspoint Latch, Crown, Datatek, Dielectric, Dynatech, Electro Voice, Electrohome, Farrtronics, Fedelipac, For. A. Gentner RF, Hedco, Ikegami, ITE, Jampro, JBR, Kings, Laird, Leader, Lenco, Luxo, M/A-Com, Magni, Marti, Mathey, Microtime, 3-M, Moseley, O'Connor, Panasonic, Peter Lisand, Porta-Pattern, Q-TV, QSI, Quickset, Renovox, RTS, Scala, Sennheiser, Sierrre Video, Sigma, Sony, Strantron, TFT, Tektronix, Telemet, Telescript, Telex, TFT, Vertex, Videotek, Vinten, Wiko, Winsted, Ziemark, and more! National Television Systems, 800-531-5143, 800-252-8286.

**An entire radio station** controlled with touchscreen technology! See the future in Allied NAB booth 3414.

**Conventional 33 LPs** played with a laser beam? See it and the future in Allied NAB booth 3414.

**Copper!** For all your broadcast needs. #10 ground radials, 2, 4, 6, 8" strap, fly screen counter poise mesh. 317-962-8596. Ask for copper sales.

**Have 2 SMC automation systems** to lease or arrange finance purchase. Private owner call 216-499-5221.

**Silverline UHF transmitters** new, best price, latest technology. 30kw, 60kw, 120kw, 240kw. Bill Kitchen, Television Technology 303-465-4141.

**Sony BVU 110, 50, BVV-1A BVG 100.** Low hours. 813-792-8570.

**Used broadcast TV equipment.** Hundreds of pieces wanted and for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**New and used broadcast towers.** Custom designed for your needs. Call Tower Design and Fabrication for a quote. 314-687-3932.

**Grass 1600 and 100 switchers**, TK-44s, TK-28, TK-29, TP-66s, TR-70B, TCR-100s, ACR-25 and 25B, TVM-6A microwave system, PAL VPR-2, HR-200s, BVU-800s, SK-97, TK-86s, Marconi Mark 8 cameras. Call Media Concepts for a complete list of available equipment 919-977-3600.

**AM transmitters:** 50, 10, 5, 2.5, 1, .5, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.

**FM transmitters:** 25, 20, 15, 5, 1, and .25kw. Continental Communications, Box 78219, St. Louis, MO 63178. 314-664-4497.



## TELEVISION Help Wanted Technical

### VACATION RELIEF ENGINEERS

We're WABC-TV in New York.

Right now we're looking for experienced engineering personnel to fill vacation relief positions for:

**ENG**  
**Studio**  
**Videotape**  
**Maintenance**  
**Electronic Graphics**

Personnel will be selected by April 4, 1987. If interested, please send your resume to:

**Gus Spanos**  
**WABC-TV**  
**7 Lincoln Square**  
**New York, NY 10023**

No phone calls please.

**CAPITAL CITIES/ABC, INC.**   
Equal Opportunity Employer M/F/H/V

## Help Wanted Programing, Production, Others



### TAMPA/ST.PETERSBURG

We're the newest PM station and looking for the best experienced PM staff. If you are ready to join the station committed to first class local production we want to talk with you.

**HOSTS**  
**SHOW PRODUCER**  
**FIELD PRODUCERS**  
**SHOOTER/EDITORS**

Send resume, tape and salary requirements in first letter to: Larry Cazavan, Program Director, WTSP-TV, Box 10,000, St. Petersburg, FL 33733. No telephone calls.

We are an equal opportunity employer.

### PROMOTION WRITER/PRODUCER

Boston affiliate is looking for a Broadcast Promotion Producer with a special flair. If you can write and produce top-notch T.V., radio and print promotion, you're a prime candidate.

You should have at least 2 years' experience in broadcast promotion, and have first hand knowledge of production techniques.

**Send resume and tape**  
**ASAP to Promotion**  
**Director**  
**WNEV-TV**  
**7 Bulfinch Place**  
**Boston, MA 02114**  
**No phone calls please.**  
An Equal Opportunity Employer

### TV MAINTENANCE TECHNICIAN

Repair and maintain state-of-the-art television production equipment. Operational experience preferred. FCC General Class License required. Experience in maintaining cameras and VTR's, Digital Video Effects and Paintbox Systems, and switching system preferred. BSEE preferred.

### TV ENGINEERING SUPERVISOR

Responsible for direct supervision of operations technicians. Generate schedules of technicians and production facilities. Perform performance appraisals of each technician. Oversee production and air operations to ensure high quality within budget guidelines. 5 years' experience in TV broadcasting and production preferred. Experience in performance appraisals preferred. College degree preferred.

**Send resumes to WNEV-TV, 7 Bulfinch Place, Boston, MA 02114. Attn: Brian Lay. NO PHONE CALLS PLEASE.**

An Equal Opportunity Employer

# PRODUCER

One of the nation's highest-ranked network affiliates, #1 station in desirable, fast-growing market, winner of numerous awards including Peabody, Iris, New York Film Festival, seeking multi-talented producer to be part of new, exciting **Special Projects Production Unit**. International as well as local in scope.

Includes producing of

- documentaries
- sports specials
- entertainment specials
- telethons

Send resume and samples of your work to:

Human Resources Department  
Capitol Broadcasting Company, Inc.  
PO Box 12000  
Raleigh, North Carolina 27605

We are an equal opportunity employer M/F

**WRALTV 3**  
*The place to be!*

For Fast Action Use  
**BROADCASTING'S**  
**Classified**  
**Advertising**

# Television Professionals

Independent television station in top 10 market seeks managerial level professionals to restaff in the following positions:

**Promotion Manager**  
**Program Director**  
**Producer/Director**  
**Local Sales Manager**  
**Engineers**

Qualified candidates will have proven management capabilities and several years experience in broadcasting, preferably in independent television. If you are seeking an exciting growth opportunity with an established communications company, competitive salary and an excellent benefits program, please send your resume and salary requirements in confidence to:

**P.O. Box R-42**

## Facilities Sales

International television news agency needs marketing representative in their New York office.

Sell technical facilities (crew, editing, studio, satellite transmissions) located in New York and Washington offices and bureaus worldwide to the U.S. Broadcaster industry.

Send resume & salary history to Box R-63.

## Situations Wanted Programing, Production, Others

### Executive Producer/ Production Manager

Award winner with national and top 5 market experience wants to lead your team. Creative problem solver with dynamic people skills. Will relocate for new challenges and opportunities. 805-584 - 0948

## ALLIED FIELDS

### Employment Services

### JOB HUNTING?

If you need a job, you need MediaLine. We give you job listings in news, weather, sports, production, programming, promotion, engineering and sales. For \$37.50 you get a daily report for 6 weeks. **1-800-237-8073** (In Missouri 314-442-3364). MediaLine, P.O. Box 10167, Columbia, MO 65205-4002.



## Help Wanted News

### TV NEWS DIRECTOR

#### WKBW-TV

Perennial news leader, ABC Buffalo affiliate seeks aggressive, creative News Director. Solid credentials. Emphasis on innovative performance. A unique opportunity.

Contact:

Steve Kimatian  
Pres/GM

7 Broadcast Plaza  
Buffalo, NY 14202  
(716)845-6100

Queen City Broadcasting   
An Equal Opportunity Employer

## Situations Wanted News

### I'M A GOOD SPORT!

Energetic, creative sports prod./rep. 3 yrs. exp. in top 50 mkt. Would also love to anchor. Will go anywhere. Call Paul Johnson after 4 p.m. 617-649-7665, 298 Pleasant St., Dunstable, MA 01827.

## Help Wanted Management

### CREATIVE SERVICES DIRECTOR

State capital, music mecca, college town, sunny south—sounds good? Nashville needs a marketing & creative pro. Excellent opportunity for #2 in large market or smaller market manager ready for a move up. Must have 3-5 years experience in TV promotion. Strong conceptual & writing skills a must. EOE. M/F. Rush resume & tape to: David Earnhardt, Operations Manager, WTVF/Channel 5, 474 James Robertson Pkwy., Nashville, TN 37219.

## Situations Wanted Management

### COMMUNICATIONS LAWYER

Seeking broadcast-cable-newspaper-management-legal-ownership situation.

20-year diversified law firm practice in all areas of communications.

Flexible about relocation

Inquiries held in absolute confidence.


Box R-95



**Help Wanted Programing,  
Production, Others**

**SYNDICATOR**  
Position available for syndicator to syndicate new game show.  
**EXCELLENT PAY & BENEFITS.**  
In house operation.  
**SEND RESUME TO:**  
**BUCKEYE PRODUCTIONS, LTD.**  
4740 BEIDLER RD. • WILLOUGHBY, OH 44094

**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

**ATTENTION  
SYNDICATORS**

Our national sports mag. TV show needs your distribution and sales help. We have the financial strength to produce for you. Call 415-742-5768 (SF).

**Consultants**

**NEED AN FCC  
DOCUMENT FAST?**  
Contact  
**BROADCAST MEDIA LEGAL SERVICES**  
a service of McCabe & Allen  
FOR IMMEDIATE LEGAL ASSISTANCE CALL  
**1-800-433-2636**  
(In Virginia, call 703-361-6907)  
QUALITY, FLAT FEE LEGAL SERVICES  
AMEX MC VISA CHOICE

**Miscellaneous**

**VENTURE CAPITAL  
DEBT FINANCING**  
For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

**Wanted to Buy Stations**

**AM or FM Construction Permits  
Broadcasting Group**  
seeking to buy unbuilt or partially built CP's. Send details in confidence to Richard Mack, Advanced Broadcast Management Inc., 1667 K Street, N.W., Suite 980, Washington, D.C. 20006.

**CHALLENGE MY \$100,000**  
Enterprising broadcaster looking to buy into a radio station situation. My goal is to be an owner/operator and I'll consider a working partnership in a challenging radio station. Hal Slifer 14 Lake Street, Boston, MA 02135 617-787-7910.

**For Sale Stations**



**PENNSYLVANIA**  
Attractive FM serving growing university market. Purchase price of \$630,000, mostly cash.  
Successful small market AM/FM combination. Ideal for the owner/operator. \$390,000 with \$125,000 down and seller financing on balance.  
Contact: Dick Kozacko  
**KOZACKO • HORTON COMPANY**  
Brokers & consultants to the communications industry  
P.O. Box 948 • 350 W. Church St.  
• Elmira, New York 14902 • (607) 733-7138

**The Holt Corporation**  
**NORFOLK & VIRGINIA BEACH**  
Excellent market at a low cost with an AM which includes studio land and building ... and great growth potential.  
It isn't FM ... but the price is right! Call Don Sailors in Atlanta for details.  
Washington: 703-698-8824 Allentown: 215-865-3775 Atlanta: 404-859-0301

**WESTERN N.C. MTNS.**  
Fulltime AM in large city. Asking: \$500,000. Contact:  
**MITT YOUNTS  
(202) 822-8913**  
**CHAPMAN ASSOCIATES**  
nationwide media brokers

**RELIGIOUS BROADCASTERS**  
AM with authority to dramatically increase power day and night. Fine dial position in 81st ADI, MO. Would make dominant religious facility. Turn-key at \$800K.  
Also, FM's, Combos, Indy and network TV.  
John Mitchell or Joe Miot  
**MITCHELL & ASSOCIATES**  
Box 1065 Shreveport, LA 71163  
318-868-5409 318-869-1301

**SEE YOU AT THE NAB  
REGGIE MARTIN  
ASSOCIATES**  
Reggie Martin Ron Jones  
Specializing in Florida & the Southeast  
Anatole Suite 710 Atrium

**TOP 50 MARKET**  
FM located in recession-proof market. Eligible for upgrade to B-1 status. Asking \$2 million.  
**RON HICKMAN  
(201) 579-5232**  
**CHAPMAN ASSOCIATES**  
nationwide media brokers

**OHIO  
CANTON/AKRON 900AM**  
All new state-of-the-art equipment, in stereo Daytime signal covers over 1 million, nighttime quarter of a million (non-directional). Outstanding opportunity Contact: Jack Mortenson, Mortenson Broadcasting Company, 333 West Vine Street, Suite 200, Lexington, KY 40507 606-252-1000

**Suburban So/GA**  
Medium Mkt. 1 kw daytime with Class A FM assigned to market. Priced to sell \$250,000. incl. real estate & new studios: terms, significant tax advantage Some financing avail. to qualif. buyer. 404-381-0359.

**1000 watt (AM)**  
Station in southwestern Colorado in operation 5 years. Can be purchased for \$65,000 cash. Owner has personal cash emergency must sell. Call 303-259-4541.

**SOUTHEAST  
TOP 50 MARKET**  
5000 watts fulltime Class III AM. Urban format. Good ratings. Real estate included. Priced at just over 1X sales, \$650,000 cash. Box R-94.

## SOUTHWEST

Dominant AM/FM in strong market. Priced at less than 2 x sales. Asking \$1.35 million with \$300,000 down. Contact:

**GREG MERRILL**  
(801) 753-8090

**CHAPMAN ASSOCIATES**  
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### MEDIA BROKERS • APPRAISERS

Put my over 30 years of service to work for you ...

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**SHERWOOD** INC.

3125 Maple Leaf Dr. • Glenview, IL 60025

**312-272-4970**



### For sale: Medium Market FM

KORX FM Greenfield/Springfield, Missouri. For details call Federal Receiver Johnie Jones, 8:30 AM - 4:00 PM CST. 417-831-2134.

*P.E. Meador & Assoc.*

MEDIA BROKERS

AM-FM-TV Appraisals

P.O. BOX 36

LEXINGTON, MO 64067 KANSAS CITY, MO.

816-259-2544 816-455-0001

### FOR SALE

AM/FM combo Mid-Atlantic region, good programming and billing established, profitable, real estate included. Price is 1.8 million cash with terms for a qualified buyer. Reply Box R-47.

### LPTV Station For Lease

Honolulu, Hawaii.  
Good coverage.  
Excellent terms.  
212-370 - 1300

### CLASS C FM SMALL MARKET

In the West. Full power. Network affiliate. Perfect opportunity for a GM or PD to buy & operate your own station. Clean air, hunting, fishing, friendly people. \$180,000 cash. Box R-92.

## For Sale Stations Continued

### VIRGINIA

AM-FM medium market real estate - priced at approximately 2 X gross - \$500,000. Terms to qualified buyer. Write: Ted Gray - Broker, Box 475, Altavista, VA 24517. Phone 919-227-4254.

■ Super powerful AM/FM in western Montana. \$1 million.  
■ Daytimer. South Central Penn. Covers 500,000 people. \$280,000. Terms.  
■ Many AM, FM and TVs for sale nationwide. Call to get on our mailing list.  
■ Buying or selling? See us at NAB by appointment only. LOEWS ANATOLE HOTEL

**Business Broker Associates**  
615-756-7635, 24 hours

### WANT TO OWN A CALIF. FM?

Invest \$25,000, run a good radio sales operation, own a Class B serving 3 counties in the beautiful Sierras. Potential \$10,000 - \$20,000 in monthly profits. We're looking for a proven radio sales pro to develop the station to its potential. In return, you will acquire stock every year; majority interest in 3-5 years, and an option on the rest. Probably the only chance you'll ever have to own a California FM for \$25,000. Call Ken 916-283-3102.

## Help Wanted Programing, Production, Others

### THE EASY LISTENING LEADER

...is looking for a highly motivated, self-disciplined on-air or sales person with a successful track in the Easy Listening format.

Outstanding opportunity to work with major national broadcasters in markets throughout the United States, Canada and Mexico as a sales oriented program consultant. Excellent benefits. Send your letter and resume immediately. No calls please.

**BONNEVILLE**  
BROADCASTING SYSTEM

**PERSONNEL DEPARTMENT**  
**BONNEVILLE BROADCASTING SYSTEM**  
4080 COMMERCIAL AVENUE  
NORTHBROOK, IL 60062

## Broadcasting Classified Rates

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1705 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check, or money order only Full & correct payment **MUST** accompany **ALL** orders.

When placing an ad, indicate the **EXACT** category desired: Television, Radio, Cable or Allied Fields: Help Wanted or Situations Wanted; Management, Sales, News, etc. If this information is omitted, we will determine the appropriate category according to the copy. **NO** make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy—all copy must be clearly typed or printed. Any and all errors must be reported to the classified advertising department within 7 days of publication date. No credits or make goods will be made on errors which do not materially affect the advertisement.

Deadline is Monday at noon Eastern Time for the following Monday's issue. Earlier deadlines apply for issues published during a week containing a legal holiday & a special notice announcing the earlier deadline will be published above this ratecard. Orders, changes, and/or cancellations must be submitted in writing. (**NO** telephone orders, changes, and/or cancellations will be accepted.)

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. No personal ads.

**Rates:** Classified listings (non-display). Per issue Help Wanted: \$1.00 per word. \$18 weekly minimum Situations Wanted (personal ads): 60¢ per word, \$9.00 weekly minimum. All other classifications, \$1.10 per word, \$18.00 weekly minimum. Blind Box numbers: \$4.00 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half inch increments), per issue: Help Wanted \$80 per inch. Situations Wanted: (personal ads), \$50 per inch. All other classifications: \$100 per inch. For Sale Stations, Wanted To Buy Stations, Public Notice & Business Opportunities advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.

## IMMEDIATE AVAILABILITY

Covers Anchorage  
Class C FM, 10 KW AM unlimited  
\$460,000/terms  
Contact: Stephanie Sommer  
202-663-9037

## Hispanic Radio Opportunity

AM/FM Combination, South Texas. small down payment. liberal terms. Contact Norman Fischer & Assoc., Inc., 1209 Parkway, Austin, Texas 78703, or call 512-476-9457.

## RADIO

### Situations Wanted Announcers

### SPORTS TALK HOST

Major league baseball broadcaster available. From your station or my office. Spring training is underway, let's make a deal. Steve Shannon 217-789-1530, Suite 1903.



813-949-9311  
Box 340617, Tampa, FL 33694

**Donald K. Clark, Inc.**  
Media Broker



# Fates & Fortunes

## Media

**Dick Williams**, general sales manager. Heritage Communications Inc.'s WEMP(AM)-WMYX(FM) Milwaukee. named VP and general manager. co-owned WIL-AM-FM St. Louis.

**Steven Solding**, general manager. WRSP-TV Springfield, Ill. joins WCCB(TV) Charlotte, N.C., in same capacity.

**Tony Cervini**, VP, affiliate relations. and **Bill Kelley**, VP, affiliate operations. NBC-TV. New York. will retire effective June 30. Cervini has been with NBC for 38 years. and has worked in affiliate relations for 25 years. Kelley has been with affiliate relations department for 40 years. There will be reorganization of affiliate relations department following their retirements. Appointments in reorganization: **John Damiano**, VP, affiliate operations. East, to VP, affiliate relations operations. East/corporate affiliate relations: **Bill Fouch**, VP, affiliate marketing and corporate relations. to VP, affiliate relations operations. West/affiliate marketing. Damiano, Fouch and **Jim Ritter**, VP, affiliate administration and services. will report to Pierson G. Mapes. president. NBC-TV.



Christian

**Bill Christian**, executive program producer. WNEP-TV Scranton, Pa. joins WPDE-TV Florence, S.C., as VP and general manager.

**John B. Casciani**, executive VP. Rich Communications Corp., Buffalo, N.Y. adds duties as general manager. Rich Communications' WGR(AM)-

WRLT(FM) Buffalo.

**Richard Lesley**, VP, management. Booth American Co., Detroit. owner of four AM stations. seven FM's and cable systems. named executive VP.

**Charles T. Jones**, VP and general manager. WIS(AM) Columbia, S.C., joins Ridgely Communications Inc., owner of WVO(AM)-WCEZ(FM) Columbia. as senior VP and chief operating officer.

**Richard A. Washer**, general manager. KRVR(FM) Davenport, Iowa. joins WEZW(FM) Wauwatosa-Milwaukee, Wis., as VP and general manager.

**Sherri Sawyer**, general sales manager. WREC(AM)-WEGR(FM) Memphis. named general manager.

**Don Kidwell**, executive VP, radio. Cox Communications. Atlanta. joins Voyager Group's newly started WWMG(FM) Charlotte, N.C., as VP and general manager.

**Sheryl Perisho**, general sales manager. WNAM(AM)-WAHC(FM) Oshkosh, Wis., named general manager.

**Cynthia Carter**, general sales manager. KHTX(AM)-KHTZ(FM) Carnelian Bay, Calif., named general manager.

**Bob Zuroweste**, general manager. WHB(AM)-KUDL(FM) Kansas City, Kan., and **Mike Grinsell**, general manager. KABL-AM-FM San Francisco. named VP's of parent. Shamrock Broadcasting Co.

**Donald G. Youpa**, senior VP, marketing and development. noncommercial KCET(TV) Los Angeles. named executive VP.

**Cindy Weiner**, general manager. WNYR(AM)-WEZO(FM) Rochester, N.Y., named VP of parent. Sky Broadcasting of Rochester Inc.

**James B. Strader**, manager, creative services. WLTW(TV) Jacksonville, Fla., named director, operations.

**David Park Reeves III**, staff engineer. WABC(AM) New York. joins noncommercial WNYC-AM-FM New York as manager, radio operations.

**Chuck Browning**, program manager. WIOQ(FM) Philadelphia. joins WHIO-AM-FM Dayton, Ohio. as director, operations.

**Gerald Stretch**, business manager. KTXA(TV) Fort Worth. joins WEWS(TV) Cleveland in same capacity.

**Patricia Cook**, deputy director, development. noncommercial WNPB-TV Morgantown, W. Va., joins noncommercial WENH-TV Durham, N.H., as auction manager.

**Stephen Blakney**, internal auditor. New Hampshire State Division of Welfare. joins noncommercial WEVO(FM) Concord, N.H., as business manager.

## Marketing

**Phillip M. Gant**, senior VP and group creative director. BBDO. Chicago. named executive VP and executive creative director.



Gant



Noble

**John Noble**, executive creative director. New York division. DDB Needham Worldwide. named corporate executive creative director and member of board of directors. **Bob Mackall** and **Jack Mariucci**, executive VP's and creative directors. named executive creative directors.

**G. Howard Clark**, VP and management super-

visor. Ogilvy & Mather. Atlanta. joins Noble Communications Co. there as executive VP and director. new business and Southern operations.

**Mitchell H. Kurtz**, senior VP. Young & Rubicam Inc., New York. named senior VP and director. integrated marketing.

**Jim Goodnight**, president. Baker Publications. Dallas. joins Saunders. Lubinski & White there as executive VP.

**Deborah A. Bozsa**, media manager. D'Arcy Masius Benton & Bowles. St. Louis. named associate media director. **Pamela E. Kaucher**, senior account executive. named account supervisor. Appointments at D'Arcy Masius Benton & Bowles. Chicago: **Brad English**, account executive. to account supervisor: **Tina Demetris**, account executive. to senior account executive: **Jim Moser**, account coordinator. to account executive.

Appointments at Katz Communications Inc.: **John Shannon**, sales executive. Katz American Television. New York. to director. sports sponsorship sales: **Steve Jacobs**, account executive. Adam Young Inc., New York. and **Sharon Korn**, former media buyer/assistant supervisor. Ogilvy & Mather. New York. to sales executives. Katz American: **Betsy Mollgaard**, from KUTV(TV) Salt Lake City. to sales executive. Katz Continental Television. San Francisco: **Joy Eplan**, sales assistant. TeleRep. New York. and **Jane Marshall**, intern. Katz Independent. to research analysts. Katz Continental. New York: **Armando Fitz**, intern. sports/specials division. Katz Independent Television. to sales executive: **Kevin Martin**, research analyst. American Express. New York. to research analyst. Katz Independent. New York: **Karen Hecht**, account executive. Torbet Radio. New York. to account executive. Katz Radio there: **Diane Opelt**, account executive. WEEI(AM) Boston. to sales executive. Katz Radio there: **Janis M. Eisenstark**, former system analyst. Polygram Systems. New York. to programmer/analyst. Katz Media Data. New York: **Lucille Esposito**, personal computer analyst. American Can Co., New York. to same capacity. Katz Media Data.

**Carol Bousquet**, account coordinator. Clarke & Co. Public Relations. Boston. and public relations intern. **Margaret Hargrave**, Mintz & Hoke Inc., Avon, Conn., named account administrators. Mintz & Hoke.

**Sharon Malone**, art director. Group 234. Ann Arbor, Mich., advertising agency. joins R.J. Baker Advertising Inc., Troy, Mich., in same capacity.

**Peter Nunziato**, from Ingalls. Quinn & Johnson Inc., Boston. joins Cargill. Wilson & Acree Inc., Atlanta. as account executive.

**Ned Flynn**, local sales manager. WZOU(FM) Boston. named general sales manager.

**James L. Esch**, local and regional sales manager. WQBK-AM-FM Albany, N.Y., named gen-

eral sales manager and director, promotions.

**Bill Johnson**, station manager, Voyager Group's WMFR(AM) High Point, N.C., joins co-owned WWMG(FM) Charlotte, N.C., as general sales manager.

**Fred Wright**, general sales manager, WGH-AM-FM Norfolk, Va., joins KJET(AM)-KZOK(FM) Seattle, as sales manager.

**Ed Allen**, general sales manager, WKIS(AM) Orlando, Fla., joins WRXJ(AM)-WLCS(FM) Jacksonville, Fla., as sales manager.

**Debra Frazier Quintero**, operations manager, Harte-Hanks's KENS-TV San Antonio, Tex., named director, marketing and research, co-owned WLTU(TV) Jacksonville, Fla.

**Pat Sklar**, national sales manager, WFLD-TV Chicago, named local sales manager.

**Bob Piper**, account executive, KRDO-TV Colorado Springs, named local sales manager.

**Steve South**, account executive, WDAF-TV Kansas City, Mo., joins WCTI(TV) New Bern, N.C., as local sales manager.

**LinaJean Armstrong**, sales manager, RKO/Republic Radio, Atlanta, joins WFOX(FM) there as sales manager.

**John Reardon**, general manager, KXOF(FM) Bloomfield, Iowa, joins KFJB(AM)-KMTG(FM) Marshalltown, Iowa, as sales manager.

**Patrick J. Kellogg**, account executive, WLKY-TV Louisville, Ky., named national sales manager.

**Kathleen Keefe**, team manager, MMT Sales, Los Angeles, joins WFSB(TV) Hartford, Conn., as national sales manager.

**Leslie J. Maiello** and **Anita Nasuto**, from WXXA-TV Albany, N.Y., join WABY(AM)-WKLI(FM) there as marketing consultants.

**Tamara Marson**, account executive, KIRO(AM)-KSEA(FM) Seattle, and **Deirdre Paskus**, account executive, KVI(AM)-KPLZ(FM) Seattle, named account executives in newly formed corporate sales division of KIRO Inc., licensee of KIRO-AM-TV and KSEA.

**Tara Ogg**, sales director, *ZOOmin'* magazine, Kansas City, Mo., joins KZKC-TV there as account executive.



Kurnit

**Scott Kurnit**, executive VP and general manager, Viewer's Choice, New York, pay-per-view service operated by Viacom Networks Group, named president.

**Dick Kelley**, VP, Eastern sales, United Stations Programming Networks, New York, named VP, sales. **Jack**

**R. Randall**, account executive, WFAS-AM-FM White Plains, N.Y., joins United Stations Programming Networks as account executive.

**Michael Harbert**, president, Video Education Network Inc., New York, joins Newlink Inc. there as VP, programming.

**Donna Wolfe**, director, development, Jaygee Productions, Los Angeles, named VP, development.

**Susan E. Brooks**, head of business affairs, Writers & Artists Agency, Los Angeles, joins MGM/UA Television Productions there as director, business affairs.

**Patricia R. Rosen**, administrator, research and sales development, NBC Radio, New York, joins ABC Radio there as director, program clearance.

**Barbara J. Zipperman**, attorney, Columbia Pictures Industries Inc., New York, named senior counsel. **Jack Cangilos**, attorney, named senior counsel, television.

**Dolores N. Morris**, executive in charge of development and production, after school and weekend specials, prime time children's specials and Saturday morning short form programming, ABC Entertainment, Los Angeles, joins Walt Disney Co. there as executive director, production, *The Disney Sunday Movie*.

**John Petrie**, director, program development, BizNet, American Business Network, U.S. Chamber of Commerce, Washington, forms Petrie Communications Corp., Alexandria, Va., TV production company. **Paulette Felts**, associate producer, Fay Communications Inc., Arlington, Va., joins Petrie Communications as producer.

**James L. Gearity**, director of development, American Public Radio, St. Paul, Minn., named senior development director.

**Douglas Zwick**, director, program planning and acquisitions, Z Channel, Santa Monica, Calif., joins The Disney Channel, Burbank, Calif., as director, program acquisition.

**Tom Gamache**, president, Vanity Music Group, Beverly Hills, Calif., joins Lee Bailey Productions, Los Angeles, radio syndicator, as director, sales and marketing. **Valerie Shaw**, special consultant to superintendent of schools, Inglewood, Calif., joins Lee Bailey Productions as assistant to president.

**Mary Beth Kirchner**, former reporter/producer, noncommercial WBEZ(FM) Chicago, joins Smithsonian Institution, Washington, as producer, *Radio Smithsonian*, 30-minute weekly series.

Appointments at WETACOM Inc., production subsidiary of noncommercial WETA-TV Washington: **Jill Johnson**, producer, named

director, production; **Ginnie Kontnik**, account executive, named director, marketing; **Jo Ann Reilly**, from Atlantic Video, Washington, to account executive.

**Sandra Hammond**, associate producer, PMI Creative Services, South Norwalk, Conn., production company, named producer/director.

**Jane Schiffhauer**, regional marketing representative, C-SPAN, Washington, joins Lifetime Cabletelevision, New York, as affiliate sales executive.

**Nora M. Garcia**, freelance public relations agent, joins Hit Video USA, Houston, as sales manager.

**Deborah Cohen**, producer, *MORNING/Live*, WNEV-TV Boston, named producer, new daily, talk show, so far untitled, scheduled to premiere in spring.

**Neil Bobrick**, producer/director, WNEV-TV Boston, joins KOVR(TV) Stockton, Calif., as executive producer.

**Dennis Day**, afternoon announcer, KSAN-FM San Francisco, named named program director.

**M. William Butler**, from WXIN(TV) Indianapolis, joins WPGH-TV Pittsburgh as director, programming and promotion.

**Jack Beach**, national program director, United Broadcasting Co., Bethesda, Md., owner of five AM and four FM stations, named director, programming, United Broadcasting's WYST-AM-FM Baltimore.

**Ron Erak**, from KUBE(FM) Seattle, joins KNBQ(FM) Tacoma, Wash., as program director.

**Jenny Zoeller**, from WCAY-TV Nashville, joins WFL-TV Raleigh, N.C., as program director.

**Robbie Honig**, general assignment reporter, noncommercial WEVO(FM) Concord, N.H., named humanities producer.

**Marisa Brown**, director of promotion, Ticket Master, New York, joins WPLJ(FM) there as program coordinator. **Andy Dean**, program coordinator, WPLJ(FM), named music director.

**Jerry Clark**, from WASH(FM) Washington, joins WMMX(FM) Baltimore as afternoon personality.

**Nancy Sherwood**, from KFYO(AM) Phoenix, joins KMEQ-AM-FM there as evening announcer. **Ken Chaffin**, part-time weekend announcer, KMEQ-AM-FM, named full-time afternoon announcer.

**Jeffrey Clarke**, from KTIM-AM-FM San Rafael, Calif., joins KINK(FM) Portland, Ore., as afternoon air personality.

## News and Public Affairs

**Sue McInerney**, operations manager, KDKA-TV Pittsburgh, named news director.

**Terry R. Taylor**, assistant sports editor, Associated Press, New York, named deputy sports editor. **Paul Nowell**, reporter, St. Louis, named Charlotte, N.C., correspondent. **Alan Sayre**, day supervisor, Dallas, named correspondent, Baton Rouge.

**Richard Harris**, former news editor, NBC

## Programming

**Brian Bedol**, director, sponsored programming and East Coast operations, Karl-Lorimar Home Video, New York, joins Quantum Media Inc. there as VP, television division.

**Ron Harrison**, senior VP, West Coast, Colbert Television Sales, joins The Entertainment Network, Los Angeles, as VP, sales, Western region.

**Avrom Heimowitz**, director, financial affairs, All American Television, New York, named VP, corporate finance.

**Paul Wischmeyer**, VP, domestic television, Harmony Gold, Los Angeles, named VP and director of sales. **Linda Hindley**, team manager, Seltel, Los Angeles, joins Harmony Gold as Midwest regional sales manager.

**Debra Seyler**, director, advertising, Warner Lambert, New York, joins Westwood One Inc. there as corporate VP.



News's 1986, joins ABC News's *Nightline*. Washington, as producer and chief booker. **Alison Wylegala**, production associate. *Nightline*. New York, named senior production associate.

**Pat Casey**, assignment manager. WRC-TV Washington, joins WUSA(TV) there as executive editor.

**Brian Bracco**, news director. WTVN-TV Columbus, Ohio, joins KMBC-TV Kansas City, Mo., in same capacity.

Appointments at KFDM-TV Beaumont, Tex.: **David Lowell**, managing editor, to news director; **Lettie Lanza**, assignment editor, to assistant news director; **Rhonda Pennington**, from KTVV(TV) Austin, Tex., to 6 p.m. and 10 p.m. anchor; **Sally Rieger**, reporter, KFDM-TV, to anchor/producer, 5 p.m. newscast; **Karen Hayes**, reporter, to anchor/producer, noon newscast.

**Arles Hendershott**, acting news director. WIER-TV Freeport, Ill., named news director.

Appointments at Townley Associates Inc., New York, producer of weekly syndicated program, *The Wall Street Journal Report*: **Arthur Albert**, news director, anchor and commentator, Financial News Network, New York, to senior producer and news director, *The Wall Street Journal Report*; **Maura Kelly**, independent producer and marketing consultant, to director, marketing; **Kay Metzger**, producer/editor, Townley Associates, to project manager; **Derek McCants**, editor, *A Current Affair*, Fox Television, New York, to senior editor.

**Marc A. Goldstein**, associate media director, Earle Palmer Brown Companies, Philadelphia, joins Shadow Communications Corp., Philadelphia owner of Shadow Traffic Network Inc., supplier of on-air traffic reports to TV and radio stations, as director, media services.

**Toni Trueblood**, news director, WASH(FM) Washington, joins WWMG(FM) Charlotte, N.C., as news director and morning anchor. **Bill Curtis**, news director and morning anchor, WTRG(FM) Raleigh, N.C., joins WWMG as afternoon anchor.

**Darlene Sullivent**, news director, WZFL-AM-FM Centerville, Miss., joins KIXK(FM) El Dorado, Ark., in same capacity.

**Andrew Barry**, news director, WQNY(FM) Ithaca, N.Y., joins WVNH(AM) Salem, N.H., in same capacity.

**Karin Hoffmann**, news producer, KSBW-TV Salinas, Calif., joins WTKR-TV Norfolk, Va., as 11 p.m. news producer. **Jay S. Mitchell**, assignment editor, KMTV(TV) Omaha, joins WTKR-TV in same capacity.

**Fred McClure**, 6 p.m. news producer, KFSM-TV Fort Smith, Ark., named assignment editor. **Steve Voorhies**, senior reporter, named northwest Arkansas bureau chief.

**Dick Knipfing**, anchor, KOB-TV Albuquerque, N.M., joins KGGM-TV there as anchor, 6 p.m. and 10 p.m. newscasts.

**Larry Estepa**, anchor/reporter, WJAR-TV Providence, R.I., named 5 p.m. anchor, KXAS-TV Fort Worth.

**Joe Bartlett**, assignment editor, WTEN-TV Albany, N.Y., and **Scott Waltermann**, morning

anchor/reporter, WIOD(AM)-WAIA(FM) Miami, named newscasters/reporters, WOR(AM) New York.

**Marc Howard**, anchor/host, WPVI-TV Philadelphia, named senior correspondent there. **Doug Schneeman**, photographer/editor, WSET-TV Lynchburg, Va., named ENG editor, WPVI-TV.

**Linda Byron**, police/crime reporter, KUTV(TV) Salt Lake City, named general assignment reporter, KING-TV Seattle.



Sato



Tsujii

U.S., Port Washington, N.Y., named president, TDK Electronics Corp., Tokyo. TDK is manufacturer of audio and videocassette tapes.

**Frank M. Drendel**, manager, cable/home com-

## Technology

**Hiroshi Sato**, executive managing director, TDK Corp. Worldwide, Tokyo, named president. **Takashi Tsujii**, VP, marketing and sales.

## BOOKS FOR BROADCASTERS

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munications productions. General Instrument Corp., New York, manufacturer of cable TV electronics, coaxial cable and satellite encryption equipment, named executive VP and member of board of directors. He will be responsible for cable TV and satellite operations.

**Richard W. Harris**, assistant VP, Nynex Business Information Systems, White Plains, N.Y., joins Artel Communications Corp., Worcester, Mass., as VP, sales and marketing.

**Bruce Davis**, from Dolphin Productions, New York, joins Modern Telecommunications Inc., New York, production, post-production and computer graphics company, as operations manager.

**Anne Tynan**, national sales coordinator, magnetic audio-video products division, 3M, Minneapolis, joins VCA Teletronics Inc. there as Midwest sales representative.

**Mark A. Carter**, from WGBS-TV Philadelphia, joins KUTP(TV) Phoenix as maintenance engineer.

**Leon Brown**, director of engineering, WIII(TV) Cincinnati, named engineering manager, WCPO-TV Cincinnati.

**Barry Edwards**, engineer, WESH-TV Daytona Beach, Fla., named director of technical operations.

## Promotion and PR

**Rachel McCallister** and **Gary Claussen**, senior VP's. The Lippin Group, Los Angeles, named executive VP's. **Michael Di Pasquale**, senior writer, The Cannon Group Inc., Los Angeles, joins The Lippin Group as account executive.



Burakoff-Smith

**Jane Burakoff-Smith**, director, advertising and promotion, Coca-Cola Telecommunications Inc.'s Columbia Pictures Television, Los Angeles, named VP, advertising, publicity and promotion, Coca-Cola Telecommunications, Burbank, Calif.

**Jan Roy**, public relations director, Kal & Salan Advertising Inc., Bethesda, Md., joins Abramson Associates Inc., Washington, in same capacity.

**Justin L. Camerlengo**, director and assistant general manager, Matsushita News Center, public relations division of Matsushita Electronics Corp. of America, Secaucus, N.J., named general manager.

**Michael McDavitt**, account executive, U.S. West Information Systems, Denver, joins Keller-Crescent Co., Evansville, Ind., as public relations writer.

**Victoria Elliott**, assistant promotion manager, KPLR-TV St. Louis, joins KRBK-TV Sacramento, Calif., as promotion and marketing manager. **Donna Tullios**, traffic assistant, KRBK-TV named promotion coordinator.

**Sandra L. Yost**, assistant manager, news promotion, Cable News Network, Atlanta, joins KSTP-TV St. Paul, Minn., as manager, on-air

promotion.

**Marcia Moran**, director, production department, WLEX-TV Lexington, Ky., named director, on-air promotion. **Dana Graham**, promotion and public service coordinator, named community/special projects producer.

**Stefan Schechter**, marketing manager, Employe Benefit Underwriters Inc., Bethesda, Md., joins WTKR-TV Norfolk, Va., as research coordinator, promotion department.

Appointments at WTXX-TV Waterbury, Conn.: **Dave Duff**, director of production/promotion producer, to on-air promotion manager; **Chris Stifel**, senior film editor, to promotion writer/producer; **Jim Bittel**, production editor/director to writer/producer/editor, promotion department.

**Tracy Kirk Davis**, promotion assistant, WBBG(AM)-WMJI(FM) Cleveland, named assistant promotion director.

## Allied Fields

**Edward M. Cramer**, former president, Broadcast Music Inc., New York, has opened New York law office. Cramer, who stepped down as president of BMI in May 1986, had been serving there as consultant since. He joined BMI as president in 1968.



Cramer



King

**Lana E. King**, general manager and director, sales and distribution, Cinema Preview, Los Angeles, joins Association of Independent Television Stations there as director, marketing, West Coast.

**Robert J. Maccini**, former head, communications lending, Old Stone Bank, Providence, R.I., joins Chapman Associates as VP, newly formed financial services division, Boston.

**Kenneth E. Satten** and **F. Thomas Moran**, associates, Wilkinson, Barker, Knauer & Quinn, Washington law firm, named partners. **Werner J. Hein**, from Arent, Fox, Kintner, Plotkin & Khan, Washington, **Paul A. Lenzini**, **Joel L. Greene** and **Barbara S. Jost**, from Rose, Schmidt, Chapman, Duff & Halsey, Washington, join Wilkinson, Barker, Knauer & Quinn, as partners.

**Antoinette Cook**, associate, Wiley, Rein & Fielding, Washington, joins communications staff of Senate Commerce Committee. She will work on broadcasting matters.

**Eddie Fritts**, president, National Association of Broadcasters, Washington, received T.H.E. (the highest effort) award by National Fraternity of Sigma Alpha Epsilon, presented to leaders among SAE alumni in various fields including business, professional and arts. He received award during Founders' Day dinner last Friday.

**Lilly Eide**, director of communications,

WBBM-TV Chicago, joins Museum of Broadcast Communications there as executive director. Museum is scheduled to open in spring.

**Dan C. Heinemeier**, director, government procurement relations council, Electronic Industries Association, Washington, adds duties as director, government relations. **David Fisher**, assistant controller, named controller. **William E. Boss**, RCA Corp., and **John C. Messerschmitt**, North American Phillips Corp., named co-recipients, EIA's 1987 Medal of Honor, recognizing contributions to advancement of electronics industry. Awards will be presented in Washington on April 7.

Officers elected by Society of Satellite Professionals, Washington: **Robert Wold**, chairman and CEO, Robert Wold Co., Los Angeles, chairman; **Polly Rash**, national director, sales, General Instrument Corp., Washington, president; **Peter Marshall**, deputy director, broadcast services, business planning and services development division, Intelsat, Washington. **Susan Irwin**, president, Irwin Communications, Washington, and **LaRene Tondro**, manager, Bonneville Telecommunications, Washington, VP's; **John Tagliaferro**, president, Hughes Television Network, New York, secretary; **Joseph Freitag**, independent consultant, Washington, treasurer.

**Randy J. Luety**, mid-Atlantic district manager, Ozark Airlines, Washington, named director of marketing and membership development, Cable Television Administration and Marketing Society, Washington.

## Deaths

**William A. Nail**, 60, director, corporate public relations and communications, Zenith Electronics Corp., Glenview, Ill., died March 3 of complications from cancer at Oak Park hospital, Oak Park, Ill. Nail joined Zenith in 1952 as assistant director, public relations. He was named director, corporate public relations in 1965 and added duties as director, communications in 1982. He was founding member of public relations/communications committee, Electronic Industries Association, consumer electronics group, and served as its chairman in 1973-76. Before joining Zenith Nail was program development officer, Voice of America, United States Information Agency, Washington. He is survived by his wife, Betty, and two sons.

**Edward Zorinsky**, 58, Democratic U.S. senator from Nebraska, died March 6 of heart attack at Methodist hospital, Omaha. In January, Zorinsky was named chairman of Senate Foreign Relations Committee's newly formed Subcommittee on Terrorism, Narcotics and International Communications ("Closed Circuit," Jan. 19). In early 1980's he played role in formation of Radio Marti, radio service to Cuba operated by United States Information Agency. Zorinsky was one of several congressmen attending National Association of Broadcasters joint board of directors meeting last January in Laguna Niguel, Calif. **Dave Karnes**, senior VP and general counsel, Scouler Co., Omaha, was named Zorinsky's replacement. Zorinsky is survived by wife, Cece, two sons and daughter.



## Joe Zaleski: On top of the syndication world

Mention Joe Zaleski's name to TV station general managers across the country, or to his peers in the television syndication business and a variety of responses lead to the same conclusion: He is a syndicator at the top of his form. Viacom is getting record prices with *The Cosby Show* during some of the softest marketplace conditions in syndication history. True, Viacom has one of the hottest properties in television syndication since *Wheel of Fortune*. But it also has devised an innovative marketing strategy to match *Cosby's* appeal.

Although he cannot take sole credit for the marketing plan behind sales of the off-network rights to *The Cosby Show*, Zaleski, head of domestic distribution for Viacom Enterprises, is the man with the conductor's baton. And the reports of the Viacom sales force working its way across the country these days are music to his ears. In each of the 26 markets in which the show has so far been sold, Viacom has, on average, tripled the previous record for an off-network half-hour sitcom. *The Cosby Show's* marketing plan—through bids based on a floor price—and the prices it is now getting, should fetch Viacom, the show's producers and its stars close to \$600 million in cash fees alone, according to industry observers.

For all its innovation, the selling of the *Cosby* show is not the first successful marketing move by one of the largest suppliers of syndicated programming. In his seven years at Viacom, Zaleski and his sales force, led by senior vice president of marketing, Dennis Gillespie, and senior vice president of sales, Paul Kalvin, have been involved in the promotional campaign for "The Lost Episodes" of *The Honeymooners* (first through a cable window on Showtime, and then through a debut in syndication two years ago); the syndication of the first off-cable property, *Bizarre*; the first upfront sale of the back-end rights to a first-run comedy (*What a Country!*) in order to make that series profitable on its first run, and the sale of numerous theatrical premieres on broadcast television through Viacom's joint venture with Tribune, TVNet.

To talk with Zaleski about his work is to understand why he is successful at it. Zaleski calls himself a "born salesman," but adds that "I haven't been involved in making a quick buck." Indeed, Zaleski works at learning the needs of his business and those who depend on it—broadcasters, those associated with the production and Viacom itself. That includes acquainting himself with production details and meeting the stars who appear in whatever he's selling. Judging by the alacrity with which the cast of *What a Country!* greeted him during a dinner at the



JOSEPH DANIEL ZALESKI—President, domestic syndication, Viacom Enterprises; b: Buffalo, N.Y., May 6, 1933; B.S. industrial relations, University of Buffalo, 1959; U.S. Army, 1953-55; regional salesman, drug division, Procter & Gamble, 1959; account executive, advertising sales, *Harvard Business Review*, 1960; regional sales manager, Liberty Records, 1961-63; VP, general manager, Kapp Records, 1963-67; assistant sales manager, National Telefilm Associates, 1967-72; VP, general manager, Allied Artists TV, 1972-79; VP, general manager, Fries Distribution, 1979-80; VP, feature films, 1980-81; VP, general sales manager and senior VP, general manager, 1982, Viacom Enterprises; present position since 1983; m. Mary Donna Kelly, Nov. 22, 1963; children—Damon, 18, Kellie, 16.

recent convention of the Association of Independent Television Stations, Zaleski does more than merely meet with people—he has a genuine rapport with them.

But Zaleski also knows his weak points. As a young record executive scouting a performance of a fledgling comedian, he was unimpressed and promptly wrote the performer off. Despite what Zaleski thought were altogether unfunny references to a childhood in Philadelphia and a college education at Temple, the comedian, an obscure Bill Cosby, soon produced a hit record for rival company Warner Bros., with more to follow. A talent scout he wasn't. Zaleski concluded. Perhaps the records *Cosby* is now making for Zaleski and Viacom—some \$350,000 per episode in New York, for example—confirm Zaleski's self appraisal.

Zaleski counts as his subspecialty in the business—when he is not riding the tail of a *Cosby* comet—the acquisition and sale of feature films. "You have to know everything about each film in a package," he says, from running time, to box office gross to what the director, producer and cast are doing.

Zaleski knows his product. He has seen *Rocky* 21 times, and can repeat much of the dialogue. He has seen Sylvester Stallone's

most recent theatrical release, *Over the Top*, three times and recently watched 17 films in a single weekend.

For Viacom, Zaleski's film expertise has added up to more than just unloading product. It has meant selling Viacom's library of more than 1,000 films for more than 15 times what they brought when he joined the company in 1980 as vice president of feature films.

He knows the worth of his films, he says, because he can predict accurately what they will earn in syndication. "That comes from knowing what the marketplace can deliver, and comes from a personal understanding of what kind of dollars you can deliver out of syndication," he says. "It's got to relate to the small box." It is no surprise that Zaleski knows his films, having come to the "small box" by way of the big screen.

He joined Viacom from Allied Artists, where he acquired an understanding of negotiations in sales from Andy Jaeger, formerly head of programming at the now-defunct Dumont Network. Jaeger, Zaleski says, imbued him with an understanding of the needs of stations. It was also Jaeger, who had worked at 20th Century Fox, who contributed to Zaleski's expertise in theatricals. Zaleski and Jaeger, the latter now retired, still get together monthly to talk over business.

Zaleski learned the rudiments of selling films and sales techniques in syndication under Peter Rodgers (now with the Peter Rodgers Organization) at National Telefilm Associates (now part of Republic Pictures) in the mid-1960's. Zaleski calls Rodgers one of the "builders of the business."

Prior to syndication (he marks 20 years in the business this summer), Zaleski spent six years in the record business, where he learned how to repackage hits to make sales. While at Liberty records, he says, he helped repackage so many Fats Domino songs that one of the albums was titled "Here He Comes Again." Zaleski left the record business in 1967 when, he says, he realized that it was a young man's profession that he had outgrown (Zaleski was then 34). But he brought with him his experience in the packaging and sales of a product, a skill that transferred naturally to film and eventually to television.

Zaleski hopes to provide the same guidance to his sales people that he received from his mentors. And he takes special pride in being personally accessible to his staff. In as competitive an environment as television syndication, Zaleski says, Viacom's strength is in the teamwork of a sales force that he considers "without peer in the business."

Good salespeople, he says, embody three elements—salesmanship (what he defines as an unteachable quality underpinned by tenacity), a knowledge of the needs of broadcasters, and a business affairs mentality. The enthusiasm of a Joe Zaleski doesn't hurt either. ■

**Carsey-Werner Co.**, which, in association with Bill Cosby, produces *The Cosby Show* on NBC, **filed suit against Viacom** last week, charging, among other things, that company has violated its agreement to distribute reruns of *Cosby* in syndication market. Primary complaint lodged by C-W is that Viacom has refused to deposit proceeds from *Cosby* syndicated sales in trust to protect funds from creditors in event company defaults on loan agreements associated with takeover by Arsenal Holdings. Concern is, C-W said, estimated additional \$2.5 billion in debt Viacom will take on as result of Arsenal takeover. In court filing, C-W said syndication revenues from *Cosby* are expected to reach \$450 million under distribution agreement with Viacom and that by end of April, Viacom will have received close to \$40 million in down payments from stations acquiring *Cosby* rights. Terms of agreement call for Viacom to receive roughly one-third of *Cosby* revenues, with C-W and Bill Cosby splitting remaining two-thirds. Complaint specifically asks for ruling that Viacom has violated syndication agreement by failing to provide "adequate assurances of Viacom's performance under the agreement," and therefore C-W should be permitted to "make other arrangements for the distribution of *The Cosby Show*." Attorney for C-W, Alvin Schulman, said, however, "That is not what we would expect the court to do first. We expect the court to give them a chance to live up to their agreement" by establishing trust and monthly payment of syndication revenues due production company. Viacom has about two weeks to respond and declined comment last week.

**Viacom closed deals** as of last week for *The Cosby Show* with NBC affiliate WAGT-TV Augusta, Ga. (reserve price, \$2,200); ABC affiliate WAND-TV Springfield-Decatur-Champaign, Ill. (\$4,000); NBC affiliate WIS-TV Columbia, S.C. (\$2,400); CBS affiliate KVAL-TV Eugene, Ore. (\$2,200); CBS affiliate WTKR-TV Norfolk, Va. (\$10,000); ABC affiliate WXEX-TV Richmond, Va. (\$6,600), and KREM-TV Spokane, Wash.

**House subcommittee** with jurisdiction over Federal Trade Commission is **holding hearing March 27** on "issues associated with recent proposals to ban advertising of certain services and products, such as tobacco, which are deemed harmful to the public."

NBC said it has renewed agreement with **Johnny Carson to remain as host of Tonight Show**. Network would not say officially how long new pact is or for how much. But sources at NBC said current

three-year pact is worth about \$15 million. New agreement takes effect in October for minimum of two years, maybe three. It was not clear what salary increase Carson would get, but reports last week said he would receive minimum \$7 million annually and perhaps as much as \$10 million annually.

**TVX Broadcast Group** has called special shareholder meeting, March 31, in Virginia Beach, Va., to approve issue of securities for **\$240-million purchase of five independent television stations from Taft Broadcasting Co.** TVX said it presently contemplates raising \$50 million through voting convertible preferred stock, with warrants, paying 8%; \$125 million in senior debt, and \$80 million in junior debt with warrants. Exercise price of both convertible preferred and warrants is anticipated at between \$11-and-\$11.50—as of last Friday, TVX shares were trading at 10 3/4, up from \$9 two weeks ago. Purchasers of securities could conceivably end up controlling 55% of TVX stock. Allocation of \$240 million purchase price was not provided, except for WCIX-TV Miami (\$57.5 million), which may still not be part of deal, should Taft either sell station to ABC, CBS or NBC, or, not previously disclosed, should station itself receive network affiliation agreement, in which case Taft would keep station. TVX proxy statement also discloses that Taft sold independent group for \$93 million less than five stations were carried on books. For 1986, Taft independents had revenue of roughly \$120.4 million and cash flow (operating income before depreciation and amortization) of \$1.2 million. TVX had net revenue for 1986 of \$23 million and negative operating cash flow of \$6.3 million. On pro forma basis, including other recent TVX acquisitions, new 12-station group would have reported negative operating cash flow of \$14.3 million, on revenue of \$148 million.

Board of **Satellite Broadcasting and Communications Association** has adopted policies, according to SBCA President Chuck Hewitt, stating that SBCA will **push to insure that dish owners have access to satellite superstations** as well as programming of broadcast networks. To that end, he said, SBCA hopes to work with National Association of Broadcasters, National Cable Television Association and Motion Picture Association of America in shaping legislation to amend copyright laws. SBCA will also "fight real hard" to head off attempts to reallocate spectrum from high-power DBS band (12.2 ghz to 12.7 ghz) to other services such as terrestrial broadcasting and land mobile (BROADCASTING, March 9). "Given nine-degree spacing and very high power, the [DBS] band offers

**Post wins Tavoulaareas appeal.** News organizations across the country won a significant court victory on Friday, when the full bench of the U.S. Court of Appeals in Washington overturned a \$2-million verdict a jury had awarded the former president of Mobil Oil Co. in a libel case he had brought against The Washington Post Co. The court thus reversed a decision by the majority of a three-judge panel that First Amendment lawyers felt could impair the willingness of the media to engage in investigative journalism. The panel had found that the apparently adversarial posture of the reporter involved and the management pressure under which *Washington Post* reporters worked to produce "high-impact" stories provided evidence of "actual malice" or "reckless disregard" of the truth that public figures must demonstrate to prevail in libel suits. The full court, in a 72-page opinion adopted by a 7-1 vote, said that evidence proved nothing of the kind.

At issue was a story by Patrick Tyler, published in the *Post* on Nov. 30, 1979, that charged that the then-president of Mobil Oil, William Tavoulaareas, had set up his son, Peter, as a partner in a business that operated some of Mobil's ships. Peter had been named to the post at Atlas Maritime Co., in London, from his previous job as a \$14,000-a-year shipping clerk. After demanding and failing to get a retraction from *The Post*, Tavoulaareas filed a libel suit, and a jury awarded him \$250,000 in compensatory damages and \$1.8 million in punitive damages. But the presiding judge, Oliver Gasch, threw out the jury verdict, asserting complete lack of proof of "actual malice" or "reckless disregard" for the truth on the part of the *Post*.

The majority of the three-judge panel, in reviewing the case on appeal, disagreed. Senior Judge George MacKinnon, in a decision in which Judge—now Supreme Court Justice—Antonin Scalia joined, said Tavoulaareas had demonstrated *The Post* story contained "falsehoods" and that they were the product not of "negligence" but of "reckless disregard of whether they were false or not" (BROADCASTING, April 15, 1985). The full court, which had granted rehearing in the case, found the story to be "substantially true."

Of even greater importance to media attorneys was the full court's handling of the "actual malice" argument. The full court, in the opinion written by Judge Kenneth W. Starr and Senior Judge J. Skelly Wright (the dissenter from the MacKinnon opinion), said of the panel's concern regarding Tyler's statements indicating he was an adversary of Tavoulaareas and Mobil Oil: "As in other professions, an adversarial stance is fully consistent with professional investigative reporting. It would be sadly ironic for judges in our adversarial system to conclude... that the mere taking of an adversarial stance is antithetical to the truthful presentation of facts. We decline to take such a remarkable step in First Amendment jurisprudence." The full court acknowledged that the jury could have inferred from the testimony of *Post* assistant managing editor Bob Woodward that he expected reporters to produce what the panel majority called "high-impact, investigative stories of wrongdoing." But, the Starr-Wright opinion said, "We agree with the *Post* that the First Amendment forbids penalizing the press for encouraging its reporters to expose wrongdoing by public corporations and public figures."



unique opportunities for geographically broad based, quality signals beyond any other medium," board said. And SBCA will campaign against use of consumer Videocipher II descramblers in commercial locations such as bars and restaurants and all efforts to defeat Videocipher II system so consumers can receive scrambled programing without paying for it, Hewitt said. SBCA's board also adopted annual budget of nearly \$1 million, much of which will go to cover salaries of Hewitt and other staffers, who include newcomers Christine Giozzo, manager of public affairs, formerly of House Telecommunications Subcommittee, and Mark Ellison, vice president-government affairs and general counsel, formerly of Turner Broadcasting System.

Stock of **Home Shopping Network** was under selling pressure last week on heavy volume as **stock dropped from \$31 last Monday to low of \$23 1/4 on Thursday, before rebounding to near \$25** on following day. Teleshopping network made several announcements last week, including issue of \$460 million principal amount of convertible debentures. On same day, HSN also released second-quarter results, showing net sales of \$165.3 million and net income of \$9.3 million (10 cents per share).

**Market revenue for Atlanta**, released by Broadcast Financial Management Association, showed that seven television stations reported 1985 net time sales of \$167,968,546; network compensation of \$5,987,299, and "other" operating revenue of \$2,733,861. Data, gathered by Arthur Young & Co., came from WATL-TV, WTBS(TV), WXIA-TV, WAGA-TV, WGNX(TV), WSB-TV and WVEU(TV).

**Association of Independent Television Stations** will be circulating position paper on Capitol Hill this week called "**Cable Television: The Unregulated Monopoly** (or "How Cable-Friendly Regulations



**Technical celebration.** The Public Broadcasting Service celebrated its official opening of its new \$5.1-million Hartford N. Gunn Jr. Technical Center with a "video" ribbon-cutting last Thursday (March 12) for about 60 members of the public broadcasting and technology communities. The ceremony, shown above on a monitor with (l-r) PBS Chairman Alfred Stern, PBS President Bruce Christensen and Richard Green, PBS senior vice president for broadcast operations and engineering, was broadcast from the third-floor, 12,000-square-foot tech center to a briefing room elsewhere in PBS's Alexandria, Va., headquarters. The project culminated two-and-a-half years of planning following a fire that destroyed PBS's technical facilities in Washington. The new tech center, named after PBS's late first president, is fully stereo-capable and uses a jointly designed Bosch routing-automation system, plus 22 Ampex one-inch videotape recorders. Last Thursday, the new facility also took over program origination responsibilities handled since the fire at PBS's main satellite uplink building, located seven miles away in Springfield, Va.

**PBS will scramble some feeds.** The Public Broadcasting Service had some good news last week for more than 1.5 million home satellite dish owners. It has decided to scramble some of its satellite transmissions but will continue to provide a "clear" satellite feed of all its national programing.

Home earth station owners, who have already lost free access to a number of scrambled satellite television signals, will continue to get the PBS national feed without having to buy a descrambler or pay a subscription fee.

Dish owners had expressed concern over access to the public service after PBS conducted scrambling tests last year, and the broadcaster reportedly also heard indirectly from Capitol Hill regarding its plans.

PBS President Bruce Christensen, in a prepared statement last week, said: "Our goal has always been to bring our services to as many people as possible, without regard to a viewer's location or income. When it comes to PBS's national programing, the skies are not going dark."

But it was unclear how permanent the policy will be. The executive committee last week also recommended that PBS continue looking for the best way to serve individuals beyond the reach of PBS stations, implying the clear feed could eventually be superseded by other, more cost-efficient, delivery methods.

PBS will scramble private communications between its officials and PBS stations, as well as "proprietary and user-financed services" such as the new National Narrowcast Service.

PBS will use General Instrument's Videocipher II system to do the scrambling. Details of the implementation were still being worked out last week, but PBS said it will equip member stations with decoders.

Videocipher II, in addition to scrambling video, also digitizes multiple audio channels, permitting the transmission of high-quality stereo sound. PBS will use Videocipher II to deliver digital audio versions of its stereo broadcasts (now about 20-30 hours a month), but will maintain a duplicate clear feed of such broadcasts. PBS has been using a more specialized and expensive digital audio transmission system since 1979.

Have Tilted the Playing Field"). INTV will make number of calls on members as part of effort to let Congress know where it stands on certain cable-related issues. Among topics included in paper: must carry, syndicated exclusivity, cable's compulsory license, pole attachments, exclusive franchises and cable crossownership prohibitions.

**FCC has directed administrative law judges to restart all RKO General Inc. hearings** aimed at finding best competing applicants for RKO stations, except WHBQ(AM) Memphis, where settlement agreement has reportedly been reached. FCC also said that if settlements are reached in any proceedings except one for KHJ-TV Los Angeles, those will be held in abeyance at that time. FCC also ruled that no appeals of partial initial decisions will be accepted pending resolution of RKO's ongoing qualifications hearings in KHJ-TV Los Angeles case.

**National Association of Broadcasters and National Cable Television Association** do not often agree. But in filings in U.S. district court in Washington on Friday, both opposed recommendations of Department of Justice that **Bell Operating Companies** be allowed to enter **information services market**. Both expressed concern that BOC's would have power to impede competition in that market.

**President Reagan** announced last Wednesday (March 11) he will **renominate Harry O'Connor**, president of Pacific Pioneer Broadcasters, Playa del Rey, Calif., **to seat on board of Corporation for Public Broadcasting**. O'Connor first served from May 1983 to March 1986. His current term would expire March 26, 1991.

# Editorials

## A pendulum poised to strike back

The broadcasting marketplace threatened to turn into a war zone last week. As if it were a bugle call, the cutback in staff and coverage by CBS News sent anchors to the barricades and congressmen into the streets. The scalp after which they were in full cry: Mark Fowler's for his laissez faire approach to broadcast regulation.

They just may get it. Even before last week's events—low-lighted by the unseemly spectacle of Laurence Tisch first denying and then accepting responsibility for the cuts in his network's news department—the call for a return to a public interest standard was heard in the land. Indeed, many who sought it were broadcasters themselves, either concerned that the character of their industry was being changed irreparably by the money men or in the belief that agreement on "public trusteeship" could be bargained into protection against license renewal challenges. The danger now is that a coalition of forces, each after the standard for its own reasons, could combine to pass any number of reregulatory measures seeking to turn back the clock on the Fifth Estate—and in the process perhaps dashing hopes that the broadcast media will ever be declared full partners with the print media under the First Amendment.

Just to name a few of the early starters:

- Al Swift's public interest standard and antitrafficking bill (the latter a return to the three-year holding pattern in which licensees had to circle before selling a broadcast property)—in return for a two-step renewal process.

- Tauke's and Tausin's bill doing much the same (but without the antitrafficking provision).

- Ernest Hollings's bill codifying the fairness doctrine, just in case the FCC should decide on its own to throw out that policy.

- The Eckart-Bryant call (already heeded by Ed Markey) for hearings to examine the impact of mergers and acquisitions on network news.

It is too soon to judge the merits or demerits of these initiatives and it would be equally wrong to dismiss them. But it is not too soon to send up a caution. Broadcasters invite government into their tent at great peril—and that goes for newsmen as well as tycoons. Economic forces wax and wane. Managements come and go. But laws, generally speaking, are forever. It would be a pity to trade progress in the hand for handcuffs in the bush.

□

None of the above diminishes the agony all in broadcasting feel for what is happening at CBS and elsewhere as the industry adjusts to new market forces and new hands on the tillers. But just as this journal subscribes resolutely to the First Amendment, so also does it accept (and with some frequency quotes) the John Burroughs dictum of "New times always, old time we cannot keep." There is no turning back for the Fifth Estate. The challenge for all within it is to make the most of the opportunities that remain and, hopefully, to be aboard when the tide again rises.

## Hidden evidence

Thanks to Commissioner James Quello's insistence on propriety in FCC conduct, the commission has wisely decided to give

another thought or two to the diversion of UHF television frequencies to the use of land-mobile radio. Had Quello not stood his ground, the land-mobile grab would probably have been brought off, to the ultimate victimization of UHF broadcasters and their viewers.

Quello, as reported a week ago in this publication and again elsewhere in these pages, has brought to light staff reports that were either ignored or disbelieved by commissioners who had been taken in by land-mobile forces. Of particular interest is a monitoring report by the FCC's Field Operations Bureau, which discovered that in major cities, where congestion was claimed to be intense, land-mobile radio wasn't using the frequencies it already had.

That, of course, was not what land-mobile-minded members of the FCC wanted to hear. By then the same members had learned to turn deaf ears to evidence that embarrassed their position. They had ignored a detailed report in late 1982 from a respected research firm, Dale Hatfield & Associates, showing that with present spectrum assignments and appropriate use of modern technology, land mobile has all the space it needs. They had similarly ignored comprehensive engineering studies submitted by broadcasters to track the interference that broadcasting and its audience would suffer from increased use of the UHF frequencies by land-mobile services.

There have been questionable elements in this land-mobile rulemaking since its origins. In November 1982 the FCC slid a UHF-sharing proposal into a massive rulemaking to incorporate in the commission's rule the results of the 1979 World Administrative Radio Conference. It was made to look as though the sharing had been mandated by WARC, although the world body—at the instigation of the FCC—had merely authorized the sharing of UHF frequencies by television and land mobile if interference with neighboring nations could be avoided. No power had been conferred on WARC or by it to say that sharing would be done.

Quello dissented to the inclusion of UHF sharing in the WARC rulemaking and was joined by Henry Rivera and Joseph Fogarty, two commissioners who are no longer there to help in his insistence on examining facts that dispute the need for sharing. Perhaps if the facts are brought to light in an objective proceeding, they will speak for themselves.

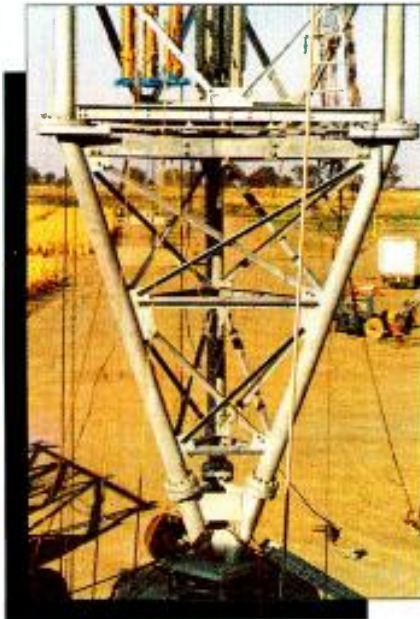
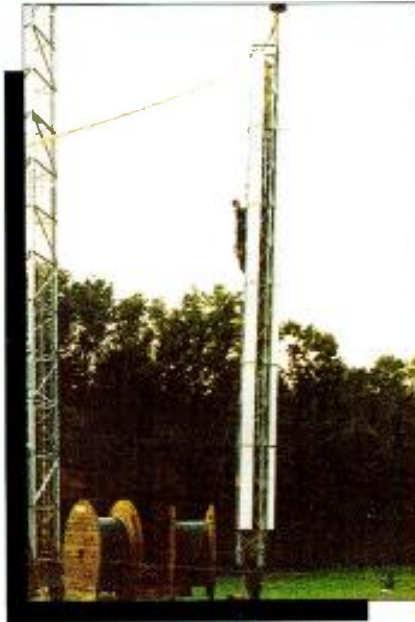


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