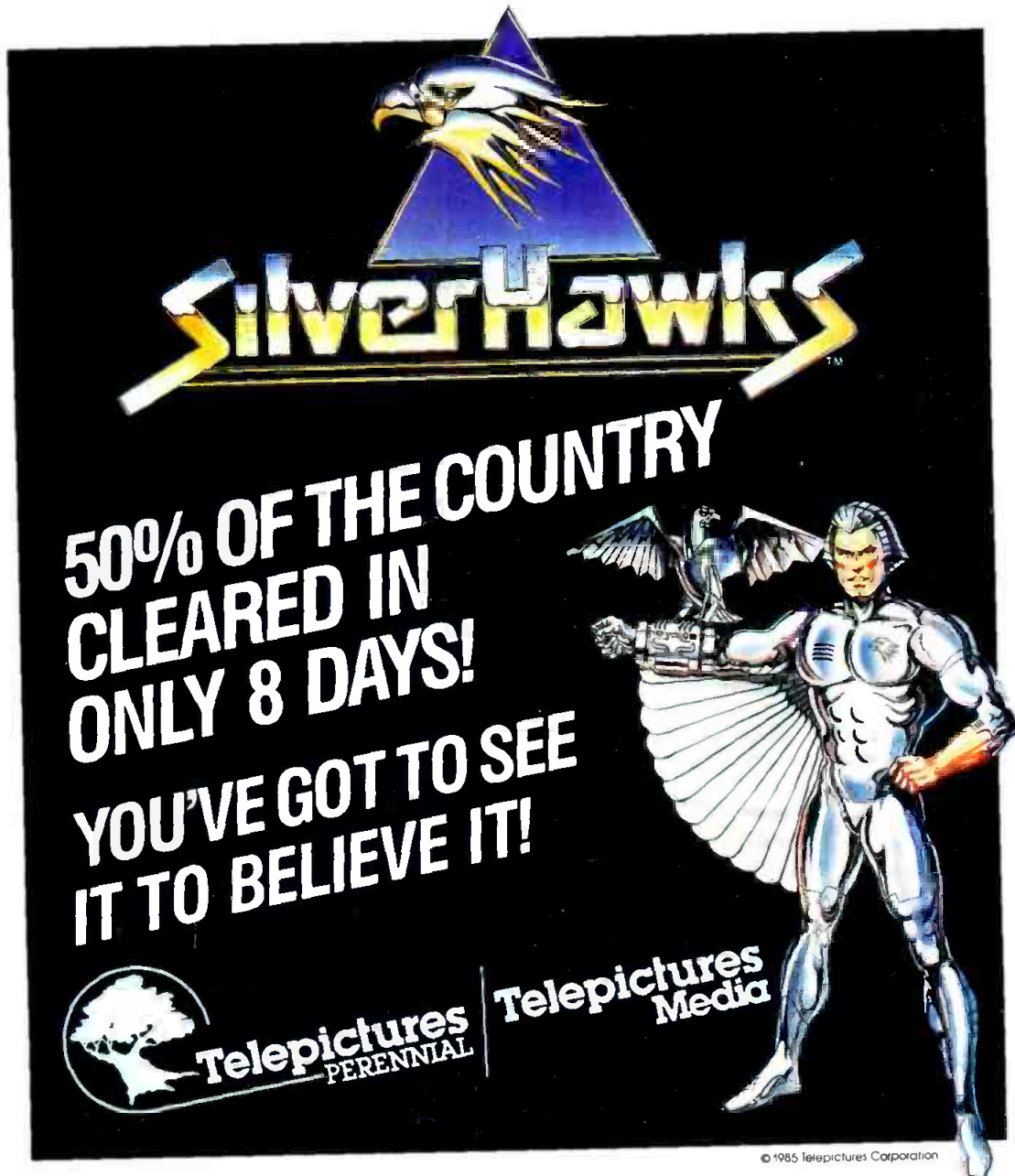


The Fifth Estate


RADIO TELEVISION CABLE SATELLITE

# Broadcasting Jan 28



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# Broadcasting Jan 28

## A year's worth of changing hands Maneuvering on beer and wine ad ban Advancing on RAB's sales conference

**BREWING** □ Movement on Hill to ban beer and wine ads gains momentum. Florida congressman mulling over introduction of bill; Senate subcommittee to air issue during Feb. 7 hearing. **PAGE 31.** Ban's fallout on cable services, beer and wine advertisers are examined. **PAGE 32.**

**PLAY BALL** □ Ted Turner and Major League Baseball come to terms on fees for distribution of Braves games over superstation. **PAGE 33.**

**LOOKING BACK** □ Two players who have been at forefront of the communications legislation on Capitol Hill, Ward White of the Senate Communications Subcommittee and David Aylward of the House Telecommunications Subcommittee, reflect on the highs and lows of their government service as they prepare to leave for the private sector. **PAGE 34.**

**MAKING A CASE** □ Democratic West Virginia Senator Robert Byrd testifies before Senate Rules Committee, urging body to allow televised coverage of proceedings. **PAGE 37.**

**COMING IN FROM THE COLD** □ Last-minute decision to move inauguration inside forces networks to scramble to set up new arrangements for coverage. **PAGE 38.**

**A YEAR IN TRADING** □ BROADCASTING's annual examination of broadcast station and cable system trading shows another \$2 billion+ year. A breakdown of the biggest deals for VHF's, UHF's,

FM's, AM's, AM-FM combo's and cable systems **45-73.** Brokers see 1984 as a warmup for 1985, when FCC's liberalization of multiple ownership rules is expected to be enacted. **PAGE 74.**

**BUSINESS BUILDING** □ Survey of radio reps and network salesmen find 1985 off to a slow start, but expected gains in February and March will boost overall first-quarter figures up 8%. **PAGE 76.**

**TV SIDE** □ With exception of sports, most television dayparts are turning in strong sales performances in first quarter. **PAGE 78.**

**STEP BY STEP** □ Demonstration of NHK HDTV downconverter helps sway skeptics on field rate conversion question. **PAGE 80.**

**PETITION TO INCLUDE** □ Group asks FTC to require warnings before *Dungeons & Dragons* cartoon series on CBS. **PAGE 88.**

**SELF-EVALUATION** □ Citizen commission study shows press is taking self-correcting steps to reduce criticism levied against it. **PAGE 90.**

**BUYING OPTIONS** □ New FCC multiple ownership rules producing bevy of possibilities for buys for networks and group owners. **PAGE 91.**

**THE GOOD FIGHT** □ Carl Robinson's foresight has helped put Sunbelt Communications in the forefront of radio programming. **PAGE 119.**

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# **KNOE-TV MONROE, LA- EL DORADO, AR AND BLAIR TV.**

## **TOGETHER, WE HAVE A NEW RECORD TO BEAT.**

### **OUR OWN.**

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Television





## Secret ballot

Without issuing public notice of its action, FCC has voted 4-1 against Chairman Mark Fowler to deny Rhodes Television waiver of prime time access rule to market recut version of comedy program, *Second City Television*, parts of which are off network. Item came up at open meeting last month (BROADCASTING, Dec. 31, 1984). At Fowler's direction, Mass Media Bureau had prepared grant of waiver. After all other commissioners indicated opposition, Fowler pulled item without taking public vote.

## Yardstick on news

Mounting complaints from radio news directors about what they say is decline in time stations are devoting to local news—as well as about loss of jobs—have prompted Radio-Television News Directors Association to commission second study in three years to determine whether in fact there is drop-off. Study, to be conducted by RTNDA research director, Vernon Stone of University of Illinois, Carbondale, will provide first documentation of effect of FCC deregulation of radio. Study in 1982 showed 6% decline in public affairs programming, but blame was placed principally on recession, not deregulation, which had gone into effect only in preceding year.

## New TV market

New Arbitron ADI may soon appear in Northwest corner of nation, Bellingham, Wash., location of KVO5-TV, which is now in Seattle-Tacoma ADI. KVO5-TV management thinks separate identification would help it with U.S. advertisers who currently give it fraction of Seattle-Tacoma audience. Station, which covers Vancouver, B.C., is looking to replace Canadian advertising lost to Canadian law removing tax deduction for Canadian advertising on American stations. Also falling within Bellingham ADI, which would be 193d in U.S., would be construction permit for UHF in Anacortes, Washington.

## Short tenure

Gordon Hastings is understood to be resigning as president of Blair Television Group after one year in that post. Slated to succeed him is Peter Goulazian, senior

vice president of Katz Television and president of Katz Continental who has been with Katz for 17 years. Hastings's departure from Katz after 12 years surprised other rep firm executives who felt Hastings had acquitted himself creditably and liked job.

## That Babbs case

Word last week was that FCC at meeting Feb. 14 "might" decide what to do about KMCS(FM) (formerly KTTL(FM)) Dodge City, Kan., which broadcast attacks on Jews, blacks and other minorities. Question has been pending before commission for almost two years, and items proposing designation of station's renewal for hearing have been pulled from two meeting agendas by FCC Chairman Mark Fowler. Mass Media Bureau is said to be doing yet another rewrite of item, addressing fairness doctrine and other content-related issues.

Station is still owned by Nellie and Charles Babbs, who are currently going through divorce. Station is now broadcasting noncontroversial CHR format, with Russ Silvey, 49% owner of KMXX(FM) Sterling, Colo., serving as general manager. Silvey, who hopes to buy station if FCC hurdles can be cleared, said he has been trying to distance KMCS from what KTTL had come to represent.

## More NAB space

Add 30,000 more feet to 1985 NAB equipment exhibit at National Association of Broadcasters convention, April 14-17, with recent Las Vegas Hilton addition near Convention Center. Hilton Center space will likely house companies new to show, since large, established exhibitors rejected NAB offer to move. Convention Center's 300,000 feet will house most of more than 700 firms seeking space.

## On market, sort of

Anybody want to buy a radio network? Although not on block per se, RKO is "listening to offers," in words of one network executive. Officials put to rest rumors circulating last week that Mobil Corp. had made offer for networks. That company did not make offer, nor did RKO approach it, RKO official said. But same source said number of "significant" offers have come in past months but refused to disclose companies making them. "We're just listening to people" at

this point, he said. Exact value of RKO Networks is unclear. As one follower of radio network business put it, "It's whatever they can get for them." But he added that \$20 million is good ballpark estimate.

## Once again

Henry Geller, former FCC general counsel and head of National Telecommunications and Information Administration during Carter administration, is gearing up for another proposal to free television licensees from prospect of comparative renewal hearings in return for acceptance of quota for news and other programming. Those proposals were in broadcast "deregulation" bill that broadcasters opposed and that died in House Telecommunications Subcommittee in last Congress.

Geller, who is director of Duke University's Washington Center for Public Policy Research, feels National Association of Broadcasters' support is essential—and that to line that up, endorsement of major groups is prerequisite. He has begun contacting groups, and says: "They are listening," but he believes odds "are 8-to-5" against him in seeking broadcaster support.

## Courtroom access

House Telecommunications Subcommittee staff has been asked to explore possibility of congressional examination of cameras in courtrooms. Some members expressed interest in matter after cameras were barred from Westmoreland-CBS libel trial.

## News about news

NBC News will soon launch half-hour news program targeted at viewers of junior high school age. Anchored by former *Overnight* co-anchor, Bill Schechner, two pilots are being produced, with weekend air date to be announced. Division is also planning more remote origination. First major effort is broadcast of *The Today Show* from Rome and Vatican City during Easter week, with efforts under way to obtain interview with Pope.

Other developments: *NBC Nightly News* has been budgeted for special segments every night, including weekends; NBC News President Lawrence Grossman has decided to keep news consultant Frank Magid on contract with division through 1985.

# WHAT'S HAPPENING!!





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Fall 1985!**

**What's  
Happening Now!!**



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## Will he or won't he

The city of Washington is waiting to see if District Cablevision Inc. will sign an agreement that will give it the city's cable franchise and the right to wire its 250,000 homes. The city council and mayor approved the franchise agreement last December, but DCI has balked at signing it. DCI President Bob Johnson will not say why, but speculation is that DCI doesn't want to make initial payments on award and franchise fees, which become due shortly after the signing and which amount to hundreds of thousands of dollars, until it has raised \$30 million through a public offering of limited partnerships. And DCI can't raise the capital until it gets out from under an anti-trust lawsuit filed by one of the losing bidders.

As things now stand, DCI must sign an agreement by mid-March or risk forfeiting the franchise. It reportedly plans, therefore, to ask the city to defer the initial payments until after the lawsuit is resolved. That's not expected to happen before September or October, at the earliest.

## No longer in the family

Television producer Norman Lear has sold Communications Services Inc., a Junction City, Kan.-based MSO with 160,000 basic subscribers, to a joint venture-partnership of CSI's top executives and a unit of Tele-Communications Inc., the nation's largest MSO. The price was undisclosed, but, judging from what cable systems are bringing on a per-subscriber basis (see story, page 73), it may have been more than \$130 million.

The new owner of the MSO has been dubbed CSI Associates Inc. According to Bob Russo, a spokesman for Daniels & Associates, the firm that represented CSI in the transaction, the managing general partner, CSI Management Inc., includes more than a dozen CSI executives, including Bruce R. Plankton, who will serve as president and chief executive officer of CSI Associates.

CSI Liberty Inc. is the other joint venture partner. It's a subsidiary of Liberty Communications, of which TCI is the majority owner.

According to Russo, Tandem Productions Inc., a 50-50 partnership of Lear and fellow producer Bud Yorkin, purchased CSI in 1979 when it counted 72,000 basic subscribers. Lear bought out Yorkin's interest in 1982, Russo said. In a prepared statement, Lear said he was "extremely pleased with the growth of cable," but that "our emphasis has now shifted back to [broadcast] production."

## SSS expansion

Satellite Syndicated Systems Cable Television of the Southwest (SSSCTSW), a subsidiary of Satellite Syndicated Systems Inc. (SSS), has acquired nine cable TV systems from G.H. (Bunk) Dodson, who built or acquired all nine in the mid-1950's. Officials

did not disclose the purchase price except to say it was "a multimillion-dollar transaction."

Four of the systems operated under the corporate name of Dorate Inc. and are in Oklahoma, at Fairview, Cordell, Sayre and Cherokee. The five others were operated by Dorate Interstate and are in Nocona and Dalhart, both Texas, Burlington and Springfield, both Colorado, and Clayton, N.M. Lynn Harrison, Western group manager for SSSCTSW, will be responsible for the day-to-day operations of all nine systems.

Edward E. Drake, SSS vice president for consumer services, said plans call for upgrading all nine systems from 12 to 21 or 36 channels each, and to add new satellite programming options, both basic and premium.

The acquisition raises to 22 the cable systems owned by SSSCTSW and adds 12,000 homes to the MSO's customer base, which now totals 20,200.

## C-SPAN clone

CNN will be looking a lot like C-SPAN this week. It plans to provide extensive live coverage of two congressional hearings: the Senate Judiciary Committee's confirmation hearings for attorney general-designate Edwin Meese, which begin today (Jan. 29) at 10 a.m. NYT, and the Senate Foreign Relations Committee's hearings on the direction of U.S. foreign policy, which begin Thursday (Jan. 31) at 10 a.m. NYT and are expected to continue through Feb. 7. Scheduled to appear before the Foreign Relations Committee: Secretary of State George Shultz, Secretary of Defense Caspar Weinberger, former Secretary of Defense James Schlesinger and former National Security Advisor Richard Allen.

## Western expansion

Showtime/The Movie Channel Inc. said its affiliate growth in the Western and mountain states has led it to create a new, sixth region, the Rocky Mountain region, with a larger staff to handle sales and affiliate marketing. McAdory Lipscomb Jr., director of national accounts for the Western region, was named regional vice president of the new, eight-state group (see "Fates and Fortunes," page 116). The group will be based in Denver, which formerly was the location of a satellite office of the Western region, and will encompass North and South Dakota, Montana, Wyoming, Colorado, Idaho and Utah (which had been part of the Western region), and Nebraska (which had been in the North Central region).

## Disney dubs

The Disney Channel announced a \$2.5-million, 13-week subscriber-acquisition drive to start March 1. It's targeted to the local cable operator, with the theme: "Double your growth rate this spring," and will be backed by TV and radio spots, newspaper

ads, direct mail and publicity and telemarketing materials. Disney affiliates that participated in last spring's drive added subscribers at a rate two-and-a-half times greater than did nonparticipating systems, according to Neill Woodruff, director of marketing. He said that more than 250,000 digital quartz watches were given to new subscribers last spring, and that he expects "a substantially larger response" to this year's premium, a multicolored combination tote-/shoulder/duffel bag. Officials said most elements will be provided to affiliates at no charge and other costs will be shared from specially created co-op funds.

## For art's sake

Arts & Entertainment Network has developed a 1985 plan for marketing its service across the country at the community level. Andrew H. Orgel, vice president, affiliate sales and marketing, put it this way: "To increase awareness of A&E and its distinctive entertainment programming from around the world among cable operators and arts and educational groups, we are establishing an ongoing dialogue between these groups to properly position and merchandise specific A&E programs."

One of the projects will be development and distribution of a community marketing brochure for both A&E affiliates and local and national arts organizations. Other phases will seek to develop close ties between A&E and its affiliates and the arts, civic and educational groups within the communities they serve. Community seminars—two per calendar quarter—are being designed to educate cable operators on conducting community marketing programs and generating incremental advertising revenues. There will also be an advertising campaign in *TV Guide* and in major daily newspapers in 12 markets that represent 40% of A&E's distribution and will receive the initial thrust of the A&E drive. The markets are New York, Los Angeles, Boston, Miami, Chicago, Dallas, Denver, St. Louis, Cleveland, Philadelphia, Toronto and Tampa, Fla.

## Radio 'ET'

Actress Tovah Feldshuh and humorist Fred Newman are co-hosts of a weekday call-in entertainment series, *Hot Properties*, launched by Lifetime in mid-January as part of its new, interactive prime time schedule. *Hot Properties* is presented live from New York, Monday through Thursday at 7 p.m. NYT, with the Friday edition consisting of the week's best offerings. The show profiles celebrities, reports on major developments and behind-the-scenes influences, reviews films, books and plays and gives Lifetime viewers an opportunity to talk with their favorite stars on the air via telephone. Co-host Newman is host of Nickelodeon's *Livewire* series as well as a TV and nightclub comic. He also is featured in the new *New Waves* syndicated radio show. Feldshuh is perhaps



best known to TV audiences for her performance as a Czech freedom fighter in *Holocaust*. *Hot Properties* is produced for Lifetime by Chelsea Communications, with Jeff Lawenda and Michael Yudin as executive producers, Harriet Meth as senior producer and Sandra Weir as supervising producer.

MacLaine month

Showtime is offering new subscribers a three-book set of best sellers as part of its promotion of February as Shirley MacLaine Month—the month itself being thus promoted because two Shirley MacLaine vehicles will make exclusive premiere appearances on Showtime. The special events are a film of her Broadway show, "Shirley MacLaine," and the Academy Award-winning "Terms of Endearment." The books being offered to new subscribers through participating Showtime affiliates are her autobiographical volumes, "Don't Fall Off the Mountain" and "Out on a Limb," and Larry McMurtry's "Terms of Endearment," the novel on which the movie was based. Showtime said the premium giveaway is offered to affiliates on a low-cost, cooperative basis, with Showtime also offering free fulfillment, free direct-mail postcards, newspaper ad slicks and radio and TV spots to publicize the promotion.

Ads sought

The Disney Channel pay cable service has assigned New York-based Telepictures Publishing to handle advertising sales for its *Disney Channel Magazine*, distributed free by the program service to more than 1.6 million subscribers nationwide. The Disney Channel announced that the publication is selling advertising. Linda Palmer, director of consumer services and communications, stressed ads will be limited to national advertisers whose image and products are considered compatible with Disney standards. The Burbank, Calif.-based company cited an ASI Market Research survey that suggested that households subscribing to The Disney Channel are "young, upscale, well-educated and family-oriented."

Feed forward

Effective Feb. 4, the Entertainment & Sports Programing Network will cease transmitting a dual feed of its program service, the network said. The primary program feed will continue via Galaxy 1, transponder 9. Satcom III-R, transponder 7, which provides the second feed, will be used as a backup, as well as to transmit the West Coast *Business Times* feed and alternate programing in the case of sports blackouts. For the record, the network's name has been officially changed to ESPN Inc. The network has also adopted a new logo.

Kids corner

JSA Network is offering "USA Kids Club," a series of 90-second spots, as a children's programing venture intended to encourage audience involvement and, at the same time, present marketing and promotional opportunities for sponsors and affiliates. The spots, which run within USA's regularly scheduled *Calliope* and *USA Cartoon Ex-*

*press* children's series, encourage creative contributions from children, tell them about special offers and contests and present features, such as "message of the day," jokes and trivia. USA, which launched the project Jan. 21, said sponsors will be tied into it

through special promotions, such as sweepstakes, premiums and contests. The network said it would also work closely with affiliates in using the spots as local advertising sales and subscriber retention tools and in system-sponsored community activities.



**Looking good.** AP News Plus, the Associated Press's new graphics-enhanced scrolling videotex service, made its debut at Tribune-United Cable of Montgomery county, Md. Checking out a page of AP News Plus at the suburban Washington system's headend are AP's John A. Strachan and John T. Schmuhl, vice president and general manager of the system. Schmuhl called the graphics a "dramatic enhancement" that sets the service apart from "any of the simpler videotex services." According to AP, the new service is the first nationally distributed videotex service to employ the North American Presentation Level Protocol Syntax (NAPLPS) standard developed principally by AT&T.

Broadcasting

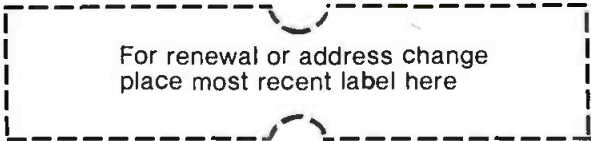
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Signature \_\_\_\_\_ Are you in cable TV operations ☐ Yes  
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Close Encounters of the Third Kind	Stir Crazy
The Competition	Stripes
The Deep	The Survivors
Educating Rita	Used Cars
The Fifth Musketeer	Warlords of Atlantis
Gloria	Wholly Moses
Hanky Panky	Yor, the Hunter from the Future

V O L U M E



# Business Briefly

## RADIO ONLY

### New England Dodge Dealers

**Association** □ Three-week flight is being arranged for about seven markets, including Philadelphia and Providence, R.I., starting in February. Commercials will run in all dayparts. Target: men, 25-54. Agency: Quinn & Johnson/BBDO, Boston.

**Swift & Co.** □ Delicatessen products will be spotlighted in four-week flight to start this week in about 10 markets including Cleveland, Detroit and Columbus, Ohio. Commercials will be placed in all dayparts. Target: women, 25-54. Agency: Zechman & Associates, Chicago.

**Hanes Corp.** □ Three-week flight for L'Eggs hosiery is scheduled to start in early February in about 12 markets, including Boston and Minneapolis. Commercials will be carried in all dayparts. Target: women, 18-34. Agency: Dancer Fitzgerald Sample, New York.

**Joseph A. Banks & Co.** □ Men's clothing retail chain is set to begin two-week flight this week in 14 markets, including Chicago, Houston and Charlotte, N.C. Commercials will be placed in weekday drive periods. Target: adults, 25-54. Agency: Eisner & Associates, Baltimore.

**George Lawrence Inc.** □ Nonalcoholic beer, called St. Christopher, is being introduced in March in advertising campaign including spot radio in seven top markets. Length of flights will be at least four weeks and may be as much as seven. Commercials will run in all dayparts. Target: adults, 25-34. Newly appointed agency is BBG&M, Secaucus, N.J.

**MJB Coffee** □ Campaign will begin for 10 weeks in mid-February in eight Western markets, including Seattle, Portland, Ore., and Sacramento, Calif. Commercials will be placed in daytime and fringe periods. Target: adults, 25-49. Agency: Liebowitz, Olshever, Vogel & Baruch, Los Angeles.

**U.S. Postal Service** □ Overnight delivery service will be accented in five-week flight to begin in early February in 12 markets. Commercials will be placed in prime time, sports and news segments. Target: men, 25-54. Agency: Ammirati & Puris, New York.

## RADIO AND TV

**Australian Tourism** □ Campaign to encourage tourism will run for alternate weeks on radio and television over eight weeks in eight markets, starting later this week. Commercials will be slotted in all dayparts. Target: adults, 25-54; adults, 34-64. Agency: N W Ayer, Los Angeles.

## TV ONLY

**General Cigar & Tobacco** □ Four-week flight will be launched in mid-February in three markets. Commercials will be carried in fringe and daytime positions. Target: adults, 25-54. Agency: Jordan, Case & McGrath, New York.

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To order yours, send a check or money order to: The Associated Press, 20 Years in Sound, 1825 K St., N.W., Washington, D.C. 20006. Attention: Mark Huffman.

**AP** Associated Press Broadcast Services. Without a doubt.

## Rep Report

KORO-AM-FM Abilene, Tex.: To Hillier, Newmark, Wechsler & Howard from Blair Radio.

□

WRNS(FM) Kinston, N.C.: To Hillier, Newmark, Wechsler & Howard (no previous rep).

□

KBAI(AM) Morro Bay, Calif.: To Weiss & Powell from Roslin Radio Sales.

□

KTAL-FM Texarkana, Tex.: To Blair Radio (no previous rep).

□

**Accent on Spanish.** Five Spanish-language stations have joined nonwired Caballero Radio Network. They are KSKQ(AM) Los Angeles; KEAP(AM) Fresno, Calif.; KALY(AM) El Paso; KREL(AM) Las Vegas, and XHFG(FM) San Diego-Tijuana.

□

**In new quarters.** Chicago office of Major Market Radio has moved to 233 North Michigan Avenue, suite 2021, 60601. Phone is: (312) 938-0999.

□

**New phone number.** Dallas sales office of Katz American, Katz Continental and Katz Independent Television now has one central telephone number: (214) 871-0451. Telephone numbers of other Katz units in Dallas remain as before.



**H**alf the media believe that M.D.s are the only comprehensive health-care professionals in America.

Yet 25 million Americans visit another type of fully-trained and licensed physician or surgeon for medical care. Their doctor is a D.O. or osteopathic physician.

The D.O. has essentially the same qualifications, medical education, internship, licensure and specialties as an M.D. They are equal with M.D.s under the laws of all 50 states, they serve as commissioned officers in the medical corps of all armed forces plus the Veterans Administration and Public Health Service. And they're recognized by the A.M.A. as physicians.

Yet there is great misunderstanding about the existence and role of osteopathic physicians in our society. That's why the American Osteopathic Association is calling attention to D.O.s in this message and striving to communicate their philosophies, distinctions and service to the American people.

### Some facts:

- Osteopathic medicine was founded by a physician, Andrew Taylor Still, seeking options to the rudimentary drugs and surgery of the late 1800s.
- Central to osteopathic medicine is the body's musculoskeletal system and its importance to a patient's well-being. This system includes the bones, muscles, tendons, tissues, nerves, and spinal column—about 60% of the body mass.
- Osteopathic medicine views the human body as a single, individual organism—a basic tenet of Hippocrates.
- There is a fundamental concern with the whole body, preventive medicine, holistic medicine, proper diet and keeping a patient fit.
- Today's osteopathic physician typically offers primary care (86% are in family practice, general practice, internal medicine and gynecology).

- Today's osteopathic physician typically practices in smaller towns and rural areas (55% do).
- Fourteen percent of the profession is board certified in a full range of 18 medical specialties, including surgery, anesthesiology, emergency medicine, psychiatry, obstetrics, pediatrics, radiology and other fields.
- Today's D.O. provides comprehensive medical care, including preventive medicine, diagnosis and appropriate use of drugs, surgery, manipulation and hospital referral.
- Osteopathic manipulation of the musculoskeletal system is a viable and

- 50 million patient-visits are made to D.O.s annually.
- D.O.s are fully licensed to practice in every state. Strong concentrations of D.O.s are found in Michigan, Pennsylvania, Ohio, New Jersey, Florida, Texas and Missouri.
- 15 colleges of osteopathic medicine (about half state supported) now enroll nearly 6,500 medical students.
- 25% of osteopathic medical school students are women; women

---

## You Probably Think All Doctors Are M.D.s. If So, You're Wrong!

---

proven technique for many "hands-on" diagnoses and treatments. It can provide an alternative to many drug therapies.

• Sports medicine is a natural outgrowth of osteopathic medicine, with concern for the musculoskeletal system, manipulation, diet, exercise and fitness. Many professional sports team physicians, Olympic physicians and personal sports medicine physicians are D.O.s.

• Osteopathic medicine is the fastest-growing health care field today.

• The D.O. is entitled to practice medicine and surgery in all its branches along with the M.D. and should be included in any discussion of "physician" when the reference is to providers of unlimited, comprehensive medical care. Comparison to physicians with limited practice rights is inappropriate.

### Some Statistics:

- 21,000 D.O.s practice in America today, with 30,000 expected by 1990.
- 5% of all U.S. physicians and 10% of all U.S. military physicians are D.O.s.
- 25 million Americans visit D.O.s annually.

have been enrolled in osteopathic medical schools since their inception in 1892.

• 215 osteopathic hospitals offering 28,000 beds serve people in 30 states.

Osteopathic Medicine—proud to be a major force in America's health care delivery system.



The American Osteopathic Association is ready to fulfill your editorial queries about the profession and its contribution to U.S. health care. Information packets are available by mail and questions will be answered by phone. Please contact any osteopathic medicine state society or:

Public Relations Department  
The American Osteopathic Association  
212 East Ohio Street  
Chicago, IL 60611  
(312) 280-5882

## Advantage



**International merger.** GGK Group of advertising agencies, with 12 offices throughout Europe and Americas, has merged with Lois Pitts Gershon, New York. GGK's New York office has joined forces with LPG and will operate under name of Lois Pitts Gershon Pon/GGK. Combined U.S. billings will be \$55 million, bringing GGK Group's worldwide billings to \$245 million. LPG's subsidiary, LPG/Pon, and its clients include MTV Networks' MTV, VH-1 and Nickelodeon, WPX-FM New York, Warner Amex Cable and Cabletelevision Advertising Bureau. Management of combined agency: front row (l-r) Bill Pitts, board chairman; Paul Gredinger, owner and founder of GGK International, and George Lois, chairman. Back row (l-r): Dale Pon, executive vice president, and Dick Gershon, president.

**Scads of new products.** New supermarket and product introductions in 1984 totaled 1,988, up from 1,803 in 1983, according to "DFS/New Product News," monthly publication of Dancer Fitzgerald Sample. Martin J. Friedman, editor of publication, said 1984 was "truly the year of the beverage" and cited 28 different new wine coolers alone.



### NATIONAL PARK SERVICE

## July 4th, 1985

The National Park Service is seeking a sponsor/contractor to provide the entertainment and production services for the Fourth of July Celebration on the Washington Monument Grounds, Washington, D.C. A fee will be required in exchange for rebroadcast and ancillary rights. Annual attendance at this event has been 200,000-500,000.

For info. contact:

Mr. Russell Davis  
Contracting Division  
1100 Ohio Drive, S.W.  
Wash., D.C. 20242  
202/485-9708



Angeles.

**Gordon's Jewelry** □ Valentine's Day promotion will begin in early February for two weeks in 175 markets. Commercials will be slotted in all dayparts. Target: adults, 18-34. Agency: Goodwin, Dannenbaum, Littman & Wingfield, Houston.



**Emery's message.** Emery Worldwide began a multimillion-dollar advertising campaign on network and spot television last week to communicate to viewers that Emery can deliver parcels to all parts of the world. The commercials contain an adaptation of the song, "Nine to Five," and shows Emery employees at work. The commercial's new catch-phrase is: "It's as good as there." The campaign was created by J. Walter Thompson Co., New York, and is part of a drive by Emery to capture a larger portion of the highly competitive letter, document and small parcel delivery market.

### Broadcasting Publications Inc.

Founder and Editor  
Sol Taishoff (1904-1982)

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

## The Fifth Estate Broadcasting

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

Lawrence B. Taishoff, publisher.

### Editorial

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

Anthony Sanders, systems manager.  
Jeanne A. Omohundro, LSF Fitzpatrick,  
Randall M. Sukow,  
research assistants.

Robert Orr, Todd F. Bowie, production.

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

Editorial Consultant

Rocco Famighetti (New York)

### Broadcasting ■ Cablecasting

#### Yearbook

Mark Jeschke, manager.  
Joseph A. Esser, associate editor.  
David Seyler, staff assistant

### Advertising

Washington

John Andre, sales manager (equipment and engineering).

Robert (Skip) Tash, Southern sales manager.

Doris Kelly, sales service manager.  
Christopher Moseley, classified advertising manager.

New York

David Berlyn, senior sales manager.

Charles Mohr, Ruth Windsor,  
sales managers.

Hollywood

Tim Thometz, sales manager.

### Circulation

Kwentin K. Keenan, circulation manager.

Patricia Waldron, Sandra Jenkins,  
Debra De Zarr, Joseph Kolthoff,  
Chris McGirr.

### Production

Harry Stevens, production manager.  
Don Gallo, production assistant.

### Administration

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

Albert Anderson.

Irving C. Miller, financial consultant.

Wendy J. Liebmann.

### Corporate Relations

Patricia A. Vance, director.

### Bureaus

New York: 630 Third Avenue, 10017.

Phone: 212-599-2830.

Stephen McClellan, associate editor.

Vincent M. Dittingo, senior editor: radio.

John Lippman, assistant editor.

Geoff Folsie, staff writer.

Marie Leonard, June Chauhan,  
advertising assistants.

Hollywood: 1680 North Vine Street, 90028.

Phone: 213-463-3148.

Richard Mahler, correspondent.

Tim Thometz, Western sales manager.

Sandra Klausner, editorial-advertising assistant.



## ABP

American  
Business  
Press Inc

Founded 1931. Broadcasting-Teletesting\* introduced in 1946. Television\* acquired in 1961. Cablecasting\* introduced in 1972. Reg. U.S. Patent Office. Copyright 1985 by Broadcasting Publications Inc.

### TELEVISION. Cablecasting.



# H&C Communications, Inc.

has acquired

# Cowles Broadcasting, Inc.

---

*The undersigned acted as financial advisor to H&C Communications, Inc.  
and assisted in the negotiations leading to this transaction.*

---

**Lehman Brothers**  
Shearson Lehman/American Express Inc.

*January 10, 1985*

## This week

**Jan. 26-29**—*Radio Advertising Bureau's* 5th annual Managing Sales Conference. Theme: "Retail Sales and Radio Marketing." Amlac hotel, Dallas.

**Jan. 28-Feb. 1**—*MIDEM*, international marketplace for music industry. Palais des Festivals, Cannes, France. Information: (33)(1) 505-1403.

**Jan. 29**—*Academy of Television Arts and Sciences* forum luncheon with Michael Eisner, chairman and chief executive officer, Walt Disney Productions. Century Plaza, Los Angeles. Information: (818) 506-7880.

**Jan. 29-31**—*South Carolina Broadcasters Association* winter convention. Carolina Inn, Columbia, S.C.

**Jan. 30-Feb. 1**—*Texas Cable Television Association* 25th annual convention and trade show. San Antonio Convention Center, San Antonio, Tex.

**Jan. 31**—Deadline for entries in 17th annual Robert F. Kennedy Journalism Awards for Outstanding Coverage of the Problems of the Disadvantaged, sponsored by *Robert F. Kennedy Memorial*. Information: (202) 628-1300.

**Jan. 31**—*Women in Cable, Greater Philadelphia chapter*, meeting. Speaker: Adam Stagliano of research firm, Yankelovich, Skelly and White. Adam's Mark hotel, Philadelphia.

**Jan. 31**—*Wisconsin Women in Cable* meeting. Telephone Data Systems cable office. Middleton, Wis.

**Jan. 31**—*Federal Communications Bar Association* dinner meeting. Speaker: Richard Wirthlin, pollster and adviser to President Reagan. Capital Hilton, Washington.

**Feb. 1**—Deadline for entries in *American Bar Association's* Gavel Awards, honoring media for "increasing public understanding and awareness of the American

legal system." Information: (312) 988-6137.

**Feb. 1**—Deadline for entries in *Action for Children's Television's* Achievement in Children's Television Awards for "significant contributions toward improving service to children on broadcast and cable television and on radio." Information: ACT, 46 Austin Street, Newtonville, Mass., 02160.

**Feb. 1-2**—*Alpha Epsilon Rho, National Broadcasting Society*, South regional conference. University of Montevallo, Montevallo, Ala. Information: (409) 294-1342.

**Feb. 1-2**—*Northern California Radio-Television News Directors Association* fourth annual convention. Luncheon speaker: Tom Pettit, executive vice president, NBC News. San Francisco International Airport, San Francisco.

**Feb. 1-2**—*Northwest Broadcast News Association* annual conference. Minneapolis Plaza-Hotel, Minneapolis. Information: (612) 921-3396.

**Feb. 1-March 15**—*Museum of Broadcasting* exhibition, "KTLA: West Coast Pioneer," tribute to "the independent station [Los Angeles] renowned for its innovations in programming and broadcasting techniques." In conjunction with exhibit, seminar will be held Feb. 1. Museum of Broadcasting, New York.

**Feb. 2**—Cable management seminar, "Problems and Solutions to Successful Management," sponsored by *Minorities in Cable and New Technologies*. Americana Congress hotel, Chicago. Information: Janice Woods, (312) 922-9043.

## Also in February

**Feb. 3-5**—*Louisiana Association of Broadcasters* annual convention. Speakers: Congressman John Breaux (D-La.), National Association of Broadcasters President Eddie Fritts and National Radio Broadcasters

Association President Bernie Mann. Holiday Inn Central (Holidome), Lafayette, La.

**Feb. 3-6**—*National Religious Broadcasters Association* 42d annual convention. Sheraton Washington, Washington.

**Feb. 3-8**—20th annual engineering management development seminars, sponsored by *National Association of Broadcasters*. Purdue University, West Lafayette, Ind. Information: (202) 293-3557.

**Feb. 5-6**—*Arizona Cable Television Association* annual meeting. Hilton, Phoenix.

**Feb. 6**—*Society of Satellite Professionals*, southern California chapter. Featured speaker: Ed Horowitz, senior vice president, technology and operations, Home Box Office. Sheraton Miramar hotel, Santa Monica, Calif. Information: 213-474-3500.

**Feb. 6**—*Ohio Association of Broadcasters* Dayton managers' luncheon. King Cole, Dayton.

**Feb. 6-11**—*International Radio and Television Society* annual faculty/industry seminar and college conference, "Programming: The Ever-Changing Constant." Rye Town Hilton, Rye, N.Y.

**Feb. 7**—*International Radio and Television Society* newsmaker luncheon, "Radio: America's Ear-Resistant Medium." Speakers: John Gambling, WOR(AM) New York; William B. Williams, WNEW-AM-FM New York; Charles Osgood, CBS; Gary Stevens, Doubleday Broadcasting, and Rick Sklar, consultant. Waldorf Astoria, New York.

**Feb. 7-9**—*American Association of Advertising Agencies, Southern region*, winter annual meeting. Boca Raton hotel and club, Boca Raton, Fla.

**Feb. 8**—*Ohio Association of Broadcasters* Cincinnati managers' luncheon. Netherland Plaza, Cincinnati.

**Feb. 8**—"Cable Communications Policy Act of 1984: A

**Jan. 26-29**—*Radio Advertising Bureau's* Managing Sales Conference. Amlac hotel, Dallas.

**Jan. 30-Feb. 1**—25th annual Texas Cable Show, sponsored by *Texas Cable TV Association*. San Antonio Convention Center, San Antonio, Tex.

**Feb. 3-6**—*National Religious Broadcasters* 42d annual convention. Sheraton Washington, Washington.

**Feb. 15-16**—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

**March 7-9**—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

**March 14-17**—First *NATPE International* production conference. New Orleans Hilton, New Orleans. Information: (212) 949-9890.

**March 26-27**—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

**April 14-17**—*National Association of Broadcasters* annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Dallas, April 13-16, 1986; Dallas, March 29-April 1, 1987; Las Vegas, April 10-13, 1988; Las Vegas, April 30-May 3, 1989; Dallas, March 25-28, 1990, and Dallas, April 14-17, 1991.

**April 20-25**—20th annual *MIP-TV*, Marche Internationale des Programmes, international TV program marketplace. Palais des Festivals, Cannes, France.

**May 5-8**—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

**May 7-11**—*American Women in Radio and Television* annual convention. New York Hilton. Future convention: May 27-31, 1986, Loew's Anatole, Dallas.

**May 11-15**—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago. Future conferences: April 27-30, 1986, Century Plaza, Los

## Major Meetings

Angeles, and April 26-29, 1987, Marriott Copley Place, Boston.

**May 12-15**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 15-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 15-18**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

**May 19-22**—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

**May 19-23**—*National Public Radio* annual convention. Marriott City Center, Denver.

**June 2-5**—*National Cable Television Association* annual convention, including National Cable Programming Conference. Las Vegas Convention Center, Las Vegas. Future conventions: March 16-19, 1986, Dallas, and May 17-20, 1987, Las Vegas.

**June 6-9**—*Broadcast Promotion and Marketing Executives/Broadcast Designers Association* annual seminar. Hyatt Regency, Chicago. Future conventions: June 11-15, 1986, Loew's Anatole, Dallas; June 10-14, 1987, Peachtree Plaza, Atlanta, and June 8-12, 1988, Bonaventure, Los Angeles.

**June 6-12**—*Montreux 1985*, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

**June 8-12**—*American Advertising Federation* national convention. J.W. Marriott, Washington. Future convention: June 14-18, 1986, Hyatt Regency Chicago.

**Aug. 4-7**—*Cable Television Administration and Marketing Society* 11th annual conference. Fairmont hotel, San Francisco.

**Aug. 8-Sept. 14**—Space WARC, first of two ses-

sions to develop plan for space services in geostationary orbital arc. Some 150 countries expected to attend. Second session of *World Administrative Radio Conference* scheduled for October 1988. Geneva.

**Aug. 25-27**—Eastern Cable Show, sponsored by *Southern Cable Television Association*. Georgia World Congress Center, Atlanta.

**Sept. 11-14**—Second annual Radio Convention and Programming Conference, jointly sponsored by *National Association of Broadcasters* and *National Radio Broadcasters Association*. Dallas Convention Center, Dallas.

**Sept. 11-14**—*Radio-Television News Directors Association* international conference. Opryland, Nashville. Future convention: Sept. 10-13, 1986, Anatole, Dallas.

**Sept. 18-20**—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609)848-1000.

**Oct. 27-Nov. 1**—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Convention Center, Los Angeles.

**Nov. 10-13**—*Association of National Advertisers* annual meeting. Boca Raton hotel, Boca Raton, Fla.

**Nov. 20-22**—*Television Bureau of Advertising* 31st annual meeting. Anatole, Dallas. Future meetings: Nov. 17-19, 1986, Century Plaza, Los Angeles, and Nov. 18-20, 1987, Washington Hilton, Washington.

**Dec. 4-6**—Western Cable Show, sponsored by *California Cable Television Association*. Anaheim Convention Center, Anaheim, Calif.

**Jan. 4-8, 1986**—*Association of Independent Television Stations* 13th annual convention (tentative).

**Jan. 17-22, 1986**—*NATPE International* annual convention. New Orleans Convention Center, New Orleans. Future convention: Jan. 24-27, 1987, New Orleans.



# VOLUME 25

Warner Bros. Television Distribution  
A Warner Communications Company



**GTE**

# GTE announces satellite bandwidths

## Introducing **SPACENET II**

GTE has launched the second of five satellites providing the most comprehensive range of U.S. domestic satellite communications transmission services ever offered. The three SPACENET<sup>SM</sup> and two GSTAR<sup>®</sup> satellites meet specific requirements of video, voice and data users.

A wide array of choices allow you to tailor transmission services to your needs. Consider your choices:

- Services—Full time or occasional use
- Frequencies—C or Ku-band
- Bandwidths—36 MHz, 54 MHz, 72 MHz or partial transponders
- Coverage Patterns—48 State, 50 State, 48 State and Puerto Rico, Regional Beams, Spot Beams
- Power Amplifiers—8.5, 16, 20 or 27 watts

GTE satellites will be used by a variety of customers including ACTS Satellite Network and the Sunday School Board of the Southern Baptists, Bonneville, EFC Satellite Services, GTE Sprint Communications and Argo Communications. These satellites meet the growing requirements for telecommunications services ranging from a single telephone circuit to multiple video channels.

Now you can explore the limitless possibilities of the widest range of satellite bandwidths and frequencies ever offered. GTE is your satellite connection for cost-efficient voice and data transmission, broadcasting (from a single event up to 24-hours per day), and corporate teleconferencing nationwide. Call for information on our customized transmission services.

## **GSTAR I**

To be launched early 1985

Coverage: 48 State, 50 State, Regional Beams or Concentrated Spot Beams for Ku-Band.



**NOW IN  
SERVICE**

## **SPACENET I**

Coverage: 50 State for C-Band,  
48 State for Ku-Band.



# Spacenet

## the widest choice of and frequencies ever.

### *Redefining the Space Race in Communications*

For more information contact:  
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1700 Old Meadow Road  
Suite 500  
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(703) 790-7700

GSTAR Satellites  
Marketing Dept.  
GTE Satellite Corporation  
1700 Old Meadow Road  
Suite 300  
McLean, VA 22102  
(703) 790-7700



**Satellite  
Communications**

#### **GSTAR II**

To be launched late 1985

Coverage: 48 State, 50 State,  
Regional Beams or  
Concentrated Spot Beams for  
Ku-Band.

#### **SPACENET III**

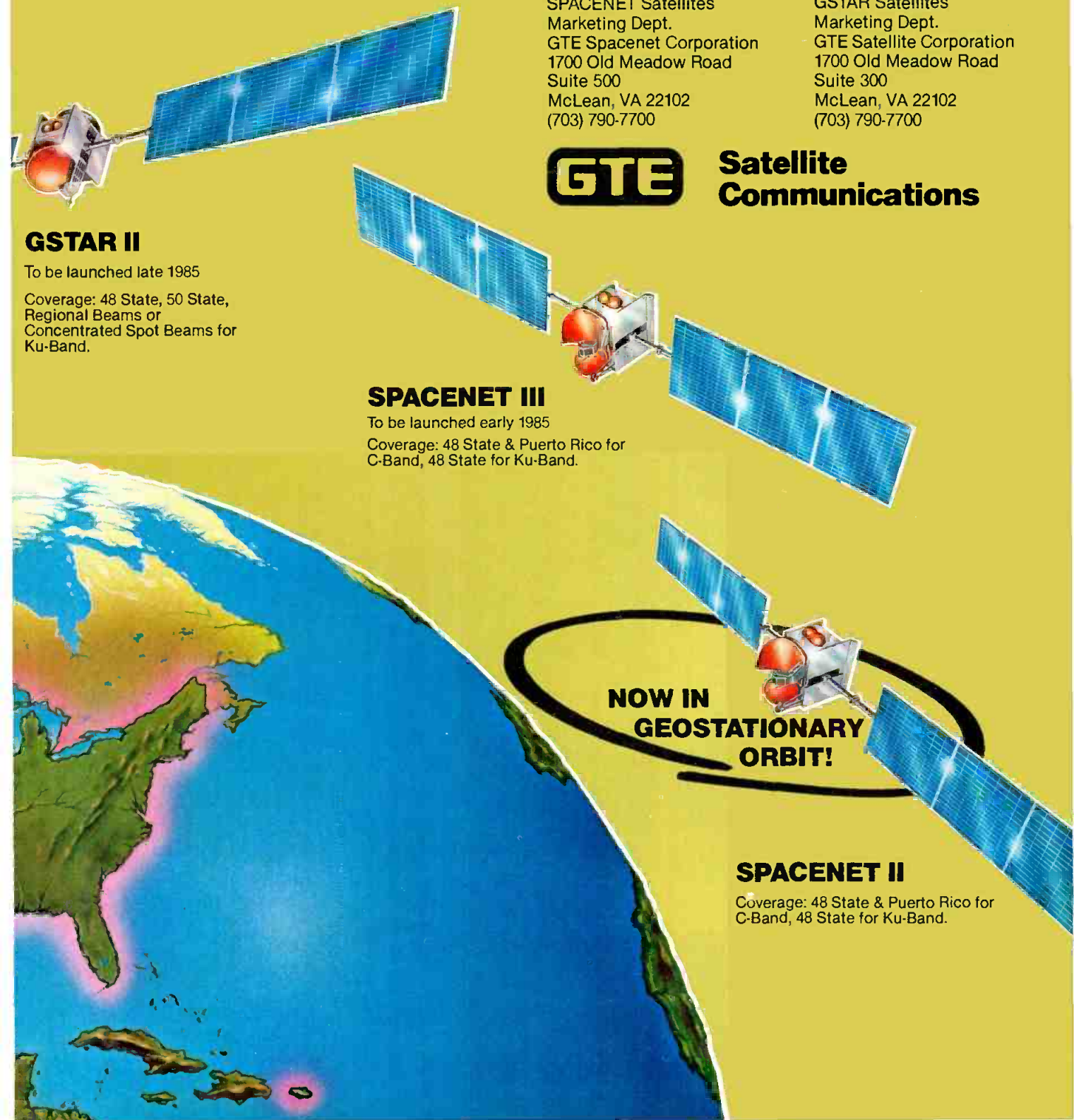
To be launched early 1985

Coverage: 48 State & Puerto Rico for  
C-Band, 48 State for Ku-Band.

**NOW IN  
GEOSTATIONARY  
ORBIT!**

#### **SPACENET II**

Coverage: 48 State & Puerto Rico for  
C-Band, 48 State for Ku-Band.



New Law—A New Era," seminar sponsored by *Legal Times* and *Law & Business Inc./Harcourt Brace Jovanovich Publishers*. Madison hotel, Washington. Information: (201) 472-7400.

**Feb. 8**—"The New Technologies: Changes and Challenges in Public Relations," seminar hosted by *Media Institute*. Sheraton Grande hotel, Los Angeles.

**Feb. 8-10**—*National Radio Broadcasters Association's* second radio sales university. Tampa Airport Hilton, Tampa, Fla.

**Feb. 9**—"The Made-for-TV Movie: An Intensive Workshop," 12-week course offered by *Global Village Video Study Center*. Global Village headquarters, New York. Information: (212) 966-7526.

**Feb. 10-13**—*Arbitron Television Advisory Council* meeting. Marriott's Rancho Las Palmas, Rancho Mirage, Calif.

**Feb. 11**—Reunion of DuMont Television Network, which disbanded in 1955. Museum of Broadcasting (reception), New York.

**Feb. 11-12**—*Western Educational Society for Telecommunications* 14th annual conference, focusing on public broadcasting, educational institutions, interactive video and industrial production, foundations and commercial production agencies. Holiday Inn Civic Center, San Francisco.

**Feb. 12**—*Illinois Broadcasters Association* sales caravan. Southern Illinois University, Carbondale, Ill.

**Feb. 12**—Presentation of 1985 Heart to Child Humanitarian Award. Recipient: Robert Bennett, president, Metromedia. Waldorf Astoria, New York.

**Feb. 12**—*West Virginia Broadcasters Association* sales seminar. Marriott hotel, Charleston, W. Va.

**Feb. 12-13**—*Wisconsin Broadcasters Association* annual winter convention and legislative reception/dinner. Concourse hotel, Madison, Wis.

**Feb. 13**—*Golden Jubilee Commission on Telecommunications* first conference, "The Impact of Government Regulation on the Introduction of New Telecommunications Technologies." Luncheon speaker: Representative John Dingell (D-Mich.). Mayflower hotel, Washington. Information: (202) 955-4687.

**Feb. 13**—*Illinois Broadcasters Association* sales

caravan. Sangamon State University, Springfield, Ill.

**Feb. 13**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: lobbying. National Association of Broadcasters, Washington.

**Feb. 13**—*Ohio Association of Broadcasters* Toledo managers' luncheon. Toledo Club, Toledo, Ohio.

**Feb. 13**—*West Virginia Broadcasters Association* sales seminar. Ramada Inn, Morgantown, W. Va.

**Feb. 13-May 8**—"The Video Marketplace: A Comprehensive Examination," program offered by *New York University, School of Continuing Education*. NYU campus, New York.

**Feb. 14**—*Illinois Broadcasters Association* sales caravan. Bradley University, Peoria, Ill.

**Feb. 14-17**—*Howard University's* 14th annual communications conference, "Communications and Development." Howard University campus, Washington.

**Feb. 15**—*Illinois Broadcasters Association* sales caravan. Brandywine Inn, Dixon, Ill.

**Feb. 15**—Deadline for entries in Clarion Awards, sponsored by *Women in Communications*. Information: WICI, P.O. Box 9561, Austin, Tex., 78766.

**Feb. 15-16**—*Society of Motion Picture and Television Engineers* 19th annual television conference. St. Francis hotel, San Francisco.

**Feb. 16**—"A Field Guide to the Electronic Media," course offered by *New York University, School of Continuing Education*. NYU campus, New York.

**Feb. 18**—Deadline for entries in Athens International Film Festival, sponsored by *Athens Center for Film and Video*. Athena Cinemas, Athens, Ohio.

**Feb. 19**—*Ohio Association of Broadcasters* general sales workshop. Hilton Inn East, Columbus, Ohio.

**Feb. 20**—Deadline for entries in *International Reading Association's* Broadcast Media Awards for "outstanding television and radio programming related to reading, literacy or promotion of the lifetime reading habit." Information: (302) 731-1600.

**Feb. 21**—16th National Abe Lincoln Awards, sponsored by *Southern Baptist Radio and Television Commission*. Will Rogers Memorial Center, Fort Worth. Infor-

## Errata

It was incorrectly reported in "Cablecastings" Jan. 21 that Showtime/The Movie Channel had exclusive licensing agreement with Universal Pictures for five Alfred Hitchcock films. Home Theater Network also has rights to films.

□

**WTC-AM-FM contributed \$80,000** to Save the Children Federation, not \$8,000 as reported in Jan. 7 story, "Airwaves used to aid needy." Total has since reached \$90,000.

□

Correct name of new association for low-power television stations is **Community Broadcasters Association**, not Community Broadcasters of America, as reported in Jan. 21 issue.

mation: (817) 737-4011.

**Feb. 21**—*Ohio Association of Broadcasters* Cleveland managers' luncheon. Bond Court hotel, Cleveland.

**Feb. 21-22**—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Century Plaza, Los Angeles.

■ **Feb. 21-22**—"Plugging into cable television," seminar designed to help nonprofit organizations utilize local cable channels, sponsored by *National Federation of Local Cable Programers*. National Education Association building, Washington. Information: (202) 544-7272.

**Feb. 22-24**—*Oklahoma Association of Broadcasters* annual winter meeting. Sheraton Kensington, Tulsa, Okla.

**Feb. 25-26**—*National Cable Television Association* board meeting. Key Biscayne hotel, Key Biscayne, Fla.

**Feb. 25-27**—*Television Bureau of Advertising/Sterling Institute* managing sales performance program for sales managers. Sahara, Las Vegas.

**Feb. 25-27**—"Forging a Global Telecommunications Strategy," national policy conference sponsored by *Georgetown University, Center for Strategic and International Studies*. International Club, Washington. Information: (202) 293-9151.

**Feb. 26**—*Pennsylvania Association of Broadcasters* winter conference and Gold Medal dinner. Marriott Inn, Harrisburg, Pa.

**Feb. 27**—*American Women in Radio and Television, Washington chapter*, bi-annual salute to new members of Congress. Russell Senate Office Building, Caucus Room, Washington.

**Feb. 27**—*Television Bureau of Advertising* regional sales training conference. Americana Dutch Resort, Orlando, Fla.

■ **Feb. 27-28**—*American Women in Radio and Television* biannual public affairs seminar. Speakers include Representatives Nancy Johnson (R-Conn.), Pat Schroeder (D-Colo.), Mickey Leland (D-Tex.) and former FCC Commissioner Anne Jones. Hyatt Regency Capitol Hill, Washington. Information: (202) 296-0008.

## March

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

**March 7-9**—16th annual Country Radio Seminar, sponsored by *Country Radio Broadcasters Inc.* Opryland hotel, Nashville.

**March 8**—*International Radio and Television Society* 45th anniversary/Gold Medal banquet, honoring Ralph Baruch, chairman, Viacom International. Waldorf Astoria, New York.

**March 13**—*American Women in Radio and Television* 10th annual Commendation Awards luncheon. Awards to be presented by actress Loretta Swit. Waldorf-Astoria, New York.

**March 14-15**—*Oklahoma AP Broadcasters* annual

## Stay Tuned

A professional's guide to the intermedia week (Jan. 28-Feb. 3)

**Network television** □ **ABC:** *The American Music Awards*, Monday 8-11 p.m.; *Starcrossed* (sci-fi drama), Thursday 8-10 p.m.; *The Bollo Caper* (animated adventure), Saturday noon-12:30 p.m.; "Firefox" (Clint Eastwood picture), Sunday 8-11 p.m. **CBS:** *Night Heat\** (detective series), Thursday 11:30 p.m.-12:35 a.m. **NBC:** *Earth's Final Fury* (drama), Monday 8-11 p.m.; *The Verdict* (drama), Sunday 9-11 p.m. **PBS** (check local times): *The Living Planet: A Portrait of the Earth\** (documentary series), Sunday 7-8 p.m.

**Network radio** □ **ABC Radio Network:** *Black America: A Living History\** (28-part series), Monday 4 p.m.; *The Baby Panic: Postponing Parenthood* (news documentary), Thursday 2 p.m.

**Cable** □ **Arts & Entertainment:** *Open All Hours\** (comedy series), Sunday 8-8:30 p.m.; *Roger Doesn't Live Here Anymore\** (comedy series), Sunday 8:30-9 p.m. **The Disney Channel:** *SuperTed\** (animated series), 11:30-11:46 a.m. **Lifetime:** *Smart Money\** (money management series), weekdays 6-7 p.m. **The Nashville Network:** *The Peter Starr Motorcycle Show\** (half-hour sports series), Sunday 10:30 a.m., 3:30 p.m. and 8:30 p.m. **Wtbs Atlanta:** *The Spirit of '85* (celebration of U. of Ga.'s bicentennial), Sunday 1:50-2:20 p.m.; *Richard Petty: Countdown to 200* (sports special), 2:25-2:55 p.m. **USA Network:** *Flesh and Blood* (two-part mini-series), Monday and Tuesday 8-10 p.m.

**Museum of Broadcasting** □ *CBS Professional Basketball Team*, seminar on TV production of pro basketball with Brent Musburger, announcer and managing editor of CBS's *NFL Today*, and Tom Heinsohn, CBS basketball analyst and former player and coach for Boston Celtics, Thursday 12:30-2 p.m.; *KTLA: West Coast Pioneer*, exhibition honoring independent television station KTLA Los Angeles, Feb. 1-March 15; *Hallmark Hall of Fame: A Tradition of Excellence*, examination of key role sponsor has played in development of programing, focusing on 14 dramatic themes, through April 18.

\*indicates premiere episode



# DAN INGRAM'S

## 40 TOP SATELLITE SURVEY

### A RED-HOT SUCCESS BECAUSE OF...

WWWD Albany, NY  
WABZ-FM Albemarle, NC  
WPRR-FM Altoona, PA  
WADZ-FM Americus, GA  
KLYD Bakersfield, CA  
WMAR-FM Baltimore, MD  
WIGY-FM Bath, ME  
KMAZ-FM Beatrice, NE  
WAYC Bedford, PA  
WGEZ Beloit, WI  
WWUS-FM Big Pine Key, FL  
WHLM-AM/FM Bloomsburg, PA  
WHTT-FM Boston, MA  
KBOZ-FM Bozeman, MT  
WYSL Buffalo, NY  
WKJF-FM Cadillac, MI  
WOFF-FM Camilla, GA  
WKAD-FM Canton, PA  
KKAZ-FM Cheyenne, WY  
WBBM-FM Chicago, IL  
WKRM Columbia, TN  
WKXL-FM Concord, NH  
WHUB-FM Cookeville, TN  
WYGO-AM/FM Corbin, KY  
WVSG Cornwall, NY  
WHIR Danville, KY  
WCZY-FM Detroit, MI  
KDCK-FM Dodge City, KS  
WGMK-FM Donaldsonville, GA  
KVMX-FM Eastland, TX  
WUFF-AM/FM Eastman, GA  
WECL-FM Elkhorn City, KY  
WLVI-FM Elmira, NY  
WJMX Florence, SC  
WQBZ-FM Fort Valley, GA  
WXXQ-FM Freeport, IL  
WZXM-FM Gaylord, MI  
WTBZ-FM Grafton, WV  
WJEJ Hagerstown, MD  
WTIC-FM Hartford, CT  
WASA Havre de Grace, MD

KQFM-FM Hermiston, OR  
WHKY-FM Hickory, NC  
KKBG-FM Hilo, HI  
WBLU-FM Hinesville, GA  
WMQT-FM Ishpeming, MI  
WTIB-FM Iuka, MS  
KJCK-FM Junction City, KS  
WKMI-FM Kalamazoo, MI  
WBPM-FM Kingston, NY  
WLAN-FM Lancaster, PA  
KLMS Lincoln, NE  
KKHR-FM Los Angeles, CA  
WKZZ-FM Lynchburg, VA  
WKMZ-FM Martinsburg, WV  
WAKH-FM McComb, MS  
WKCD-FM Mechanicsburg, PA  
WINZ-FM Miami, FL  
WCVM-FM Middlebury, VT  
WMIK Middlesboro, KY  
WKGL-FM Middletown, NY  
WSYY-AM/FM Millinocket, ME  
WBTT-FM Milwaukee, WI  
WBAM-FM Montgomery, AL  
WMOR-FM Morehead, KY  
WQXX-FM Morganton, NC  
WCLG-FM Morgantown, WV  
WPCN Mt. Pocono, PA  
WKCI-FM New Haven, CT  
WTIX New Orleans, LA  
WNPQ-FM New Philadelphia, OH  
WKTU-FM New York, NY  
WHMP-FM Northampton, MA  
WKHI-FM Ocean City, MD  
WMNS Olean, NY  
WJMA-AM/FM Orange, VA  
WHLY-FM Orlando, FL  
WIYD Palatka, FL  
WJLQ-FM Pensacola, FL  
WCAU-FM Philadelphia, PA  
WRCZ-FM Pittsfield, MA  
WKPL-FM Platteville, WI  
KQRR-FM Polson, MT  
KSKD-FM Portland, OR  
WAVT-FM Pottsville, PA  
WJJB-FM Poughkeepsie, NY

KQQQ-FM Pullman, WA  
WEKY Richmond, KY  
WXLK-FM Roanoke, VA  
WPXY-FM Rochester, NY  
KSIT-FM Rock Springs, WY  
WWMR-FM Rumford, ME  
WFXZ-FM Saginaw, MI  
KHTR-FM St. Louis, MO  
KISN-FM Salt Lake City, UT  
WCDO/WSID Sidney, NY  
WTOE Spruce Pine, NC  
WMCD-FM Statesboro, GA  
WQKX-FM Sunbury, PA  
WNTQ-FM Syracuse, NY  
WMGG-FM Tampa, FL  
WVTS-FM Terre Haute, IN  
WTGA-FM Thomaston, GA  
KELI-FM Tulsa, OK  
WUUU-FM Utica/Rome, NY  
KCAZ-FM Walnut Ridge, AR  
WARE Ware, MA  
KLEU Waterloo, IA  
WXLC-FM Waukegan, IL  
WBMB/WBMM West Branch, MI  
KNIN-FM Wichita Falls, TX  
KUKU Willow Springs, MO  
KUAD-FM Windsor, CO  
WWRW-FM Wisconsin Rapids, WI  
KYZZ-FM Wolf Point, MT  
WXLO-FM Worcester, MA  
WBZK, WDKZ York, SC

If you'd like to be part of this success contact David West in New York (212) 975-2097 or Steve Epstein in Los Angeles (213) 460-3547.

**RADI RADIO**  
The Programming Service  
with the CBS Difference

convention. Marriott, Tulsa, Okla.

**March 14-17**—First *NATPE International Production Conference*. New Orleans Hilton. Information: (212) 949-9890.

**March 15**—*Ohio Association of Broadcasters* Youngstown managers' luncheon. Youngstown Club, Youngstown, Ohio.

**March 15**—Deadline for entries in International Gold Medallion competition, sponsored by *Broadcast Promotion and Marketing Executives*. Information: BPME, department of telecommunications and film, San Diego State University, San Diego, 92182.

**March 15**—Deadline for entries in Samuel G. Engel International Television Drama Awards competition, sponsored by *Michigan State University*. Information: (517) 355-8372.

**March 15-16**—International satellite and cable television communications law symposium sponsored by *UCLA Communications Law Program and International Bar Association*. Speakers include Richard Colino, Intelsat; Mimi Dawson, FCC commissioner; Fred Landman, Panamsat. Schoenberg Hall, UCLA, Los Angeles. Information: Charles Firestone, (213) 825-6211.

**March 15-17**—*Intercollegiate Broadcasting System* national convention. Washington Hilton, Washington.

**March 19**—*Television Bureau of Advertising* regional sales training conference. Sheraton Inn (Airport), Portland, Ore.

**March 20**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: station management/ownership. National Association of Broadcasters, Washington.

**March 21**—*International Radio and Television Society* newsmaker luncheon, featuring Brandon Tartikoff, NBC; Lew Erlicht, ABC, and Bud Grant, CBS. Waldorf-Astoria, New York.

**March 21**—*Television Bureau of Advertising* regional sales training conference. Meridian (downtown), San Francisco.

**March 21-23**—*New Mexico Broadcasters Association* annual convention. Guest: CBS's Van Gordon Sauter. Inn at Loretto, Santa Fe, N.M.

**March 26**—*Academy of Television Arts and Sciences* forum luncheon with Merrill Panitt, editorial director, *TV Guide*. Century Plaza, Los Angeles. Information: (818) 506-7880.

**March 26**—*Television Bureau of Advertising* regional sales training conference. Amfac (West Tower), Dallas.

**March 26-27**—*Cabletelevision Advertising Bureau's* fourth annual cable advertising conference. Sheraton Center, New York.

**March 26-27**—*Pennsylvania Association of Broadcasters* visit to Congress. Washington.

**March 27-28**—*Illinois Broadcasters Association* spring meeting and awards banquet. Convention Center, Springfield, Ill.

**March 27-29**—*Telocator Network of America* semiannual meeting. Loew's Anatole hotel, Dallas.

**March 27-31**—*Alpha Epsilon Rho, National Broadcasting Society*, 43d annual convention. Opryland hotel, Nashville.

**March 28**—*Television Bureau of Advertising* regional sales training conference. Atlanta Hilton (downtown), Atlanta.

## April

**April 1**—Deadline for entries in Major Armstrong Awards for excellence and originality in radio broadcasting, sponsored by *Armstrong Memorial Research Foundation* with cooperation of *National Radio Broadcasters Association*. Information: Munire Terpis, Armstrong Foundation, Room 1342A S.W. Mudd Building, Columbia University, New York, N.Y., 10027; (212) 280-8703.

■ **April 1**—Deadline for entries in *International Radio Festival of New York*. Information: International Radio Festival, 246 West 38th Street, New York, 10018.

**April 1-3**—*SPACE/STTI (Society for Private and Commercial Earth Stations/Satellite Television Technology Inc.)* show. MGM Grand, Las Vegas. Information: (703) 549-6990.

**April 3**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washing-*

*ton chapter*. Topic: public relations. National Association of Broadcasters, Washington.

**April 5-6**—Seventh annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

**April 8-9**—32d annual Unity Awards in Media (UAIM), recognizing excellence in media reflecting "accurate exposure of minorities and disabled persons," sponsored by *Lincoln University*. Lincoln campus, Jefferson City, Mo. Information: (314) 636-6041.

**April 10**—Presentation of *Women in Communications's* Matrix Awards. Waldorf-Astoria, New York.

**April 14-17**—*National Association of Broadcasters* 63rd annual convention. Las Vegas Convention Center, Las Vegas.

**April 14-20**—INPUT '85, international public television screening conference, hosted by *Institut National de la Communication Audiovisuelle*. New International Trade Center, Marseille, France. Information: (33) 1-347-63-85; INA, 193, rue de Bercy, 75582 Paris Cedex 12, France.

**April 16**—*Academy of Television Arts and Sciences* forum luncheon with Elton Rule, partner, Rule/Starger Co. Century Plaza, Los Angeles. Information: (818) 506-7880.

**April 19-21**—*California AP Television-Radio Association* 38th annual convention. Monterey Sheraton, Monterey, Calif. Information: Rachel Ambrose, (213) 746-1200.

**April 20-25**—20th annual *MIP-TV*, international TV program marketplace. Palais des Festivals, Cannes, France.

**April 21-23**—*West Virginia Broadcasters Association* spring meeting. Marriott hotel, Charleston, W. Va.

## Open Mike

### Garbled message

EDITOR: The informant for your story on the National Association of Broadcasters radio board discussion of a possible "union" with the National Radio Broadcasters Association (BROADCASTING, Jan. 21) obviously couldn't understand plain Cajun. Otherwise, I wouldn't have been so badly misquoted as saying of the NRBA, "...we don't need 'em." Hell, I am one of 'em, an NRBA member since NAFMB days.

What I did was suggest we proceed with caution before rushing pell mell into the bridal chambers until the bride at least has time to prepare. In the meantime, it wouldn't be a bad idea to determine why NAB members who also belong to the NRBA are willing to continue supporting it with their dues.

I think it would be just fine for Eddie Fritts and Bernie Mann to continue to talk even if the talk includes "marriage." In fact, they're welcome to do it over boiled crayfish when they're both at our Louisiana Association of Broadcasters convention in Lafayette next month. BROADCASTING is welcome, too. I "garantee" you'll at least learn what to do with the heads and tails of crayfish.—Raymond Saadi, vice president-general manager, KHOM(FM)-KTIB(AM) Houma, La.

**April 21-24**—13th annual *Telecommunications Policy Research Conference*, Equity: Social and Economic Issues." Airlie House, Airlie, Va. Information: (413) 549-4600.

**April 24**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**April 24**—Presentation of *Ohio State Awards*, for "excellence in educational, informational and public affairs programming." Awards administered by Ohio State University's WOSU-AM-FM-TV Columbus, Ohio. National Press Club, Washington.

**April 24-26**—*Ohio Association of Broadcasters* spring convention. Kings Island Resort Inn, north of Cincinnati.

**April 25**—*Marist College* presentation of Lowell Thomas Award to outstanding broadcaster. Helmsley Palace, New York.

**April 26-28**—*Texas AP Broadcasters* annual convention and awards banquet. La Mansion, Austin, Tex.

**April 27-May 2**—*Pennsylvania Association of Broadcasters* executive conference. Belmont Golf and Beach Club, Bermuda.

## May

**May 3-5**—*Illinois News Broadcasters Association* spring meeting. Hilton, Springfield, Ill.

**May 5-8**—*ABC-TV* annual affiliates meeting. New York Hilton, New York.

**May 7-11**—*American Women in Radio and Television* 34th annual convention. New York Hilton, New York.

**May 8-15**—25th Golden Rose of Montreux Television Festival, organized by *Swiss Broadcasting Corp.* and *city of Montreux*, for light entertainment programs (music, comedy, variety), which can be submitted by independent producers and national broadcasting organizations. Montreux, Switzerland.

**May 11-15**—*Broadcast Financial Management Association/Broadcast Credit Association* 25th annual conference. Palmer House, Chicago.

**May 12-15**—*NBC-TV* annual affiliates meeting. Century Plaza, Los Angeles.

**May 13-16**—High Definition Television Colloquium, "Progress in HDTV, EDTV and Other Improved Television Systems," sponsored by *Government of Canada*. Ottawa Congress Center, Ottawa, Ontario. Information: Secretariat HDTV, 1138 Sherman Drive, Ottawa, Ontario, K2C 2M4; (613) 224-1741.

**May 14**—"Women at the Top," series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: associations. National Association of Broadcasters, Washington.

**May 14-15**—LPTV West, West Coast conference and exposition for low power television, sponsored by *National Institute for Low Power Television*. Westin Bonaventure, Los Angeles.

**May 15-18**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 15-18**—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. St. Francis hotel, San Francisco.

**May 16**—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

**May 17-19**—*American Public Radio* annual meeting. Westin hotel, Vail, Colo.

■ **May 18-22**—Fourth international conference on television drama, including presentation of Samuel G. Engel Awards, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

**May 19-22**—*CBS-TV* annual affiliates meeting. Fairmont hotel, San Francisco.

**May 19-22**—Fourth International Conference on Television Drama, sponsored by *Michigan State University*. MSU campus, East Lansing, Mich.

**May 19-23**—*National Public Radio* annual convention. Marriott City Center, Denver.

**May 24**—*Academy of Television Arts and Sciences* forum luncheon with Robert Bennett, senior VP, television broadcasting and production, Metromedia Inc. Century Plaza, Los Angeles. Information: (818) 506-7880.

**May 27-June 1**—27th American Film Festival, docu-



A black and white close-up portrait of actress Joan Collins. She has dark, voluminous, curly hair and is looking directly at the camera with a serious expression. She is wearing a light-colored, possibly white, garment with a lace or ruffled detail visible on her shoulder.

# ***Nineteen Ways To Pick Up Women***

## ***She's A Lady***

Joan Collins is just one of the stars featured in "She's A Lady", a package of nineteen major motion pictures for and about women.

**ALMI TELEVISION®**

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

mentary, short film and video festival sponsored by *Educational Film Library Association*. Roosevelt hotel, New York. Information: (212) 227-5599.

**May 28-31—Public Telecommunications Financial Management Association** annual conference. Hyatt Regency, New Orleans. Information: (803) 799-5517.

**May 30-June 1—International Visual Communication Conference**, sponsored by *University of Pennsylvania's Annenberg School of Communications*. Hilton hotel, Philadelphia. Information: (215) 898-7037.

## June

**June 2-5—JCPenney-University of Missouri** television workshop. School of journalism, UM, Columbia,

Mo. Information: (314) 882-7771.

**June 6-8—Iowa Broadcasters Association** annual convention. Cedar Rapids, Iowa.

**June 6-9—Broadcast Promotion and Marketing Executives/Broadcast Designers Association** annual seminar. Hyatt Regency, Chicago.

**June 6-12—Montreux 1985**, 14th International Television Symposium and Technical Exhibition. Montreux, Switzerland. Information: P.O. Box 97, CH-1820 Montreux, Switzerland.

**June 9-12—Missouri Broadcasters Association** spring meeting. Rock Lane Lodge on Table Rock Lake, Branson, Mo.

**June 10—Presentation of Monitor Awards of Videotape**

*Production Association*. Lincoln Center, New York State Theater, New York.

**June 10-12—Fourth annual International Radio Festival of New York**, radio program competition. Sheraton Center hotel, New York. Information: (914) 238-4481.

**June 12—International Radio and Television Society** annual meeting and Broadcaster of the Year luncheon. Waldorf-Astoria, New York.

**June 12—"Women at the Top,"** series sponsored by *American Women in Radio and Television, Washington chapter*. Topic: programing management. National Association of Broadcasters, Washington.

**June 12—Ohio Association of Broadcasters** sales workshop. Columbus Marriott Inn North, Columbus, Ohio.

# Monday Memo

A cable television commentary from Peter Sokoloff, Cable Investments Inc., Englewood, Colo.

## Treasury's tax plan deserves a look

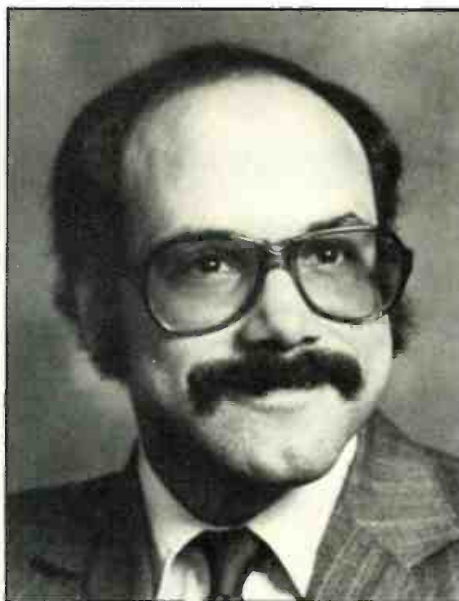
Recently, many of the nation's industries have been up in arms over Donald Regan's flat-tax proposals. A great debate is in the formation, the conclusion of which may shake the very foundations of American finance and investment policies.

The Western Cable Show provided a forum for many industry leaders to air their views. Most of the comments I heard were negative. Fearful cable executives and analysts were pronouncing doomsday prophecies. One noted analyst predicted that the cable industry would be ruined financially by the Treasury Department's proposals. The argument is that a capital-intensive industry such as ours could not sustain construction and acquisitions without the allure of tax write-offs to entice funds by tempering the risk of investment.

Wait a minute. The underlying desire for a fair tax system is a noble and valid cause. The fact that our Treasury secretary has put forth a plan and our President may very well endorse some version of it points out the American people's desire for a more equitable national tax policy. With this in mind, I believe it is incumbent upon us as intelligent businessmen and concerned Americans to provide our national leaders with visionary, rather than reactionary, input.

All capital-intensive industries would be affected by the new tax proposals. Methods of providing investment return that depend upon tax avoidance to make them marketable in today's economy would suffer. There is little question that the limited partnership method of raising capital by ameliorating risk through write-off would not survive in an equitable tax system. Faced with virtually no large-scale write-off capabilities, the wealthy investor would be forced to pay taxes. Yet, the investor's primary goal of increasing net worth would not change.

To continue to accumulate wealth, investors would have to review their investments from a risk and reward perspective rather than the convoluted "government takes the risk" strategy that every industry under the sun has sought for itself since the idea of a



Peter A. Sokoloff is senior vice president of Cable Investments Inc., an investment and brokerage firm based in Englewood, Colo. He is responsible for financial analysis, data processing, administration and marketing. Prior to joining the company in October 1982, he served as director of support services for Daniels & Associates.

government-stimulated economy appeared earlier in this century.

In a functioning and vital economy, we should question whether permanent government incentives are truly necessary to stimulate investor interest and economic growth.

Then there is the argument that without government incentive, new companies and industries would not be generated. Research and development would not occur. Unproved ideas would not have the opportunity to reach the marketplace. To those who believe this I respectfully submit that they should examine today's realities. Truly risky investments are made by the zealous entrepreneur who puts his home and family on the line, the heavy hitter investor or corporation who can afford to roll the dice and the dying industry firm that requires a bold initiative to save itself. No tax reform will stifle that kind

of determination. American ingenuity and free enterprise will never be destroyed by lack of government supports.

I suggest that the cable industry can successfully compete for capital on the basis of risk and reward with any investment in the market. Cable television has been, and will continue to be, a good investment. There are financial instruments such as bonds, IRA's, subordinated debentures and equity programs that would be unaffected by tax reform. A creative Wall Street would dream up hundreds of new methods to attract capital and make money for investors while learning to play by the new rules.

There would certainly be fallout from reforms felt in our industry. Heavily tax-oriented transactions that fail to fully consider a responsible return would not survive. The large public-blind-pool limited partnerships that use tax benefits, combined with only a marginal cash-on-cash return, to create an acceptable level of return for the unsophisticated investor, would succumb. Because these partnerships have lower real return on investment expectations than other acquisition forces in the marketplace, they sometimes pay higher prices and thus inflate system values. We in the cable industry should recognize that the restriction of tax savings considerations would cause correction in these values.

I believe that the downward pressure on cash flow multiples caused by withdrawal of write-off possibilities would be offset by upward pressure caused by the Cable Telecommunications Policy Act and the general maturation of the industry. Investor confidence in cable is increasing. We should look forward to some day taking our place alongside utilities as a low-risk, reasonably high-yield investment. The sizzle of cable and its special allure to the public at large make the comparison with a utility a poor one, but the public's recognition of cable as a low-risk investment is moving closer to reality.

An equitable tax system is a worthy goal and not out of reach. As the great flat-tax debate continues, let us consider carefully the ramifications, giving credence not only to the preservation of our industry but also to the greater good of the American economy.



# Now you can show "R" movies even a mother could love.

Introducing "No Restrictions," 13 sizzling first-run features, including "Terror," "The Teacher" and "French Quarter."

We've specially edited each film so you can play it any time, for any audience.

And, if you want more of the original



theatrical version, you can follow our edit notes to customize each feature.

Put back more action, more suspense, more terror, more titillation to maximize ratings in your later time periods. The choice is up to you.

"No Restrictions." It's pure entertainment, any way you look at it.

## NO RESTRICTIONS



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931 North Cole Avenue  
Hollywood, CA 90038-2675  
(213) 469-2102

Number

1





# in New York and 30 other markets!

MARKET	STATION	M-F TIME PERIOD	TIME PERIOD RANK	RATING/ SHARE
Albuquerque	KOB-TV	4PM	# 1	6/21
Atlanta	WSB-TV	4PM	# 1	5/23
Austin	KTBC-TV	4PM	# 1	6/22
Beckley-Bluefield	WVVA-TV	5PM	# 1	12/38
Charleston-Huntington	WSAZ-TV	5PM	# 1	14/33
Columbia, (S.C.)	WIS-TV	4PM	# 1	10/32
Columbia-Jefferson City	KRCG-TV	4PM	# 1	7/23
Fargo	KTHI-TV	3:30PM	# 1	6/23
Gainesville	WCJB	5PM	# 1	11/31
Greenville-New Bern	WCTI-TV	4PM	# 1	11/31
Greenwood	WABG-TV	3:30PM	# 1	15/42
Johnstown	WJAC-TV	5PM	# 1	7/20
Knoxville	WBIR-TV	4:30PM	# 1	9/27
Laredo	KGNS-TV	4PM	# 1	11/27
Lexington	WTVQ-TV	4PM	# 1	11/26
Madison	WISC-TV	4PM	# 1	5/26
Meridian	WTOK-TV	4PM	# 1	23/57
Monroe	KNOE-TV	5PM	# 1	16/45
Montgomery	WSFA-TV	3:30PM	# 1	17/37
New York	WNEW-TV	4:30PM	# 1	8/16
Norfolk	WTKR-TV	4PM	# 1	7/22
Roanoke	WDBJ-TV	4:30PM	# 1	11/38
Salisbury	WBOC-TV	5PM	# 1	9/24
Savannah	WTOC-TV	4PM	# 1	19/46
Shreveport	KSLA-TV	4PM	# 1	9/26
Tallahassee	WCTV	4:30PM	# 1	14/43
Terre Haute	WTHI-TV	5PM	# 1	7/23
Traverse City-Cadillac	WWTW	4PM	# 1	9/28
Tri Cities	WCYB-TV	4:30PM	# 1	19/47
Wichita Falls	KFDX-TV	5PM	# 1	5/19
Wilmington	WWAY	4PM	# 1	7/21

Source: Nielson Cassandra Nov. 1984.  
Time period rank based on DMA rating. Subject  
to qualifications of reports used.

# The Duke's Duke of Hazzard



Warner Bros. Television Distribution  
A Warner Communications Company





"It's been like this ever since we hired Selcom to rep us."

An exaggeration? Sure. But the truth is that Selcom station clients do indeed enjoy a substantial increase in the influx of commercial dubs.

With good reason.

Selcom salespeople are different. Masters of the tough sell, their goal is making every situation a growth situation. They're better qualified, better motivated and just plain better at what they do. And, since Selcom is part of the Selkirk Communications team, our salespeople get

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It's why we've increased the sales of our client stations from three million dollars in 1977 to fifty million dollars this year.

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A DIVISION OF SELKIRK COMMUNICATIONS, INC.

**Selcom Representation.**  
**The advantages will be obvious.**



# Broadcasting Jan 28

Vol. 108 No. 4

TOP OF THE WEEK

## Beer and wine ads: the gathering storm

**Anti-advertising forces may have found in Florida's Hutto their congressman to lead legislative fight; cable's a target too**

The drive to obtain a ban on beer and wine commercials on radio, television and cable continued to pick up steam last week. On Capitol Hill, a House member says he is considering introducing legislation, and a Senate subcommittee is preparing to hold a hearing on the matter next week (Feb. 7). In the meantime brewers and vintners are holding the line on their advertising strategies (page 32) and the cable industry is beginning to feel the heat (page 32).

Representative Earl Hutto (D-Fla.) announced on a Washington public affairs program, *Capital Edition*, produced by WDM-TV there, that he is "considering introducing legislation." Later, a spokeswoman for Hutto said the congressman "has not made up his mind." And Hutto, she said, has not decided what would go into the bill if he does introduce one. Hutto may reveal more about his intentions next week.

Project SMART (Stop Marketing Alcohol on Radio and Television), a coalition of citizen groups that have banded together to call for an end to the ads or to obtain equal time for counteradvertising, is considering holding a press conference on Feb. 4 and has asked Hutto to make a statement then. However, a SMART spokesman said the press conference, too, was "up in the air." The Senate hearing is "closing in on us," he said, and SMART may delay its press briefing.

Asked whether cable television would be in its sights in seeking a radio-TV advertising ban, SMART's George Hacker said yes. "We don't think there is a distinction between cable and broadcast television," he said (see story page 32).

Representative Hutto, who has owned and operated an advertising agency and served as sports director for several Florida TV stations, most recently WJHG-TV Panama City, Fla., is a deacon in the Baptist church. He told Washington viewers he is considering legislation. "I don't know exactly how it will be, whether it will be a total ban, partial ban, equal time or what have you. Our nation has a problem; it's time we admit it."

Furthermore, when "4-year-old kids go around singing beer commercials... we also understand many of our youngsters are turning from heroin or marijuana or what have you to alcohol. The time has come for us to do something," he said. But Donald Shea, president of the United States Brewers Association,

who joined Hutto on the show, said it was "inappropriate to ban a legal product from the airwaves, particularly if it can't be shown that there is a link." Shea stressed that measures to counter drunk driving are at their "zenith and a large part of that is due to the media," he said.

Nonetheless, Hutto argued, "if a ban is not going to cut down on consumption then you would think the brewing industry would not be opposed to this." He also noted that broadcasters have overcome the loss of revenue from the ban on cigarette advertise-

are expected to testify.

"A lot of attention has been focused on this but so far no one has bitten in terms of willingness to introduce legislation," said one Senate aide. A number of names have surfaced in connection with a ban on beer and wine ads, but none have officially confirmed an interest in the idea. Among those mentioned are Senator Frank Lautenberg (D-N.J.) and Representatives Howard Nielsen (R-Utah) and Don Edwards (D-Calif.). A spokesman in Edwards's office said the congressman does not intend to introduce any legislation. He has, however, been interested in the issue for a number of years, the spokesman said. In 1983, Edwards called on 13 of the major brewers to ask them to voluntarily refrain from advertising to "entice young people to drink."

As one communications lobbyist observed, it looks as if "SMART is having trouble finding someone to introduce legislation." Any measure offered would likely be referred to the Commerce Committees in either chamber. At present, neither committee has said it will hold hearings on the issue, although the House Telecommunications Subcommittee is investigating the matter. Over the last 13 weeks the subcommittee staff has held a series of meetings with the interested parties. "We've been trying to get data on anything that will shed light on whether there is a causal relationship," said Tom Rogers, senior counsel to the subcommittee. Rogers said that, so far, there has been a lack of solid data and that the staff is planning to look at statistical data from other countries that have a ban on the ads.

The threat of a ban, said David Aylward, the subcommittee's chief counsel, presents a difficult set of choices for broadcasters. "If the NAB [National Association of Broadcasters] board decided its number-one priority was preventing a prohibition on beer and wine commercials from passing Congress, its second priority is must-carry and apparently its third priority is getting rid of comparative renewal. Those are three mutually exclusive priorities. If the board tries to push all three at one time it's going to get into a very difficult situation. If there is a vehicle rolling through Congress that gives broadcasters something that they want it will be a lot easier for those members, Hutto or others, to add amendments to that and say: 'Look, the broadcasters are getting a lot of deregulation here, but they are doing something bad over here.'"

In a related matter, a federal advisory committee is recommending to Health and



SMART's Hacker



Representative Hutto

ments. And the congressman urged brewers and broadcasters to "get together and decide it's not good to do this. Otherwise we might have some legislation." Shea said he thought there would definitely be hearings. And he hopes the issue is "decided on the merits of the case rather than the emotionalism."

In the Senate, Paula Hawkins (R-Fla.), chairman of the Subcommittee on Alcoholism and Drug Abuse, is planning to hold a hearing, but does not seem to be leaning toward a legislative solution. Although a witness list was not available, three panels—one composed of witnesses from the administration, another of representatives of the advertising, beer and wine and broadcasting industries, and one panel of citizen groups—

Human Services Secretary Margaret Heckler a total ban on cigarette advertising and promotion. The National Advisory Council on Drug Abuse voted 9 to 1 to urge Congress and the administration to implement legislation eliminating advertising of cigarettes altogether. Such advertising was banned from the broadcast media in 1971. □

## Ad ban would have major impact on cable programmers

**Some would be hurt more than others, but all agree impact would be felt**

It's not just broadcasters who are concerned about a threatened ban on beer and wine advertising and the loss of a large portion of their annual advertising revenues. The basic (advertiser-supported) cable services are also worried and, it seems, with good reason.

"If we are advising someone who is drafting legislation [that would ban advertising on radio and television]," said George Hacker, who heads the coalition of public-interest groups that is spearheading the grassroots drive for the ban, "we would advise them that they include cable. We don't think there is a distinction between cable and broadcast television."

The National Cable Television Association would oppose any restriction, said President Jim Mooney. Mooney said NCTA is keeping watch on the issue but had not made it a priority like the broadcasting industry. "We make our priorities according to not only the degree of interest but the degree of real and present danger. I don't know yet if there is a real and present danger. We are keeping watch on it. We would be derelict if we did not," Mooney said.

According to Bob Alter, president of the Cabletelevision Advertising Bureau, the impact of such a ban on cable would be as hard as it would be on broadcast. "It would have a definite negative impact," he said. "It would be devastating." He estimated that between \$25 million and \$30 million of the \$725 million the cable industry hopes to derive in national and local advertising revenues in 1985 will come from the beer and wine industries.

The impact would not be equally felt in the cable industry. Basic networks, such as ESPN and superstation WTBS(TV) Atlanta, which schedule a lot of sports and are laden with beer commercials, would be hardest hit.

A spokesman for ESPN, the all-sports network owned principally by ABC, said the network is in the final year of an exclusive five-year, \$25-million advertising contract with Anheuser-Busch, the large St. Louis-based brewer. Industry estimates put ESPN's annual advertising revenue at around \$60

million. The spokesman said the network had no comment about the impact of a ban or what it planned to do to prevent it.

About one-third of WTBS's sports advertising comes from the beer and wine industries, according to a spokesman for Turner Broadcasting System. WTBS, which is distributed nationally via satellite and cable, is trying to be an alternative to the three broadcast networks, said TBS General Counsel Bob Ross. The loss of beer and wine advertising would have "a very significant adverse effect" on its effort. Ross is monitoring the situation on the federal and state level. "It's conceivable that the state legislatures could take it up," he said.

Although the USA Network has been moving further and further into general entertainment programming, one-fourth of its schedule is still made up of various amateur and professional sports. And, according to John Silvestri, vice president, advertising sales, about 10% of its annual advertising revenue of between \$45 million and \$50 million come from beer ads placed in its sports programs. In 1984, he said, sponsors included Stroh's, Coors, Miller and Anheuser-Busch. A ban would have a "significant effect" on the network, he said. The beer revenue, he said, "would be tough to replace."

## Brewers react to ban activity

**Trade group adopts new guidelines; beer makers insist they won't change spots to softer sell**

In the wake of mounting efforts by grassroots organizations such as Project SMART to ban all beer and wine advertising on radio and TV stations and cable systems, major brewers and vintners are seriously re-evaluating their marketing strategies. But despite the high stakes involved, as well as speculation by some within the broadcast industry that there will be a softening of the on-air pitches to consumers, brewers and vintners were insisting last week that they will meet the challenge to their advertising head-on without altering the on-air look of their campaigns as a concession. To do so, major beer and wine advertisers contend, would be to acknowledge improprieties in their current marketing strategies, which they insist simply aren't there.

One option that has yet to be analyzed thoroughly, however, is the use of generic taglines on beer and wine commercials warning consumers about the danger of abusing alcoholic beverages. "I wouldn't rule it out," said Donald Shea, president of the U.S. Brewers Association. Shea expressed concern with that approach to modifying commercial spots, however. He doubted whether such a modification would by itself be a compromise acceptable to the groups favoring the ban. He also said that taglines would be absolutely unacceptable to the beer companies if they contained the slightest hint of an "antialcohol message."

What's at stake for the broadcasting and cable industries is almost \$900 million in

Lloyd Werner, senior vice president, sales and marketing, Group W Satellite Communications, said a ban would also be a blow, but not a fatal one, for GWSC's two regional pay-sports networks, Home Team Sports in the Baltimore-Washington area and the Sonics Superchannel in Seattle.

GWSC also sells advertising time on The Nashville Network for its owner, Gaylord Broadcasting. It too would be hurt, but not badly by a ban, Werner said. Stroh's beer is the network's only beer or wine advertiser, he said, and it contributes fewer than 5% of the network advertising dollars.

A veteran advertising salesman, Werner recalled that the broadcasting industry "recovered quite nicely" from the cigarette advertising ban that went into effect Jan. 2, 1971. "But I'm not so sure everybody can bounce back from a ban on beer and wine advertising."

For Black Entertainment Television, the loss of beer and wine advertising would be "significant," according to BET President Bob Johnson. Anheuser-Busch is the network's largest advertiser, he said, and, altogether, beer and wine advertising amounts to about 10% of the network's revenue. "My feeling is that the NCTA and the other programmers have to take an aggressive stand against forces calling for the ban," he said. □

national spot and network beer and wine advertising, most of which is spent by brewers to capture a greater piece of the estimated \$36-billion-to-\$38-billion domestic beer market. Based on figures for 1984, brewers outspend vintners by about seven to one. The U.S. domestic wine market is about \$8 billion. According to the latest Television Bureau of Advertising estimate based on data from Broadcast Advertisers Reports, last year beer and wine advertisers spent between \$625 million and \$650 million in network and spot television. (Final 1984 figures won't be available for at least another month.) Total 1984 beer and wine expenditures in spot and network radio, according to an unofficial Radio Advertising Bureau estimate, were about \$200 million, or 14% of the combined markets. Cable took in about \$20 million in beer and wine advertising, or about 4.5% of the estimated \$435 million of cable network revenue for 1984.

With those dollars at stake, beer advertisers last week said they would not be intimidated by pressure groups to soften their on-air look. But the advertisers also acknowledged that mounting criticism has made them more mindful than ever of the need for responsible self-regulation and strict (if voluntary) adherence to the advertising code established by the USBA. The code, which was revised last month, proscribes such things as promoting overindulgence or noncompliance with laws on the legal age of purchase. The revised code, embraced by all the major brewers, added two new guidelines—one that prohibits "in any way" messages that encourage or condone drunk driving and another that prohibits



messages that portrays beer as "important to education" or that in any way degrade study.

"It might be fair to say that over the past year we have been especially mindful of those guidelines," said Robert Klugman, vice president of marketing for the Adolph Coors Co. "From time to time [in the past] we weren't as mindful of it." But he added, "I don't think the current discussion is going to significantly change the look of our advertising. We have subscribed to the code... I think our own scrutiny is preponderant." Klugman said that the company's regular Coors brand would soon be undergoing a shift in strategy, but declined to say whether it would be toward harder or softer commercials. He said the change was a basic marketing decision totally unrelated to outside pressure.

Asked whether he foresaw a change in the content of commercials, David Martin, director of corporate media for The Stroh Brewery Co., said: "No. I haven't seen any changes on anyone's part," at least as evidenced by reels of commercials of competitors that the company's advertising agencies collect each month.

And, as a number of his colleagues in the beer industry contended last week, Martin argued that changes in beer advertising strategy were unlikely and unjustified. Not only is beer a socially acceptable and widely embraced product, he said, it is also being sold legally. Any "infringement" on the brewers' legal rights to market and distribute their product "is a loss we won't accept." He added that many products can be abused, but banning their promotion from the airwaves won't solve the problem. "If 30% of all automobile accidents are alcohol related and 70% are not," Martin submitted, it would seem only fair to ban automobile advertising as well as beer and wine advertising if one accepts the premise that doing so will curb abuse. "The automobile is not designed to be abused, but, like alcohol, it can't be prevented."

Stephen K. Lambright, vice president and group executive, Anheuser-Busch Companies, St. Louis, said that any strategy changes relating to A-B brand beers are "made for marketing considerations only and not in response to organizations like SMART." But he said the company recognizes that "there is a problem with the abuse of our product. And we're not in business to hurt people. We are constantly looking for the best possible way to be a part of the solution to that problem." Lambright said it was Busch's position that the problem could be addressed best with education and awareness programs and "not with changes in our advertising program." A-B, the beer industry's largest advertiser, spent more than \$200 million in television advertising last year.

Lambright, like the USBA's Shea, did not rule out the possibility of disclaimers at the end of beer ads cautioning consumers not to abuse alcohol. But he said Busch would consider tag lines only if it could be proved they would indeed "do something to alleviate the problem," adding quickly that "advertising is not the reason people abuse the product." Disclaimers, he suggested, offered an "over-

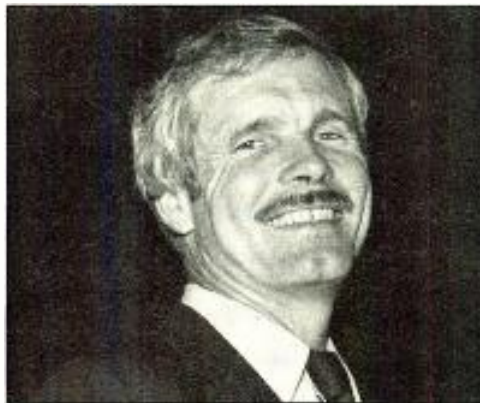
simplified approach to a more complex problem."

Miller Brewing Co.'s Alan Easton, vice president, corporate affairs, expressed similar sentiments. "The issue is abuse, which is a serious problem and actions need to be taken," he said. "Tragically, the focus is on the banning of ban and wine commercials, which are not the cause of abuse, although that may serve the interests of those who wish to abolish alcohol consumption." With that as the company's position, he added, no changes in the on-air look of Miller commercials will be forthcoming—at least not as a result of pressure from groups like SMART. Current spots are not a "causative factor relating to alcohol abuse," said Easton. "How can you be less causative than none?"

The beer and wine interests point to a number of studies conducted over the past several years which conclude there is little if any relation between the viewing of alcohol commercials and the increased (or decreased) consumption of alcohol. But George Hacker, with the Center for Science in the Public Interest, which is spearheading Project SMART, suggests that the issue of causative evidence is an "illusionary standard." The evidence pointed to by the beer

and wine interests, he argued, "really only says no causal connection has been demonstrated. The reason for that is there are so many interrelated variables that it's likely it will never be demonstrated, even though it exists."

Despite denials by the major beer and wine advertisers that mounting pressure will cause them to soften their ads, some skeptics contend that with the high stakes involved, and the fact that beer and wine interests shudder at the thought of following in the footsteps of cigarette manufacturers, banned from the airwaves 14 years ago, that they will indeed do just that. In fact, despite the official National Association of Broadcasters position that the advertising is not a contributing factor to alcohol abuse, one executive there confided recently his belief that softer ads will be the trend in 1985. "You'll see more of that," the executive said. And in a recent program on the beer and wine advertising issue, John Goldsmith, the correspondent and host of WDM-TV Washington's *Capital Edition* concluded that with all that's at stake, "it does seem likely that commercials will change their look. There will be fewer 'hey guys, let's grab a brew,' and more pretty picture post cards..." □



Turner



Ueberroth

## Turner and baseball come to terms

**TBS will pay yearly fee to send Braves games across country via WTBS; agreements are in works with other teams**

After months of negotiations, Ted Turner, owner of the Atlanta Braves baseball team and superstation WTBS(TV) Atlanta, agreed last Thursday (Jan. 24) to make annual payments of undisclosed amounts for the next five years to Major League Baseball for its blessing on the national cable television distribution of Braves baseball by the superstation.

"We are extremely pleased to have resolved this issue," said Bob Ross, general counsel of Turner Broadcasting System Inc. The agreement "represents a *de facto* recognition that superstations are here to stay and that they can serve the interests of baseball by bringing the game to people who otherwise would have limited exposure to it," he said.

The agreement is not an admission that

the superstation's carriage of baseball into distant markets harms other teams as those other teams have charged, he said. It springs solely from Turner's desire to "become a member in good standing within the baseball community," he said. Under terms of the agreement, he added, MLB has promised not to press for restrictions on the superstation's coverage through in Congress or the courts.

The money, "a substantial financial contribution," will be divided among the other 25 teams in the league, Ross said.

The antipathy of most baseball teams toward WTBS and other baseball-laden superstations has been a long-simmering problem that MLB's new commissioner, Peter Ueberroth, put at the top of his list for resolution.

Most teams are convinced that superstations, which are distributed nationally to cable systems by satellite common carriers and which all televise scores of baseball games, are encroaching on their turf, depressing attendance at their ballparks and the value of

their local broadcast and, in some cases, pay-cable television rights.

"It's a very severe problem that's facing baseball," said Jim Winters, director of broadcasting for the Cincinnati Reds. "There is no rhyme nor reason for an Atlanta Braves-San Diego Padres game to be coming into the Cincinnati market."

To ameliorate the situation, Ueberroth has been trying to persuade the teams that are carried by superstations—the Atlanta Braves, New York Mets, Chicago Cubs, New York Yankees and Texas Rangers—to compensate the other 21 clubs for the alleged damages.

Brian Burns, MLB's director of broadcasting, was reluctant to discuss the status of negotiations with any of the superstation teams. MLB has struck a deal with at least one of the teams, he said. "Beyond that I will

remain silent as to who and why and so on and so forth until everything is done."

Burns said he was "fairly confident" that all the deals would be wrapped up by the start of the season in April. "I wish they were now."

The Yankees, Cubs and Mets acknowledge that they are talking, but little more. Chuck Morgan, director of sales and broadcasting for the Texas Rangers, said their negotiations with the commissioner have been deferred until the other team owners decide whether to allow Gaylord Broadcasting to buy a minority interest in the Rangers. The American League owners have already rejected Gaylord's proposal once.

According to one source, the Yankees, which are televised by superstation WPIX(TV) New York, have also come to terms on an agreement similar to TBS's. On the other

hand, the source said, the Cubs, which are carried by superstation WGN-TV have been recalcitrant.

"We are in the discussion stage," said Jim Dowdle, president of Tribune Broadcasting Co., owner of the Cubs and WGN-TV, "and hope to conclude something in 30 to 60 days."

But Dowdle made clear that he doesn't like the idea of Tribune's being lumped in with TBS. "The difference between WGN-TV and WTBS is tremendous," he said. "I don't think all the people in baseball are aware of that difference." Unlike WTBS's, he said, WGN-TV's advertising rates do not take into account its national cable audience. "We do not sell that audience and that is a big, big difference."

Nobody seems to think that Ueberroth's compensation plan is the perfect solution.

## The way we were

As fate would have it, the senior counsel of the Senate Commerce Committee, Ward White, and the chief counsel of the House Telecommunications Subcommittee, David Aylward, resigned with the beginning of the 99th Congress. BROADCASTING seized the occasion to talk with these two major players behind the legislative scene and to divine their reflections on the battles they fought, the victories they won and the great gray areas in between.

### Ward White: the view from the Senate

As senior counsel to the Senate Commerce Committee for the past 13 years Ward White has played an instrumental role in shaping U.S. telecommunications legislation. Last week, White left Capitol Hill to enter the private sector as vice president for government and public affairs at the U.S. Telephone Association. In parting, he shared with BROADCASTING some of the legislative high and lows of the last decade-plus, as well as some thoughts about the Fifth Estate and its relationship with the Congress.

In White's view, the tenor of congressional interest in communications issues began to change in 1976. The impetus, he said, occurred when AT&T and the telephone industry went to the Hill in defense of their turf against new competition. Members began talking about how to respond to the "changing environment brought about partly by the courts and partly by the FCC and as a result of the changing technologies." It was a turning point, he said.

For the most part, White continued, Congress has been occupied primarily with oversight activities, although it placed some emphasis on children's programming and the effect of violence on television. In 1979, communications issues came to the forefront largely because of the interests of the chairman of the Senate Commerce Committee—at that time Ernest Hollings (D-S.C.)—as

well as the emergence of Arizona Senator Barry Goldwater as ranking Republican on the Communications Subcommittee and Oregon Senator Packwood as ranking Republican on the full committee.

That year, Goldwater, in conjunction with former Senator Harrison Schmitt (R-N.M.), began focusing on a rewrite of the 1934 Communications Act. White cited the introduction by the Commerce Committee Republicans of S. 621 and Hollings's version of the bill, S. 622. Hearings with over 150 witnesses were held on those omnibus measures, which included common carrier, broadcast and cable deregulation. Toward the end of the 96th Congress both sides basically concurred on a compromise proposal, but a markup was never held—primarily because of differences over common carrier provisions, White explained.

Then, in 1981, the Republicans gained control of the Senate and a different tack was taken, White said. They abandoned the omnibus approach to legislation and instead introduced a series of deregulatory measures. This is when things really began to pick up. White, who had previously been counsel to the minority, was fast becoming an influential voice among staffers on communications policy. And the first major piece of broadcasting legislation in years was adopted by the Congress when Packwood and others attached the legislation to a budget reconciliation package in an effort to expedite its passage. "After a rather difficult conference with the House we were able to obtaining longer broadcast license terms [increased from three years to five for television and from three to seven for radio]

and provided the FCC with the authority to hold lotteries," he said. For White, passage of the reconciliation bill was a high point in his career. "It was an important step, because there hadn't been any broad changes in the broadcast law for so many years."

Another milestone was passage of the Cable Communications Policy Act of 1984. The final product, however, was markedly different from S. 66, the bill passed by the Senate.

"I am sorry it departed from some of the deregulatory provisions in the Senate bill," White said. He believed the bill "became in the legislative process, much more complicated and will be more difficult to implement. The general approach of the Senate is to write broader legislation and the House tends to be more narrow in its focus of the issues; it therefore was a compromise."

But despite the absence of some Senate provisions, the bill was a "real win" for the cable industry, he said. "The importance of the cable bill is in having an established policy. The issues that have been fought in isolated cases, in the past, will be better answered by this legislation than if they had not passed a bill. It gives them more certainty, not only in renewals but in just the way they deal with the cities, franchise authorities and the FCC." He credits passage of the cable bill to the combined efforts of Packwood, Goldwater, House Telecommunications Chairman Tim Wirth (D-Colo.), Energy and Commerce Committee Chairman John Dingell (D-Mich.), Senator Orrin Hatch (R-Utah) and Representative Mickey Leland (D-Tex.).

White also revealed his view of the rela-



Indeed, for the teams that believe they have been hurt badly by the superstations, the only perfect solution is elimination of the superstations and a complete halt to importing games into their markets.

But the plan seems to be the only practical solution for Ueberroth to pursue. MLB has no power over the superstations themselves or the common carriers that actually deliver the local broadcast signals via satellite to cable headends around the country. The only thing he can do is appeal to the superstation teams and their desire to become fully accepted members of the professional baseball fraternity.

"I have complete faith in Brian Burns and the commissioner, that they will get the best deal possible," said Jack Strom, vice president, marketing and public relations, for the Pittsburgh Pirates. "Whatever they do will

be better than what we have."

According to various teams around the country, the superstations do their real damage in the fringe areas of teams' markets. In such areas, the teams contended, the glut of games on the superstations, which, in some homes, can amount to hundreds a season, tends to discourage fans who are far from the ballpark from attending games. "Half of our attendance comes from [the fringe] market areas," said Bill Haig, vice president, broadcast operations, for the Milwaukee Brewers. "Those become vital areas to us," he continued, "and if they are bombarded and saturated by other games, it is a legitimate problem."

The depressing effect on a team's attendance is aggravated, said Winters, if the team is having a bad year on the field and one or more of the superstation teams are

having good ones. Such was the case in 1984, he said, when the Cubs and Mets battled up to the last few weeks of the season for the Eastern division championship.

Many baseball teams saw the regional pay-cable sports networks that popped up during the early 1980's as an important new source of revenue, but quite a few of the networks have stumbled in the marketplace and, once again, the finger is being pointing at the superstations. "I don't think we can look out there and see a lot of regional pay services that are doing great business," said Burns. The cable operators report that subscribers don't see the regional sports networks as a good value, he said. "Yes, they would like to see the home teams, but it isn't worth \$10 a month, \$120 a year, when they've already got their choice of 300 or 400 games coming in [via superstations]." □

tionship between the Senate and House. "I think we have a good relationship but to some extent there is a difference in philosophy. And this philosophy is representative not only of Republicans but Democrats in the Senate. I think the Senate generally relies more on the marketplace. This is indicated by passage of legislation affecting not only communications but also the airlines, trucking and railroads. All that originated in the Senate Commerce Committee."

That difference, he went on to say, is particularly evident in the way each house treats broadcasters. In part, he explained, "it's the result of the difference between the House and the Senate. A senator has to run from a state and a House member has a limited area, a district. As a result one broadcaster has much more influence on a House member's race than a broadcaster could have on a Senate race. They have a greater concern if they view the broadcasters as having a lot of influence."

Is the deregulatory mood of the Senate

likely to continue? "Yes," White answers. Although there is some question as to what will be the direction of the Senate Commerce Committee under the new chairmanship of Missouri Republican John Danforth (Packwood is going to chair the Finance Committee), White expected things to remain about the same. Generally, Packwood and Danforth share the same political philosophy, he said. However, he doesn't think "communications will be a major focus" of the Commerce Committee. Transportation issues are more likely to dominate in light of Danforth's activity as chairman of the Surface Transportation Subcommittee, White predicted.

There is one communications issue that Congress is unlikely to address in the immediate future: repeal of the fairness doctrine and equal time rules. "I believe, as Senator Packwood does, that repeal will be a long-term effort. It will take a long education of the members and a wider awareness on the part of the public and on the part of the

media that are most directly affected by it. I think eventually it will be possible to convince them. There is always the hope that the Supreme Court will be able to focus on this."

White insisted that the drive for full First Amendment rights for the electronic media is the responsibility of the entire broadcasting industry. "It's not the responsibility of just the National Association of Broadcasters staff and president to take this and run with it. It's the responsibility of broadcasters across the country who, as Senator Packwood said, have the ability to affect what goes on. I don't think grass-roots broadcaster support has been generated yet."

Is the NAB an effective trade association? White thinks it is. "But it could be more effective. On the other hand, NAB is as strong as its members. If its members are motivated to support the legislative or regulatory goals, that will make the association effective," he said.

An example of effective grass-roots lobbying White cited was the cable industry's pursuit of federal legislation. "National Cable Television Association members were motivated to pass the cable bill; their leadership was persistent in that. They established what their objective was and they hung in there. They were effective, yes. The NCTA didn't do it alone; it had a lot of help from their grass-roots operators."

White also shared his views on the love-hate relationship between Congress and the networks. "I think there's a built-in concern among many politicians of the three companies which are perceived 'as being the major influence of the American people's perception of news.'"

He thinks the networks can improve their relationship with Congress and that they are doing that now. "I think you find members on both sides concerned about the networks. It doesn't have any relationship to whether they are in House or Senate."

And what about the often tumultuous relationship between the FCC and Congress? "Mark [FCC Chairman Mark Fowler] has learned a lot about dealing with the Congress. It was new to him. He was practicing communications law; he never really had to



Ward White



deal on the Hill before," White said. However, he added, "I believe as a result of rather rigorous training, he [Fowler] has learned that there is a legitimate role for Congress. Fowler is trying to lay the groundwork so that he doesn't blindside them and they don't blindside him. I think the FCC staff is more attuned to it and so are the other commissioners."

What will Congress look at this year and next? "I think you'll see a continued interest on the Hill in communications matters. It's a very important part of the economy. It's a very visible part of the economy and I think that there are many changes taking place that create an interest. The publicity the general press has given to the AT&T divestiture and telephone issues has changed the perception of these issues. The fact that daily decisions of the commission are carried in the major newspapers gets their attention. I believe that is a very substantial change over the past."

"I believe the emphasis is going to be on the issues involving trade, spectrum allocation and the competing interests with other countries. I think that's where the immediate future is." □

## David Aylward: the view from the House

David Aylward, chief counsel and staff director of the House Telecommunications Subcommittee, has made a lasting impression on the telecommunications industry, although his views have not always been shared by the cable and broadcasting community. Last month, Aylward announced he was leaving the subcommittee. In an interview with BROADCASTING last week he discussed some of the events and issues that have made his four-year tenure with the subcommittee "exciting and very gratifying."

"The real highs in the job have been that when I first started to work for Timothy [Rep. Tim Wirth, the Democrat from Colorado] he had a real sense of what it was he would like to see occur in the broad communications marketplace," Aylward said. Wirth's fundamental goal, he said, was to see policy turn around and become procompetitive and to have competition introduced across the board in communications. And, Aylward explained, "the greatest feeling of success for which Tim can take some degree of credit is that telecommunications policy and the marketplace are radically different than they were eight or nine years ago. Being a part of that enormous change in policy has been very exciting and very gratifying."

Eight years ago, Aylward said, "Cable was perceived as a 'mom and pop' operation even though some big companies were in it. Cable had not broken loose. It was several years before all of the big franchises started to come about." And, he noted, a lot of the new technologies and new marketing services were on the drawing board or were "precluded or whatever." Those new tech-



David Aylward

nologies and services are now out there, he stated. "Some are succeeding, some are failing. A good example of a failure, not because of a regulatory policy, but because of the marketplace, is DBS."

Aylward emphasized that he does not measure success or failure by the number of bills passed, "but by the actual change in public policy. And it's clear that public policy is now made not by a simple, does a bill become law and change things, but by a very complex interrelationship of the Congress, the executive branch, the FCC, the courts, the marketplace, the state public utility commissions and the Justice Department. There are a whole array of players. The test of success or failure is whether something actually changes rather than did the FCC's regulation go into place or did the law pass."

One change that has occurred, Aylward observed, is that it is no longer possible to argue against the introduction of competition or a competing service. "That is not part of the debate any more. And that was not true in 1977, 1978 and 1980. People would argue against new services. People don't do that any more. Now the questions are technical and marketplace questions. Will it succeed in the marketplace? And that's just the way it ought to be."

But despite that difference, Aylward maintained, that doesn't mean there is a huge range or diversity of programming out there and that the markets are fully competitive. "They're not. But they are in transition to that point. And the policies are in place that ought to get them to that point," he said.

The FCC's decision to liberalize its multiple ownership limits was one policy decision, he said, which is crucial to the development of a diverse marketplace. "It's a very important step—one that we're proud to have been involved with. It allows the development of competing program networks much more so than the old rules did. That's why Wirth for three years has favored liberalizing the rules along the lines that they actually were liberalized."

Aylward said the push for diversity really began in the early seventies due to the far-

sightedness of some "courageous people at the commission." He said they (singling out former chairmen Dean Burch and Richard Wiley) understood that competition is better for the American economy than government regulated monopoly. Moreover, people "like Packwood and Hollings in the Senate" have argued for more competition. Because of those actions, he predicted, the public "down the road will have a lot more power to actively choose what it wants to see and hear than it has today."

In the past, Aylward noted, there have been some differences of opinion between the House and Senate. "Early on there were some real disagreements and some real fights. In Timothy's and my early involvement there was a great difference over the goals. For example, today some people might disagree over exactly when there is a test of a fully competitive marketplace to deregulate. But the goal is to get to a fully competitive marketplace so you can deregulate. I think from the end of 1982 on, there's been a very high degree of cooperation and success in dealing with a variety of issues, the cable bill being the most recent."

Although at times the FCC and Congress have been at odds, Aylward felt this relationship also had improved. He described the relationship with Chairman Fowler as "extremely productive and extremely communicative." Earlier, he continued, there were some "real differences" in public policy goals. "It was our view that there was too much emphasis on deregulation for the sake of deregulation," Aylward said.

Aylward also thinks Congress's interest in communications matters has steadily increased over the years. "When Wirth was first on this committee, the Communications Subcommittee, which he was interested in from day one, was regarded as a second-ranked subcommittee. It is no longer regarded that way and in 1983 it was the one whose membership filled up fastest. We expect that to happen again this year. Part of that is because communications has become so central to the economy and the society. Before there were a limited number of players with



a limited number of issues to be dealt with by a limited number of people. Now all that's changed."

What are Aylward's views on deregulation? The word troubles him. The problem with the term, he said, is that it is a "very imprecise term that means a lot of different things to a lot of different people." Nobody, he went on to say, is "more deregulatory than Timothy Wirth." But, he added, "if you say to a broadcaster, 'Is Tim Wirth a regulator or deregulator,' he would probably say Tim Wirth's a regulator—which shows how the term gets confused."

Aylward suggested dividing the term into two parts. Deregulation in the first sense, he explained, is "how you get rid of regulations that prevent people from offering new services or technologies." In that sense, he said, "Tim Wirth and I and others have attempted to be leaders for deregulation. In the case of broadcasting, you deregulate to allow other people to get into the video marketplace. That's what new FM allocations are all about; that's what low-power TV is all about, DBS, VHF drop-ins. A whole series of regulations have been removed to allow entry. That is the deregulatory side of the process that is very healthy."

He described the other part of deregulation as removing those regulations that are in place to protect the public from people who have market power. "Does one remove public interest obligations of commercial television licensees at this point? No. Because they dominate the marketplace, not because they're monopolists. But that's the way it is. The way they are given licenses gives them an enormous amount of market power. And in order for the public interest to be protected those kinds of regulations on those who have the market power need to remain."

The debate over broadcasting deregulation legislation and Wirth's relationship with broadcasters was another subject Aylward addressed. "Wirth and I have very fine relationships with a whole slew of broadcasters both in Colorado and elsewhere. We have had problems with the National Association of Broadcasters, most particularly in the last Congress. After a series of meetings about agendas and working together and compromising and trying to work through broadcast reform legislation, the NAB, despite all of its commitments to Wirth in that regard, turned around in a space of about 48 hours and did something entirely different. And then despite that, when Wirth spent more time trying to work out a broadcasting compromise with other members than on any other single issue that he worked on in the last Congress in communications, the NAB refused to support the compromise efforts of Tom Tauke and Billy Tauzin. And when you go through that experience with a trade association that breaks its word and then does not know how to compromise, it becomes a little difficult to deal with them when everyone else that one deals with in the Washington public policy process understands that the process is one of compromise. That's how policy gets made. Policy does not get made in the board room of a trade association and then dictated to the Congress and the FCC."

But Aylward did not stop there. "I do not think they [the NAB] represent the good side of their membership. I don't think they convey to the Hill the good things that broadcasters do. What gets conveyed to the Hill is the lowest common denominator agenda of self interest. And when that is combined with breaking agreements with members and then refusing to compromise, combined with a trade association that finds it very difficult to communicate to its members the realities of how the public policy process works, you have a recipe for almost total ineffectiveness."

Aylward noted that getting things done in Washington is "extremely difficult and you have to decide at the beginning what it is you want to do and how much you're willing to compromise to get it done." Furthermore, Aylward pointed out that other representatives of the broadcasting industry have not had trouble with the subcommittee. "Hermand Land [president of the Association of Independent Television Stations] has a terrific relationship with Wirth, with me and the staff here."

And, he continued, "when NAB takes a different approach with us, as it did with us on Radio Marti, Wirth was one of the champions of the broadcast industry." The subcommittee chairman, he said, also was one of the champions of the broadcast industry in

the copyright negotiations of 1982. "We get bemused with this picture of Wirth as the vicious enemy of broadcasting. 'Is he for competition and has the NAB historically opposed competition? Yes. But that doesn't mean people are enemies. They just disagree.'"

It's not just the NAB's relationship with Wirth that Aylward feels was jeopardized. "If I were Tom Tauke, having invested the amount of time that I invested in trying to work out broadcast reform to have the rug pulled out from under me by the NAB at the end of the process, I wouldn't be very happy. That's exactly what happened to Tauke. He bargained in really good faith with us over a long, long period of time and achieved an enormous amount of deregulatory stuff. I would have thought the industry would have said to Tauke, 'Great, we'll take it.' It didn't happen. They pulled the rug out from under him."

The basic public policy issues for the most part have been decided, Aylward said, predicting that in the future the subcommittee will look at the transition of the Fifth Estate to a fully competitive marketplace and the introduction of technologies and services to consumers as well as those issues that may arise. "It's really implementation and getting rid of barriers to access to those technologies that are really the issues for the future." □

## Byrd fronts drive for radio-TV in Senate

Senate Minority Leader Robert C. Byrd (D-W.Va.) last week began his campaign to allow radio and television coverage of the Senate with a solo appearance before the Senate Rules Committee. He warned: "Without television coverage, the Senate is fast becoming the invisible half of Congress." But it was evident at the hearing that the proposal will run into opposition from senators concerned about provisions designed to accommodate the Senate—with its traditions and rules encouraging lengthy debate—to broadcast coverage, as well as to others Byrd has included to provide additional streamlining of Senate procedures.

Senator James A. McClure (R-Idaho) did not dispute the complaint that Senate rules can be used to construct roadblocks to Senate action. But he said, "We're looking for an easy fix. What is really required is self-discipline on the part of members." His expressed concern was with the protection now given members of a minority—even a single member: "I'd err on the side of caution rather than going over to the majority side. The protection we've had in the Senate is in the tolerance of members, not the rules."

The issue of television and radio coverage as such was not discussed at length, other than by Byrd, who had introduced his resolution in the first week of the new Congress (BROADCASTING, Jan. 7). Senate Majority Leader Bob Dole (R-Kan.), who has made it clear he opposes opening the Senate to such coverage—he feels it would impede procedures he says are already balky—participat-

ed in the hearing long enough to indicate he intends to give the matter a thorough airing. He said he will soon poll Republican members on the issue, and would discuss it with Byrd—and many other senators. He talked of discussing it "over lunch" with "a majority of the 100 members."

Striking the theme certain to be heard as long as the debate over the issue lasts, Dole said, "We want to streamline procedures, but without sacrificing the rights of members." Or, as Senator Wendell Ford (D-Ky.), who



Senator Byrd



had opposed radio-TV coverage in the Senate in the last Congress, when it was pushed by then Majority Leader Howard Baker (R-Tenn.), put it, "How far do you feel we need to go or can go in shifting power from the individual senators who are in the minority to the leadership of the majority?"

Byrd, responding specifically to McClure's concerns, said, "We have responsibility as senators to protect the minority, but we must also protect the majority against the tyranny of the minority."

Byrd was not without support for his proposal. Senate Rules Committee Chairman Charles McC. Mathias Jr. (R-Md.), who had supported Baker's proposal, said he welcomed Byrd's interest in the matter. Then, noting that television coverage of Britain's upper house of Parliament had begun on Wednesday, a day before the hearing, he said, "We should be at least as bold and venturesome as the House of Lords."

Byrd's argument was that "the Senate can maintain [its] traditions while meeting the realities of [the] times. We can change without violating the unique role of the Senate." And he said, in effect, that the Senate is losing the image contest to the House of Representatives, whose debates, he noted, are seen in clips on the network evening news programs and are carried live by C-SPAN, and to the President, "who always has access to television." Then he said, "I believe it is becoming increasingly essential to find a way to accommodate television broadcasts of our proceedings if we are to remain a visible policy-making part of our national government."

It would not be easy, he acknowledged. A particular difficulty he foresees is in achieving what he considers the essential ingredient of "equity in debate time" in a legislative body where the advantage in controlling the floor rests with the majority. His proposal, he said, is designed to deal with some of the fairness problems: The majority and minority leaders would decide when and for how long broadcast coverage will be permitted and broadcast time would be controlled in a way to assure equal time to the majority and minority parties. It also would restrict Senate sessions to Monday, Tuesday and Thursday and committee hearings to those times and those days when the Senate is not in session.

A number of the provisions are designed to speed up the business of the Senate. One calls for electronic voting, a procedure for deciding issues that has been employed in many state legislatures for years. It changes the method of cutting off debate by scrapping the requirement that three-fifths of elected senators vote for cloture and substituting a requirement that two-thirds of those present and voting support cloture (except that two-thirds of elected senators would be required to end debate on a change in Senate rules). Perhaps more important, the resolution eliminates the present provision permitting 100 hours of debate after a cloture vote and replaces it with one permitting 30 hours, equally divided between the parties. Another provision sets a two-hour limit on the time that can be devoted to a motion to pro-

ceed, a motion that can now be used as a means of stalling action.

Under the Byrd proposal, construction of the broadcast facilities and control of the cameras and microphones would be in the control of Senate employees. It would also provide for a trial period before sound and pictures could be transmitted to the public. One difference from the coverage now employed in the House is that senators would not, as originally believed, be required to speak from the podium. Byrd said the camera would be focused on the presiding officer and those senators recognized by the presiding officer, as well as those recognized with the consent of another senator, wherever

they are speaking on the floor. However, he indicated the cameras would provide tight shots. The cameras, he said, "would not show empty seats or demonstrations in the gallery."

Byrd concluded his testimony with advice for his colleagues: Television one day—maybe not tomorrow or next year—is coming to the Senate. So it would be well for members like himself and Mathias, he said in remarks to the chairman, to participate in drafting the necessary rule changes. "Knowing something about the rules," he said, "we should do whatever we can to make television available within the peculiar rules and traditions of the Senate." □



The winning team on ABC

## Networks scramble to cover inauguration

**Months of planning for coverage of ceremony, parade scrapped when cold weather forces festivities into Capitol rotunda, sports arena**

It would have been just another presidential inaugural—a swearing-in (even if a repetition of the official one on Sunday), an inaugural address, a parade down Pennsylvania Avenue reviewed by the President and his party from a specially constructed reviewing stand in front of the White House. It would have been stately, majestic, historic—and predictable. But below-zero temperatures—it was the coldest inauguration day on record—changed all that. And caused headaches for the networks and other broadcasters. Overnight, they were forced to scrap plans for coverage of a traditional event—plans that had been in the making for months—and redeploy crews and cameras to

cover a swearing-in and inaugural address in the rotunda of the Capitol (instead of at the west front of the Capitol) and a makeshift celebration at the Capital Centre, a sports arena, in the Maryland suburb of Lanham. But for the viewers at home, things seemed to go smoothly.

The television pool—composed of ABC, CBS, NBC and Cable News Network and operating under the supervision of NBC—set up four cameras in the rotunda to cover events there. Seventeen subscribers, in addition to the four networks, picked up the pictures and transmitted them throughout the country and around the world. And all four networks scrambled to set up in the Capital Centre after word was received that some form of celebration would be held there for the disappointed youngsters from all 50 states who were members of the marching bands that had no parade, on Monday, in



CNN's shot of a deserted Pennsylvania Avenue



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NBC's Roger Mudd  
on his perch in the Capitol



Dan Rather in the CBS  
vantage point in sight of the Capitol

down Pennsylvania Avenue in an open car in advance of the President's, found himself, instead, reporting from the toasty warm Capital Centre.

The change in plans affected the schedules only of ABC and CBS. CNN is an all-news operation in any case, and NBC, after making a tentative decision to terminate its coverage at 2 p.m., changed its mind again, after seeing the program for the Capital Centre, and continued its coverage until 4 p.m., as originally planned. It had begun its inaugural coverage at 10 a.m., at the conclusion of a *Today* show that had been extended for one hour. Both ABC and CBS began their coverage at 11 a.m. ABC took a break at 2 p.m. and resumed coverage at 3 p.m. CBS interrupted coverage at 1 p.m. and resumed at 2:55 p.m. for 41 minutes.

The reduction in time devoted to the inauguration caused those networks problems in accommodating the advertisers who had bought time for spots they wanted to appear during that coverage. Some availabilities were reserved a year in advance by news-oriented advertisers. That was the bad news for the business side of the business. The good news was that the cutback in coverage had opened considerably more inventory, since more commercial time is normally available in the daytime. A CBS spokesman said the "net net" was that news-oriented advertisers who chose not to occupy positions that became available in a soap would have their spots "re-expressed" in other news programming. An ABC spokesman was even less explicit, saying only that advertisers would be accommodated.

The abruptness of the change in plans—it was not until close to 7 p.m. on Sunday that the White House announced it—caused problems for the Senate radio-TV gallery officials, who were making arrangements for coverage of events on Capitol Hill. They were up until 2:30 Monday morning preparing for the changes that would have to be made. Unilateral (as opposed to pool) cameras that had been placed in the rotunda in anticipation of interviews that were to have been conducted during the day on Monday had to be cleared out Monday morning. And Max Barber, superintendent of the gallery, said that since the *Today* show and *Good Morning, America*, were planning to switch up to the rotunda for shots Monday morning, removal of their equipment could not begin



C-SPAN technicians adjust  
a rooftop microwave link

which to march.

ABC News, with a newscast at 11:54 p.m. Sunday, prepared a piece on the disappointed band members, and Dean Reynolds reported on the cancellation of the parade from a spot in front of the reviewing stand that was to have been used by the President. ABC News also was probably the first television news operation in place in the Capital Centre—two of its crew were in place at 2 a.m. Monday, ready to take pictures of the other networks setting up and the inaugural committee transforming the sports arena into a setting for an inaugural celebration. CNN and NBC News did not decide to reassign crews to the Capital Centre until the inaugural committee, at 9 a.m. on Monday, released a program of events indicating that the Reagans and Bushes would attend and the marchers would march. Between 10 a.m. and 2 p.m., 17 employees of NBC had three cameras in place. CNN says its cameras provided the first live feed out of the Capital Centre, when the ceremony in the rotunda was concluded, at about 12:30 p.m. But CBS News probably had less trouble than the other networks in making the switch in venue—Joan Richman, executive producer of special events, had her production people arrange to use the five cameras owned and normally operated by the sports arena. It had no cameras to move.

While the radio and television crews assigned to outdoor duty were prepared to do it despite the bone-chilling weather—indeed, NBC had spent \$20,000 on cold-weather gear (in the process, cleaning one store out of its supply of insulated boots) to protect its people against the elements—it's likely some welcomed the change in assignment they received. CBS News's Charles Kuralt, for instance, who had been expecting to ride

until 9:30 a.m. One residual benefit of the removal of the cameras was that the four stands that had been built for them were available for writing press and still photographers.

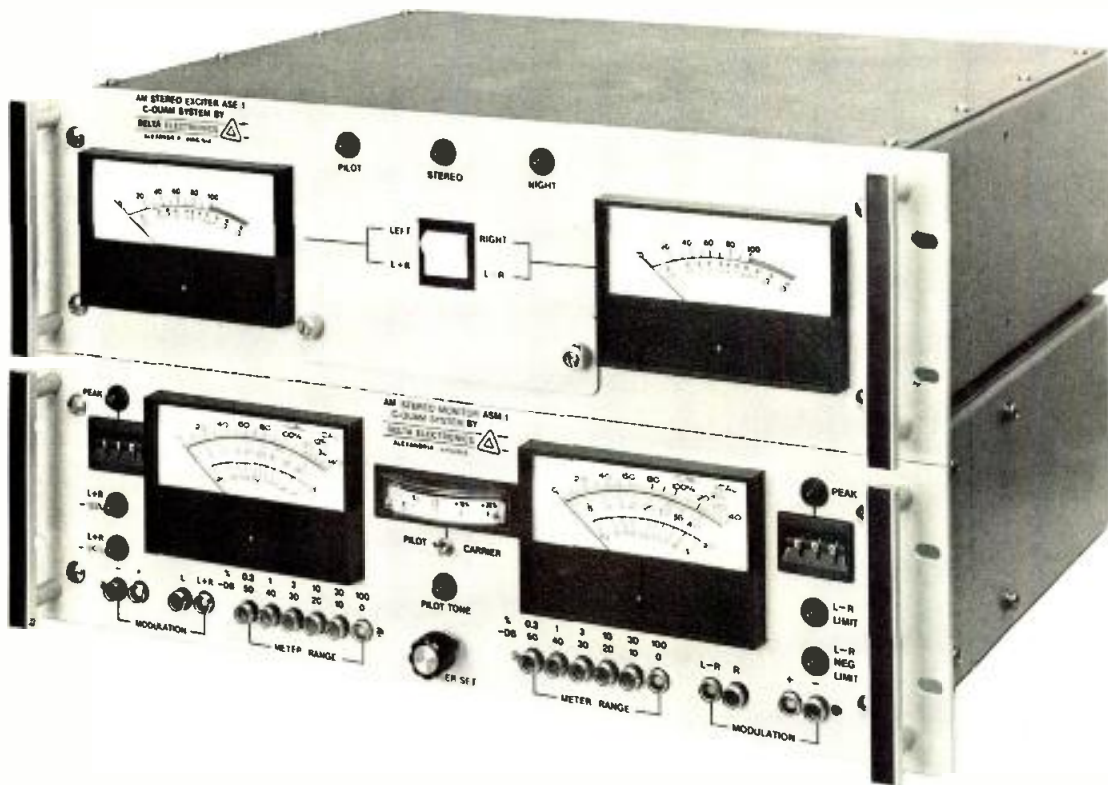
The gallery's problems were financial as well as logistical. It had built a stand for independent radio and television operations to cover the ceremonies on the west front. On Monday, the stand went unused, which meant the gallery would absorb the \$11,000 cost. The pool, collectively, and the networks, individually, had also built three stands on the grounds—one for head-on television shots of the swearing-in for the pool, another for unilateral television cameras and the third for radio—for a total cost of some \$35,000. And, like the gallery, the networks, said NBC News's Scott Goodfellow, who was in charge of the pool operations, will have to "eat" the costs.

But that was the smallest part of what the switch in plans added to the costs of the networks' coverage. According to the estimate of one network, the additional costs for all four could have reached \$500,000.

That probably does not include the cost of a case of champagne NBC News sent to the Capitol office of Senate Majority Leader Robert Dole (R-Kan.). While all the networks were being chased out of the spots they had staked out in the rotunda for interviews, NBC News's producers Bob Asman and Pete Hively arranged with Dole press secretary Walter Riker, in telephone calls that ran past midnight and woke him up, to use his office in the Majority Leader's suite that is located near the rotunda. The Dole office even provided the NBC crew, including correspondent Roger Mudd and Hively, breakfast Monday. NBC sent the champagne as an expression of its gratitude. □



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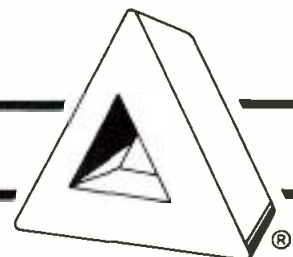
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# Report

stand-alone AM prices have rebounded since their rapid decline from the 1980 record of \$801,023 (part of that increase may be explained by the increase in major-market AM sales last year). A total of 378 AM stand-alones were sold.

In the 178 FM sales last year, the average price for an FM station was \$1,271,584, down from the 1980 figure of \$1,493,000, but holding pace with 1983's \$1,280,305.

A total of 226 AM-FM combinations traded in 1984.



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A total of 226 AM-FM combinations were traded in 1984. The 226 combo sales shattered the previous record of 147 sales from the year before. The average price of \$2,196,994 was fairly consistent with 1983's \$2,101,750.

One of the year's bigger spenders was SFN Companies Inc., which bought Western Broadcasting's six stations for \$116 million (BROADCASTING, Jan. 2, 1984). Western was started 24 years ago by Dale G. Moore, who was killed in an airplane crash three years ago (BROADCASTING, Nov. 30, 1981). SFN, a Glenview, Ill., educational materials company, takes its name from the ticker symbol of Scott Foresman & Co., now SFN's primary subsidiary. It is headed by Walter Windsor, former general manager of



Windsor

WFTV-TV Orlando, Fla., which SFN also purchased for \$125 million (see below). SFN got WTVM(TV) Columbus, Ga. (ch. 9, ABC); WJBF(TV) Augusta, Ga. (ch. 6, ABC); WAPA-TV San Juan, P.R. (ch. 4, independent); KCAP-AM-FM Helena, Mont., and

WGVO(AM) Missoula, Mont. In addition, SFN acquired Western's San Juan, P.R., Spanish-language audio and visual production company, Televiscentro Films Inc., a warehouse and 1,000-acre ranch. However, broadcasting accounted for more than 95% of Western's revenues, estimated at over \$50 million in 1983.

The sale of Post Corp. stations to Gillett, announced at the end of 1983 (BROADCASTING, Sept. 12, 1983) was completed in 1984. The company, which owned newspapers as well as broadcast stations, was owned by V.I. Minahan, president and chief executive officer, his family and others. At \$65 for each of 1,823,846 shares outstanding, the sale price came to \$118,550,000. The stations sold were: KBIZ (AM) Ottumwa, Iowa; WAYY(AM) Chippewa Falls, Wis.; WAXX(AM)-WEAU-TV Eau Claire, Wis.; KTVO(TV) Kirksville, Mo.; WOKR(TV) Rochester, N.Y.; WLUC-TV Green Bay, Wis., and WLUC-TV Marquette, Wis. Gillett is owned by George Gillett, who also owns WSMV(TV) Nashville.

Gross Telecasting sold WJIM-TV Lansing, Mich. (ch. 6, CBS), and WKBT(TV) LaCrosse, Wis. (ch. 8, CBS), to former CBS president John Backe. Backe was a partner

## 31 years of station transactions

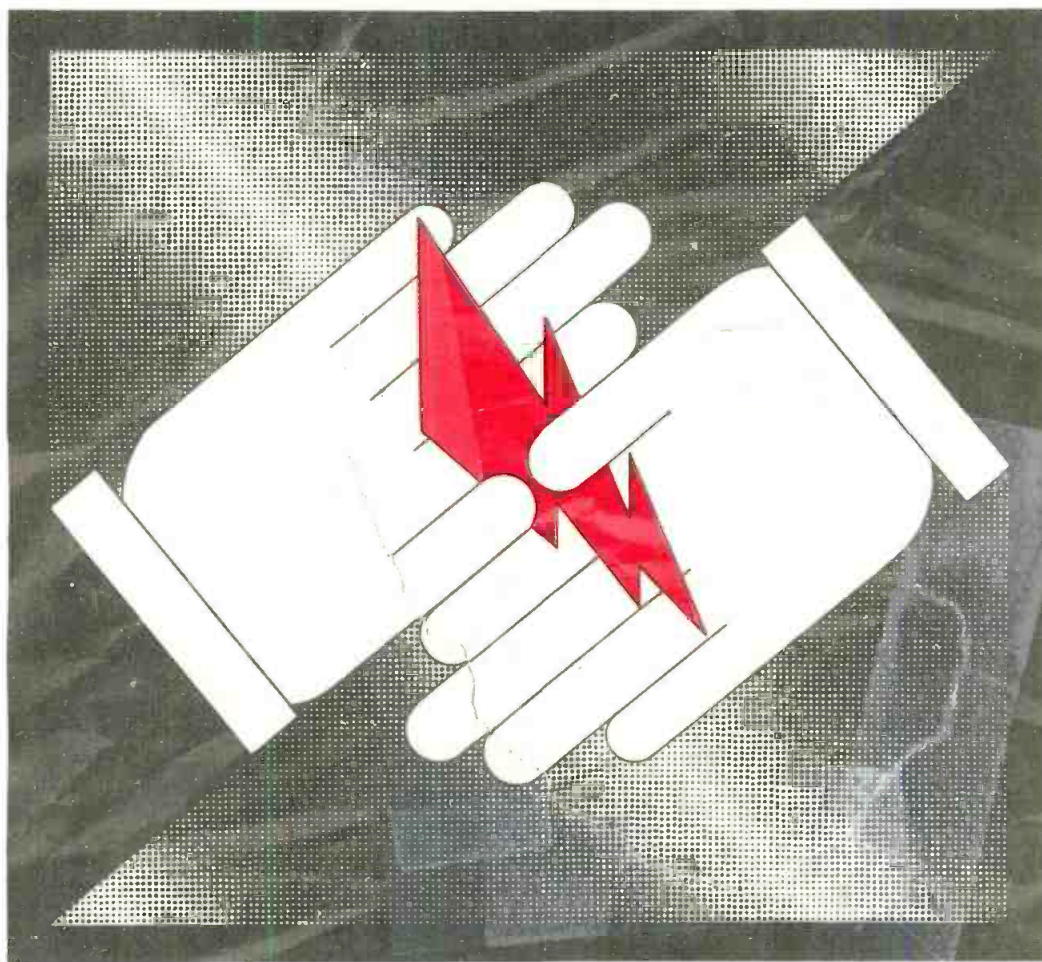
Dollar volume of transactions approved by FCC

Number of stations changing hands

	Total	Radio only	Combined, Radio TV*	TV		Radio only	Combined Radio TV*	TV only
1954	\$ 60,344,130	\$ 10,224,047	\$ 26,213,323	\$ 23,906,760	1954	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	1955	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	1956	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	1957	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	1958	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	1959	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	1960	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	1961	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	1962	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	1963	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	1964	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	1965	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	1966	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	1967	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	1968	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	1969	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	1970	268	3	19
1971	393,547,924	125,501,514	750,000	267,296,410	1971	270	2	27
1972	271,330,537	114,424,673	0	156,905,864	1972	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	1973	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	1974	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	1975	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	1976	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	1977	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	1978	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	1979	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	1980	424	3	35
1981	754,188,067	447,838,067	78,400,000	227,950,000	1981	625	6	24
1982	998,398,244	470,722,833	0	527,675,411	1982	597	0	30
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830	1983	669	10	61
1984	2,118,056,053	977,024,266	234,500,000	1,252,023,787	1984	782	2	82
<b>Total</b>	<b>\$13,680,372,704</b>	<b>\$6,127,263,183</b>	<b>\$1,827,669,833</b>	<b>\$6,702,223,764</b>	<b>Total</b>	<b>11,188</b>	<b>NA</b>	<b>982</b>

Note: Dollar volume figures represent total considerations reported for all transactions, with the exception of minority interest transfers in which control of the license did not change hands. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility was counted as one station in computing the total number of stations traded.

\* Prior to 1971 figures represent total number of deals involving both radio and television stations. \*\* Beginning in 1971, when the FCC's "one-to-a-customer" rule, prohibiting the sale of co-located TV and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages.



## Changing Hands 1984

### **Broadcast station sales top \$2 billion** **Active year for cable transactions**

Broadcast station trading in 1984 totaled \$2,118,056,053, the second biggest year of dollar volume in broadcast trading history. The record was set in 1983 with \$2.8 billion. But the biggest news in station trading last year was not the dollar totals but the liberalization of FCC limits on multiple ownership, which is expected to stimulate station trading this year.

The anticipation of deregulation and the continuing availability of financial support added up to the best and most active year ever for radio. There were 782 radio transactions in 1984—an all-time high and 14.5% higher than last year's record—with the average station trading for \$1,192,333,

breaking the \$1-million mark for the first time. This was 22.2% above last year's record-breaking \$928,368—made even more impressive by the fact that last year's average price broke the old 1980 record by almost 16%. 1984 also saw the largest radio-only deal when Harte-Hanks decided to divest its nine radio properties for \$76 million (BROADCASTING, Sept. 24, 1984, and below). Total radio sales equaled \$977,024,266, smashing last year's record of \$621 million by almost 47%.

Television station sales totaled \$1,252,023,787. There were 82 stations sold, another new record, at an average price of \$15,268,582. However, 31 of those sta-

tions were sales of construction permits, each valued at less than \$1 million. If those are discounted, the average price becomes almost \$24.6 million. And this does not include the leveraged buyout of Metromedia Inc., whose broadcast properties were not broken out in the total sale price of \$1.6 billion, or the leveraged buyout of Harte-Hanks. Included in the totals are the acquisition of Post Corp. stations by Gillett and the acquisition of Wometco's television stations through a leveraged buyout.

Though much was heard about the softness of the AM market, the average price for an AM was \$553,380, up 9.2% from last year, and 1984 was the second year that





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Capital Cities Communications, Inc.	Heritage Communications, Inc.	Reeves Communications Corporation
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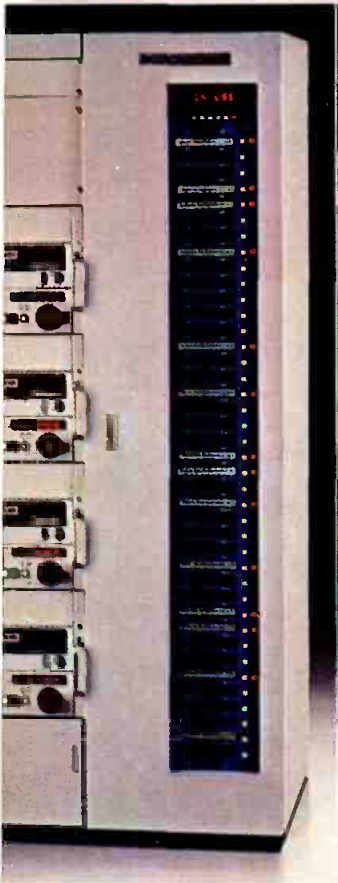
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with the original negotiators to buy the stations, but after those talks broke off, he purchased them on his own for \$48 million.

Sharad Tak, the owner of a Vienna, Va.-based computer firm, got into broadcasting in a big way in 1984. First with the purchase of KTBY(TV) Anchorage and later with WKIO(FM) Urbana, Ill., both for assumption of substantial liabilities. However, his largest buy came with the purchase of Liberty Broadcasting's TV stations for \$22 million. Sold in the deal were: WQOW-TV Eau Claire (ch. 18, ABC); WAOW-TV Wausau (ch. 9, ABC); WKOW-TV Madison (ch. 27, independent), and WXOW-TV La Crosse, all Wisconsin. He transferred his ownership of KTBY(TV), subject to FCC approval, in January 1985 to Ronald Bradley, the station's general manager.

Harte-Hanks Communications Inc. got out of radio with its sale of top-rated KKBQ-AM-FM Houston for \$35 million and the sale of the rest of its radio properties to its radio division head, Gary Edens, for \$43,148,000. Those stations are: KOY(AM)-KQYT(FM) Phoenix; WRBQ-AM-FM Tampa, Fla.; WRVA(AM)-WRVQ(FM) Richmond, Va., and WSGN(AM) Birmingham, Ala. Harte-Hanks bought most of its radio properties from Southern Broadcasting in 1978, merging to form the radio group. Edens began as an account executive with Southern in 1968 and became its president in 1971. He became senior vice-president with Harte-Hanks after the merger and became president of Hart-Hanks Radio in 1981. Harte-Hanks owns, among other things, 27 daily newspapers, and four VHF network affiliated stations. It is headed by President Bill Moll.

Following Harte-Hanks divestiture was the sale by A.S. Abell Co., publisher of the *Baltimore Sun* and *Country Magazine*, of its six radio stations and one TV to Stephen Seymour, president of Abell's broadcasting subsidiary, for \$32 million. Abell Communications sold WMAR-FM Baltimore for \$4.5 million; WJTV(AM) Newport News and WNVZ(FM) Norfolk, both Virginia, for \$3.5 million; WCRJ-AM-FM Jacksonville, Fla., for \$4 million and WCFI(FM) Daytona Beach, Fla., for \$5 million. Seymour also purchased WFLA(TV) Raleigh, N.C., for \$17 million. Abell retained its WMAR-TV Baltimore.

Still another big radio deal was the sale of Western Cities Broadcasting to Nationwide Communications Inc. for \$43.5 million. Montecito, Calif.-based Western was principally owned by Peer Pederson, Howard Warren and Richard Phalen. NCI, headed by Clark Pollack, is a subsidiary of Nationwide Mutual Insurance, based in Columbus, Ohio. It already owned two AM's, five FM's and three TV's, so the purchase of KZAP(FM) Sacramento, Calif.; KWSS(FM) Gilroy, Calif.; KZZP-AM-FM Mesa, Ariz.; KNST(AM)-KRQQ(FM) Tucson, Ariz., and KMJJ(AM)-KLNC(FM) Las Vegas, makes NCI the largest FM station group with 10 stations.

Clear Channel Communications purchased KTOK(AM)-KYJO-FM Oklahoma City, WQUE-AM-FM New Orleans and WELI(AM) New Haven, Conn., in a deal with Broad Street Communications for \$26 million. The New Haven-based Broad Street, headed by Richard Geissmar and Fred Walker, also

owns the Oklahoma News Network, a statewide radio network with 47 affiliates. Broad Street will operate as a subsidiary of the publicly-traded San Antonio, Tex.-based station group headed by Lowry Mays.

Sillerman-Morrow, the Middletown, N.Y.-based station group run by Robert F.X. Sillerman and Bruce (Cousin Bruce) Morrow, had a very busy year. It purchased the Knoxville-Tenn.-based Sungroup, a publicly-held company, for \$12 million. The stations involved in that deal were: WERC(AM)-WKXX(FM) Birmingham, Ala.; WYHY(FM) Lebanon, Tenn., and WSEV(AM)-WMYU(FM) Sevierville, Tenn. To pay for these acquisitions, Sillerman-Morrow sold WATL(TV) Atlanta to Outlet for \$28 million. In November it also sold WRAN(AM) Dover, N.J.; WJJB(FM) Hyde Park, N.Y., and WALL(AM)-WKGL(FM) Middletown, N.Y., to Bell Broadcasting, a new corporation headed by Richard C. Bell, vice president of Sillerman-Morrow.

Mack Sanders got out of the business this year with his sale of WNOX(AM) Knoxville; WKNX(FM) Clinton; WJRB(AM) Madison; WJKZ(FM) Franklin, all Tennessee, and WVOK(AM)-WRKK(FM) Birmingham, Ala. to ELF Communications for \$12 million, with \$10 million going for station assets and \$2 million for real estate. He became a consultant and director of ELF, which is a new company started by John Lack, a former Warner Amex Cable executive vice president and CBS Radio Spot Sales general manager. Sanders said he will be back searching for other acquisitions in 1985.

Following are summaries of all FCC-approved sales of \$1 million or more last year:

## VHF

Publicly held SFN Companies Inc. contributed substantially to the television station trading totals in 1984, first with its purchase of Western Broadcasting for \$116 million (see above), and also with the purchase of WFTV(TV) Orlando, Fla. (ch. 9, ABC), for \$125 million. Seller of the station, Channel 9 of Orlando, is a partnership of five companies that had been competing applicants for the station in one of the longest series of hearings and court cases in broadcasting history. The initial grant of the construction permit to Mid-Florida Television in 1955, then headed by John Kluge now of Metromedia, was one of several grants later called back after allegations of *ex parte* contacts with the late FCC Commissioner Richard Mack, who was forced to resign. Other allegations concerning rival applicants kept hearings open until 1981, when the competing applicants, which had joined in interim operation of the station, obtained FCC approval to merge.

Root Communications, a Daytona-based station group owned by Chapman S. Root, bought KMVT-TV Twin Falls, Idaho (ch. 11, independent) from Western Broadcasting for \$11 million. Root bought the stations before the divestiture of Western to SFN (see above).

WTTV(TV) Bloomington, Ind. (ch. 4, independent), was sold for \$73 million by Te-

leco Indiana Inc. to a group headed by De Sales Harrison, former chairman of Pacific & Southern Broadcasting. Elmer Snow, the station's president and minority owner, retained his position as president with the new owners.

Aroostock Broadcasting, headed by Horace Hildreth and owner of WABI-AM-TV and WBGW(FM) Bangor, Me., and WCJB-TV Gainesville, Fla., sold WAGM-TV Presque Isle, Me. (ch. 8, CBS, ABC and NBC), for \$3 million.

Sixty-eight percent of KREX-TV Grand Junction (ch. 6, NBC, CBS), KREY-TV Montrose (ch. 10, NBC, CBS), and KREZ-TV Durango (ch. 6, CBS, NBC), all Colorado, was transferred from Lucille Howell; Marlene Hoskins; Ruth Kendrick; her husband, Joe, and Carl Anderson to E&W Broadcasting, headed by John English, an Erie, Pa., attorney, for \$3,858,000. The sellers also gain sole control of KREX-AM-FM Grand Junction.

Telepictures Corp. owns 49% of Television Broadcasting Corp., which applied to purchase WKBM-TV San Juan (ch. 11, independent) and WSUR-TV Ponce (ch. 9, independent), both Puerto Rico, for \$7.6 million, plus bankruptcy claims, in April, but FCC approval was held up because of foreign interest concerns with Video Tape Systems Inc., 24% owner of TBC (see page 93). Telepictures did purchase KSPR(TV) Springfield, Mo., for \$6.27 million (see below).

Heinrich Broadcasting, an Arkansas station group of one AM, one FM and two TV's owned by George Heinrich and family, sold KAIT-TV Jonesboro, Ark. (ch. 8, ABC), to Channel Communications, headed by Brian Byrnes, former general manager of WSMV(TV) Nashville, for \$22,720,000. Channel also owns KPLC-TV Lake Charles, La. Byrnes also has interest in KLNT(AM)-KNJY(FM) Clinton, Iowa.

Martin Pompadur and Ralph Becker, who own five TV's, purchased WBRE(TV) Wilkes-Barre, Pa., for \$21 million.

KTAB-TV Abilene, Tex. (ch. 32, NBC), was sold for \$9 million to International Broadcasting, a producer of TV programs and arena shows principally owned by Thomas Scallen.

The Bluefield, W.Va.-based Daily Telegraph Printing Co., owned by the Schott family, divested its broadcast properties beginning with the sale of KIMT(TV) Mason City, Iowa (ch. 3, CBS), and WBTW(TV) Florence, S.C. (ch. 13, CBS), to Spartan Radiocasting Co. for \$36,750,000. Spartan, owned by Walter J. Brown, also owns WSPA-AM-FM-TV Spartanburg, Tenn., and WTWA(AM)-WTHO-FM Thomson, Ga. Daily Telegraph also sold WHIS(AM)-WHAJ(FM) Bluefield, W.Va. (see below).

KTTU(TV) Fairbanks, Alaska (ch. 2, NBC, ABC), was sold in May for \$2 million, with the price adjusted down to \$1.75 million if a third TV station goes on the air in the market one year after closing. The owners of the station, Vicki Zaser and Jessica Longston, also own KTUU-TV Anchorage. The buyer, Fairbanks Television Corp., also owns Alaska TV's.

John Smart, former chairman of Esquire Inc., bought Esquire's KECY-TV El Centro,



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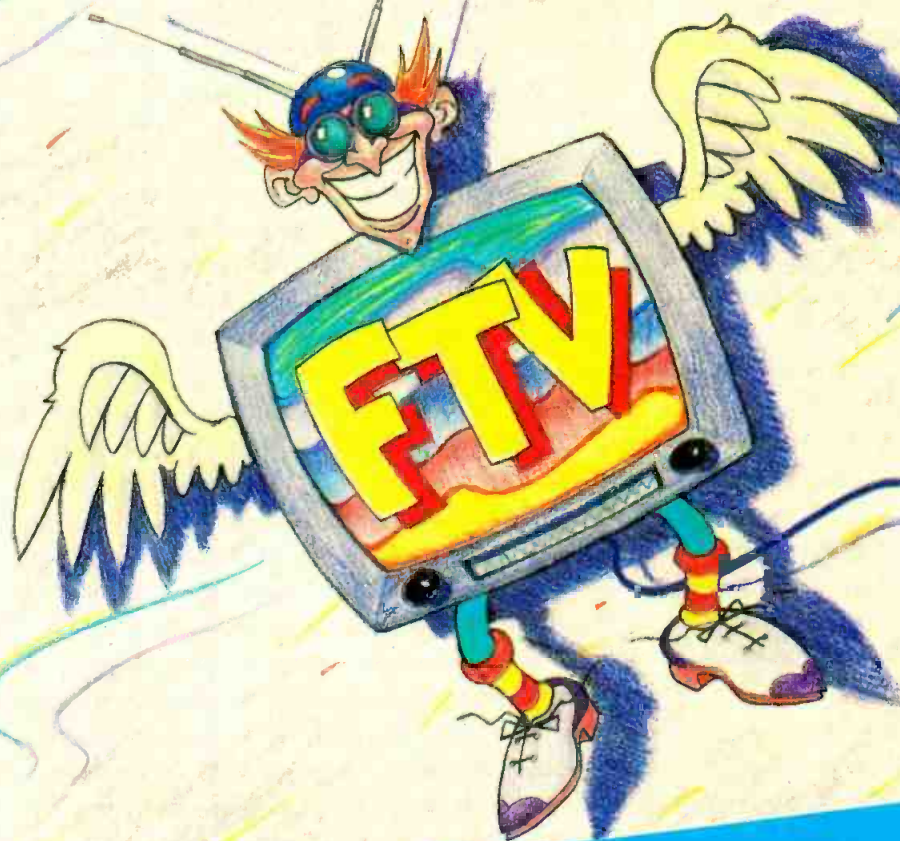
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Calif. (ch. 9, ABC, CBS, NBC), for \$1.5 million. Esquire had originally sold the El Centro station and KESQ-TV Palm Springs, Calif., to recording artist Harry Nilsson, but that deal fell through. The Palm Springs station was sold to Gulf Broadcasting (see below).

Group owner John Price bought KID-TV Idaho Falls (ch. 3, CBS), for \$4 million. The owners, KID Broadcasting, also sold co-located KID-AM-FM (see below).

Thomas Draper, owner of WBOC-TV Salisbury, Md., bought KOAM-TV Pittsburg, Kan., (ch. 7, CBS), for \$12 million.

H & C Communications (Oveta Culp Hobby, her son, William B. Hobby, and daughter, Jessica Hobby Cato), sold WTOK-TV Meridian, Miss. (ch. 11, independent) to Southeastmedia Inc. for \$13.1 million. Hobby owns three other TV's. Southeastmedia is principally owned by Larry Wallace, David Jones and John Flake and also owns KARK-TV Little Rock, Ark.

## UHF

The two largest TV sales in 1984 involved independent stations—KTXA(TV) Fort Worth (ch. 21, independent) and KTXH(TV) Houston (ch. 20, independent) which were sold

by Channel 20 Inc., owned by Sydney Slenker and Milt Grant, to Gulf Broadcasting for \$160 million. In that deal, the sale price was pro rated to include a bonus of \$18 million for KTXA and almost \$17 million for KTXH if each station's profits exceeded \$16 million for the first year after closing. Outlet originally thought that it had reached an agreement to purchase the stations, but that deal fell through ("Closed Circuit," May 28, 1984). Esquire Inc., a subsidiary of Gulf + Western, after selling KECY-TV El Centro, Calif. (see above), sold its remaining TV station KESQ-TV Palm Springs, Calif. (ch. 42, ABC), to Gulf Broadcasting for \$3.75 million.

After being rebuffed in the Texas sales, Outlet Communications purchased WATL(TV) Atlanta (ch. 36, independent) from Sillerman-Morrow for \$28 million. Outlet was purchased by The Rockefeller Group in 1983 and operates as a subsidiary. In November, Outlet purchased WPDS-TV Indianapolis (ch. 59, independent) for \$22 million from Anapcomp Inc., a publicly held Indianapolis-based computer firm.

Odyssey Partners, a group based in New York, bought WDZL(TV) Miami (ch. 39, independent) for \$10,927,000. In the sale, Susan Jaramillo, former general partner and general manager, exchanged her general partner status for a limited partnership, and remained general manager until Odyssey fired her. Jaramillo alleged breach of contract and



Grant

discrimination, and filed a lawsuit in Miami, filed a complaint with the Equal Employment Opportunity Commission and petitioned the FCC to revoke the assignment of license and the assignment of WCPQ-TV Charlotte, N.C. (ch. 36, NBC), which Odyssey purchased later from Group W for \$24,250,000.

Capital Cities Communications bought WFTS-TV Tampa, Fla. from Sandy Wheeler for \$30 million. Cap Cities is a publicly traded company based in New York and headed by Thomas Murphy. It also purchased KLAC(AM) Los Angeles from Metromedia and sold KZLA(AM) Los Angeles to Spanish Broadcasting (see above).

Stephen Seymour purchased WLFL-TV Raleigh, N.C. (ch. 33, independent) for \$15 million when he bought most of Abell Communications broadcast assets (see above).

Former U.S. Senator Joseph D. Tydings (D-Md.), former Representative Louis Frey (R-Fla.), John A. Janas, former vice president of Rollins Inc.'s media group and Mitchell Cutler, Washington attorney, got together to purchase WECA-TV (ABC, ch. 27) Tallahassee, Fla., from local businessman E.C. Allen for \$3.8 million.

Andrew Stabler and James and Howard Lamade, owners of WCYB-TV Bristol, Va. and WLYC(AM)-WILQ(FM) Williamsport, Pa., bought WXVT(TV) Greenville, Miss. (ch. 15, CBS) from a group of Greenville businessmen for \$4.8 million.

WTSF(TV) Ashland, Ky. (ch. 61, independent) was sold to a group of investors headed by Ralph Sturgill and Robert Vanhooose for \$1.45 million.

New York financier Ivan Bresky and family along with Beverly Hills hotel President Burton Slatky and his family purchased WFBT-TV Minneapolis (ch. 29, independent) for \$12 million. They also bought 85% of KGMC(TV) Oklahoma City (ch. 34, independent) for \$7 million at the end of last year ((BROADCASTING, Dec. 13, 1984).

Hugh E. Davis, owner of KNDO(TV) Yakima and KNDU(TV) Richland, both Washington, purchased KMTR-TV Eugene, Ore. (ch. 16, NBC) for \$1.14 million.

KTAB-TV Abilene, Tex. (ch. 32, NBC),

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Inter Urban Broadcasting of  
New Orleans Partnership  
WYLD-AM/FM  
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**\$1,500,000**

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Cable Television Const.  
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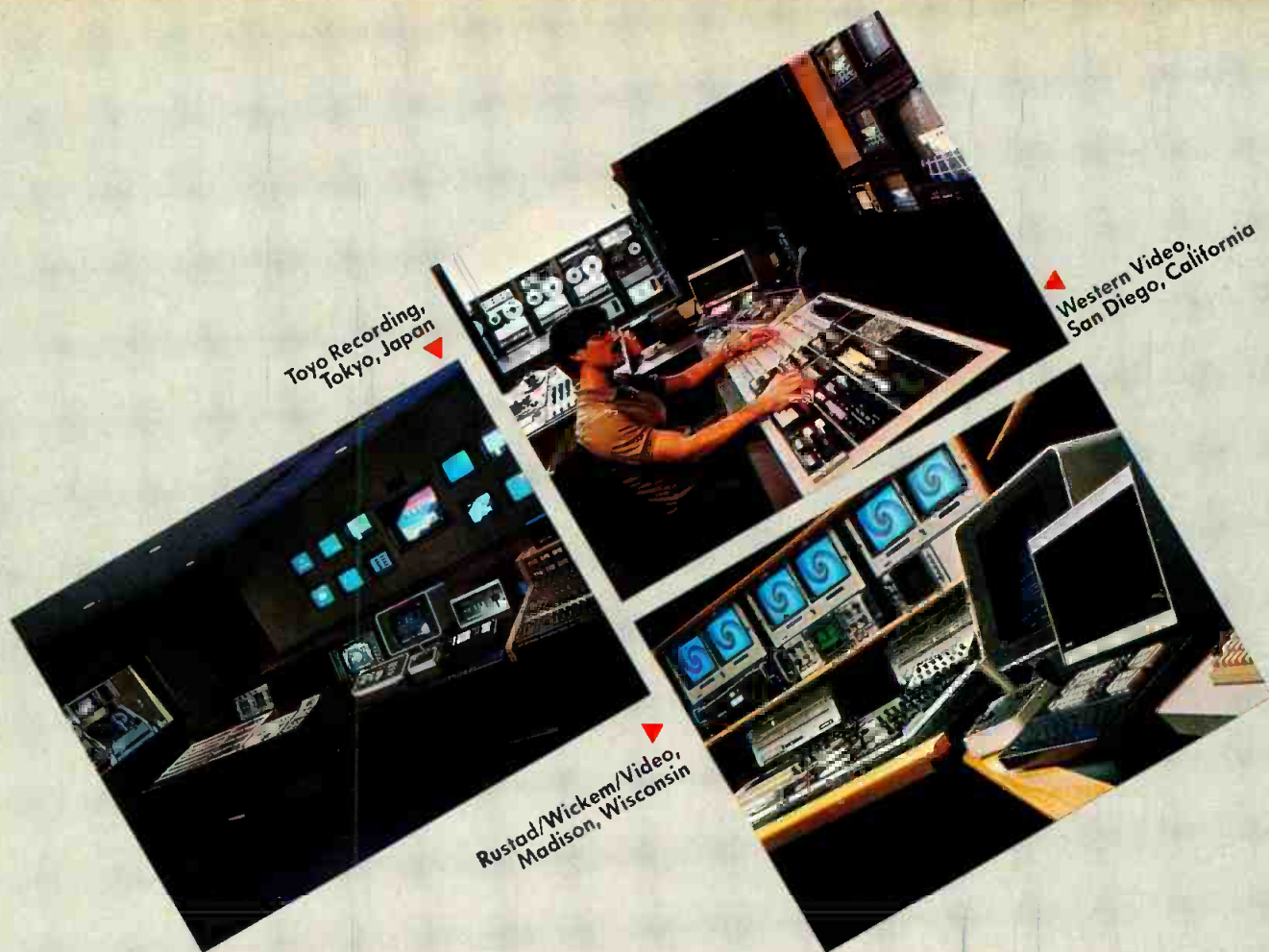
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At the heart of the Center is the remarkable ACE editing system, fast enough and smart enough to satisfy the most creative editors in the business. Depending on individual preferences, you may choose the Touchscreen option, or either the dedicated or ASCII-style keyboards. Using the ACE joystick control, you're in command of all the other products in the system. With the optional General Purpose Interface (GPI) you can command any product activated by an electronic "trigger."

And there's more flexibility. ACE disks are interchangeable with any other ACE system of any configuration. ACE can even read and write CMX-format disks. You can schedule system time much more effectively and conveniently.

That's only part of the story. There's more creative power, control and flexibility inherent in all the Ampex products.

## System Flexibility

**P**roduct quality and reliability have long been associated with the Ampex name. In our Creative Command Center, you have a wide choice of Ampex products, each unsurpassed in its price/performance category. Complementing ACE, with its various options, you have a choice of Ampex production switchers, either 4100 Series, or the microprocessor-based AVC Series. AVC switchers offer awesome creative power, yet are simple and logical to operate.

You also can choose any of the Ampex VTRs: the VPR-2B, the VPR-80, or the VPR-3 (the mainstay of Olympic Games broadcasts) with unequalled speed and tape handling ability, or our ARC-40 M-format VTRs.

The very popular ADO has become the standard in the world of creative image manipulation, with over 250 in use around the world. Its abilities are constantly being expanded by the imaginations of its many users.

Your needs and budget determine the configuration of your own Ampex Creative Command Center. No matter what shape it takes, Ampex products will perform to support your business goals.





Ultimate Video International B.V.  
Hilversum, Holland



Crawford Communications,  
Atlanta, Georgia



Atari, Inc.  
Milpitas, California

# Creative Command Center

## Can Management Love a Creative Command Center?

Editors who use these systems every day find that their solid technical foundation allows more efficient use of time for creative experimentation, or to meet tight client budgets and deadlines.

All this helps keep clients happy. Not only is the Creative Command Center an impressive system to see, but its performance can help you build the kind of goodwill that pays off on the bottom line.

Captive facilities find that Creative Command Centers can be equally effective for their needs, turning out a variety of software. One interesting application can be found at the coin-operated games division of Atari, where a complete Center has been installed to produce the very latest in laser video arcade games.

So don't be intimidated by the sophistication of these systems. They're practical first and foremost, and designed to make management smile, even the controller.

## Support That Keeps You Going

Exceptional dedication to the smooth working of your Ampex Creative Command Center is a characteristic of our service and support force.

It starts with the Ampex Sales Engineer you may call to explain how a Creative Command Center can fill your individual needs. He and your Ampex Service Engineer will work with you as your system is installed and checked out. They and all the other support people at Ampex will be there when you need them, wherever you are.

Obviously, there's much more that you need to know about an Ampex Creative Command Center than we can tell you here. Your Ampex Sales Engineer is just the person to give you that information. Ask him to tell you everything you want to know.

## What Our Customers Are Saying About Us and the Creative Command Center.

- "With ACE, I can put more creative energy in my work with peace of mind. I don't have to worry about technical problems."
- "ACE is really an awesome editor. And the system is even more awesome than ACE alone."
- "The thing I'm most impressed with is the Ampex software and how user-friendly it is."
- "We purchased the Ampex equipment as a system, rather than stand-alone products, because we believed Ampex's innovative power can be most effectively demonstrated in the total system."
- "Interface on all equipment was a key factor in our decision to purchase a full ACE system. We wanted a single source."
- "In 20 working hours, we went from an empty room to an ACE system in full operation. That's due to the basic quality of the Ampex equipment and the use of the RS-422 buss."
- "We've gotten good support from both Ampex sales and service. They seem to be interested in what we're doing and what we think."
- "We've been with Ampex for 11 years. We're a small company; we need the support of a large manufacturer."

# AMPEX

Ampex Corporation • One of The Signal Companies

San Francisco 415/367-2296 • Los Angeles 818/240-5000 • Atlanta 404/491-7112 • Chicago 312/593-6000 • Louisville, KY 502/239-6111 • Washington, D.C. 301/530-8800 • New York/New Jersey 201/825-9600, 212/947-8633 • Dayton, OH 513/254-6101 • Dallas 214/960-1162 • Salt Lake City 801/487-8181 • Seattle 206/575-0156

was sold for \$9 million to International Broadcasting, a producer of TV programs and arena shows, principally owned by Thomas Scallen.

Precht Communications, owner of KECI-TV Missoula, KTVM(TV) Butte and KCFW-TV Kalispell, all Montana, bought WPTV-TV Memphis (ch. 24, independent) for \$11 million. Precht is owned by Robert Precht and family.

Former Corinthian Broadcasting head, Phillip Lombardo, bought WUTV(TV) Buffalo, N.Y. (ch. 29, independent), for \$15.2 million.

Publicly traded Denver-based Orion Broadcast, headed by Keith Schwyder, chairman, bought WBLN(TV) Bloomington, Ill. (ch. 43, independent) for approximately \$1.5 million, approximately because part of the sale price also included 2% of the ad revenue over \$1 million for the first year and 2% over \$1.4 million for the next four.

WBTI(TV) Cincinnati (ch. 64, independent) was sold by United Cable TV Corp., publicly traded Denver-based cable MSO, which owned 80%, and Buford Television, Tyler, Tex.-based station group of five TV's owned by Robert Gerald and Geoffrey Buford. Larry (Bud) Rogers, retired president of Taft Broadcasting and former owner of WOFL(TV) Orlando, Fla., his former general manager, Raymond Balsom, and Stephen Kent, WBTI's general manager, bought the station for \$9.5 million.

Kenneth Myer, George Baldridge and Herb Wattner sold KARD(TV) West Monroe,

La. (ch. 14, ABC), to Charles Woods for \$5.2 million. Sellers own three AM's, three FM's and one TV. Woods owns WTVY-FM-TV Dothan, Ala., and WTVW(TV) Evansville, Ind.

Telepictures bought KSPR(TV) Springfield, Mo., from Farrel Jones for \$6.27 million. Telepictures is headed by Michael Solomon. It also bought WKBM-TV San Juan and WSUR-TV Ponce, both Puerto Rico (see above).

The Journal Co., publisher of the *Milwaukee Journal* and *The Milwaukee Sentinel*, bought WFSL-TV Lansing, Mich. (ch. 47, independent) for \$8.25 million. The Milwaukee-based publisher is headed by Michael McCormick and also owns WTMJ-AM-TV and WTKI(FM) both Milwaukee, KTNV-TV Las Vegas and three cable systems in Wisconsin.

# FM

KJOI(FM) Los Angeles drew the largest price for an FM stand-alone at \$18.5 million. It was sold by CCLA Communications Inc., a wholly owned subsidiary of Beatrice Foods, to Noble Broadcast Consultants, San Diego-based radio program consultant and syndicator.

Gilmore Broadcasting Corp. bought WLVE(FM) Miami Beach from Community Service Broadcasters Inc., which also owns WMBM(AM) Miami Beach, for \$10.5 million. Later, it also purchased WIVY-FM Jackson-

ville, Fla., from Infinity Broadcasting for \$6.5 million. Gilmore Broadcasting is a Kalamazoo, Mich.-based station group and cable MSO owned by James S. Gilmore.

KWFM(FM) Tucson was sold by Sandusky Newspapers to Behan Broadcasting for \$4.2 million. Sandusky Newspapers is based in Los Angeles, owns four AM's, six FM's and publishes newspapers in Ohio, Michigan and Tennessee. It is headed by Dudley A. White, chairman. The buyer, Behan Broadcasting, owns four AM's and three FM's. It is owned by Dennis Behan.

WSNE-FM Taunton, Mass., was sold by Outlet Co. for \$3.6 million. Outlet was forced to sell the station since its acquisition by The Rockefeller Group (BROADCASTING, May 9, 1983) invalidated its grandfather status with the co-owned and co-located WJAR-TV Providence, R.I. The buyers were Donald Wilks and Michael Schwartz, Springfield, Mass.-based group owners who also purchased WRKZ-AM-FM Wilkes-Barre, Pa., and WEEX(AM)-WQQQ(FM) Easton, Pa. (see below).

Jefferson-Pilot Broadcasting sold WHSL(FM) Wilmington, N.C., for \$1 million to Donald R. Watson and Carl Brown, local Pepsi bottlers who also own co-located WMFD(AM). Jefferson-Pilot also sold co-located WWIL(AM) (see below).

WKEZ-FM Yorktown, Va., was sold by Stan Karas, former general manager of WEAM(AM) Arlington, Va. (which was also sold, see above), and members of the Washington communications law firm of Lovett,

## Put Our Experience To Work For You!

### CARAVELLE BROADCAST GROUP of KINSTON

has acquired

WISP/WQDW

Kinston, North Carolina

for

\$1,800,000

from

Joyner Broadcasting Corporation

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

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202 331-9270 312 346-6460 404 892-4655 213 274-8151

### Spartan Broadcasting Company

has purchased

the assets of television stations

WBTW, Florence, S.C.

and

KIMT, Mason City, IA

for

\$36,750,000

from

Daily Telegraph Printing Company

Bluefield, West Virginia

The undersigned served as broker in this transaction.

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### Keymarket Communications of Alabama, Inc.

has acquired

WTBC/WUOA

Tuscaloosa, Alabama

for

\$1,312,500

from

Tuscaloosa Broadcasting Company

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### PRICE COMMUNICATIONS CORPORATION

(Robert Price, President)

has acquired

AM radio stations

WTIX, New Orleans

and

KOMA, Oklahoma City

for

\$6,000,000

from

Storz Broadcasting

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

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### Greater Media Inc.

has acquired

WWRC (AM)

Washington, D.C.

from

NBC

for

\$3,600,000

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### Clear Channel Communications Inc.

has acquired

KTOK and KJYO-FM, Oklahoma City,

WELI (AM), New Haven,

WQUE AM-FM, New Orleans,

and

Oklahoma News Network

for

\$26,000,000

from

Broad Street Communications Corporation

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

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### WBRE-TV

Wilkes-Barre-Scranton, Pennsylvania

has been acquired by

Northeastern Television Investors

Limited Partnership

Managers General Partner: PRTV, Inc. 1 Merlot Pampadour

Chairman & Chief Executive Officer: Eugene S. Bender

President & Chief Operating Officer

Associate General Partner: (18) Television Corp., a wholly-owned subsidiary of Integrated Resources, Inc.

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

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202 331-9270 312 346-6460 404 892-4655 213 274-8151

### Community Service Broadcasters, Inc.

(Alan B. Margolis, President)

has sold

WLVE (FM)

Miami Beach, Florida

to

Gilmore Broadcasting Corporation

for

\$10,500,000

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

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12885



# NIELSEN AND ARBITRON'S FIRST CHOICE NEWS.

Number one at 5 pm.

Number one at 6 pm.

Number one at 10 pm.

Simply put, that's the story behind WCCO-TV News' domination of the Minneapolis/St. Paul market in October and November.

We have achieved our results with an innovative approach to news reporting that includes award-winning "Cover Stories." We were the first American TV journalists allowed to travel extensively in Vietnam since the war ended a decade ago. We also broadcast the findings of a six-month "I-Team" investigation of local HMO healthcare.

Reporting like this, along with informative and comprehensive news coverage, is broadcast journalism at its finest.

And in our book, that's as important as coming in first.

For those who would like to know the numbers behind the numbers, here is the story on our late news delivery in November.\*

	NIELSEN	ARBITRON
WCCO	19 rating/35 share	18 rating/34 share
KSTP	17 rating/32 share	15 rating/28 share
WTCN	8 rating/15 share	8 rating/15 share

## WCCO TV NEWS

Minneapolis/St. Paul

©1985 WCCO-TV. A CBS affiliate represented by KATZ. \*Source: Nielsen and Arbitron November 1984, weekday average, 10-10:30 PM. A DI share subject to limitations.

# BOOST YOUR RATINGS





# WITH THE #1 TEAM!



Scooby-Doo and Fred Flintstone are favorites in any programming race, because they make a rating-raising team that can't be beat!

Even with all the new entries in the children's programming market last year, Scooby had the highest national kid-rating of any syndicated show.\* And *The Flintstones* has proven itself to be a consistent top-five ranked program.

Scooby-Doo and *The Flintstones* are just part of our winning team. The DFS Program Exchange also offers other exciting top ranking children's favorites like *Underdog*, *Bullwinkle* and many others (18 in all).

We've even added something special for Bill Cosby fans... 430 inserts of *Bill Cosby's Picture Pages*. All of this can be yours through the DFS Program Exchange at no out-of-pocket cost to you.

So be a winner in children's programming—go with Scooby-Doo, *The Flintstones* and all the other front-runners in the DFS Program Exchange.



For details, contact DFS Program Exchange  
405 Lexington Ave., New York, N.Y. 10174  
(212) 661-0800

- ★ Bullwinkle
- ★ Rocky & His Friends
- ★ Underdog
- ★ Tennessee Tuxedo
- ★ Roman Holidays
- ★ Dudley Do Right
- ★ Devlin
- ★ Picture Pages

- ★ Wheelie & The Chopper Bunch
- ★ Valley of the Dinosaurs
- ★ Inch High, Private Eye
- ★ Uncle Waldo
- ★ Space Kidettes
- ★ Young Samson
- ★ Sealab 2020
- ★ King Leonardo



\*Source: Nov. '83—July '84 ARB Syndicated Program Analysis

© Hanna-Barbera, 1984

Jennessee, Stambler & Seibert, for \$1.2 million. Buyers were Catherine Pendleton LaFerme, wife of WKEZ-FM general manager, and Patricia Parker, advertising manager of Virginia Beach, Va., furniture store. Karas and partners later sold KMZQ(FM) Henderson, Nev., to a group including Ivan Braiker, principal in Highsmith Broadcasting, for \$1.35 million.

Joseph Amato, 35% owner of WWJF(FM) Fort Lauderdale, Fla., bought out other stockholders for \$4.35 million. Amato, owner of radio and TV station group, sold co-located WFTL(AM) (see above).

WZID(FM) Manchester, N.H., was sold to George Silverman, owner of WMGX(FM) Portland, Me., for \$2,750,000.

Robins Communications, broadcast subsidiary of the publicly owned, Richmond, Va.-based pharmaceutical company, bought WRQK(FM) Greensboro, N.C., from Thomas Armshaw, Joseph Wolf and Murray Moss for \$6.1 million.

The Keymarket Group purchased WTGI(FM) Hammond, La., from Ron Strother and Donald Lobell for \$1.8 million. It has also purchased WATM(AM)-WSKR(FM) Atmore, Ala., and WRUS(AM)-WAKQ(FM) Russellville, Ky. (see below).

KESY-FM Omaha was sold by Mack Sanders's wife, Sherry, for \$2.2 million plus \$300,000 noncompete agreement to Jayne Ann Woods, 25% owner of CP for new AM in Cross City, Fla., and John W. Biddinger, Indianapolis investor. Sanders sold all his

broadcast properties to ELF Communications for \$12 million (see above).

Broadcast consultant and air personality Gene Milner bought WBYG-FM Kankakee, Ill., for \$1.2 million.

Former Dallas Cowboys owner Clint Murchison sold KLTE(FM) Oklahoma City to Mel Wheeler for \$3.15 million. Wheeler sold KDNT-AM-FM Denton, Tex. (see below).

KXTZ(FM) Henderson, Nev., was sold by John and Jeanette Banoczi to John Parker, owner of two AM's and three FM's for \$1.8 million. Parker bought KTCJ(AM)-KTCZ(FM) Minneapolis-St. Paul in 1983.

As part of Wometco's leveraged buyout by Kohlberg, Kravis Roberts & Co. in 1983, it was forced to sell WLOS(FM) Asheville, N.C. to Wise Radio Inc. for \$1.75 million, since the station's grandfathered status became invalid after the sale—Wometco owns co-located WLOS-TV. Wise is owned by Eric Jorgenson, who owns co-located WISE(AM).

Steven Hicks's Hicks Communications sold KIKX-FM Denton, Tex., to ABC Inc. for \$9 million. Hicks also owns three AM's and three FM's. ABC bought the station after it sold KGO-FM San Francisco in October 1983. ABC also sold WXYZ(AM) Detroit (see below).

Robert G. Liggett sold WZLD(FM) Cayce, S.C., to Universal Communications Corp. for \$1.6 million. Liggett also has an interest in five FM's, while Universal, owned by Jerome Bressler and David Hafner, owns two AM's and two FM's.

WWKX(FM) Gallatin, Tenn., was sold by Ronald Bledsoe, who also owns co-located WHIN(AM), to Group Three Broadcasting for \$6.5 million.

Howard Tanger, owner of WTMI(FM) Miami, sold WKSS(FM) Hartford-Meridian, Conn., to a Cambridge, Mass.-based music promoter, Donald Law, for \$3.43 million, including a \$500,000 noncompete agreement. Tanger's father, Alexander Tanger, had one of the larger stand-alone FM sales last year, with his purchase of WHUE-AM-FM Boston and their subsequent sales. WHUE(AM) went to Greater Media (see below) and WHUE-FM was sold to First Media, a Washington-based station group owned by Richard E. Marriott for \$10.5 million.

Louis Mahacek, former vice president of the Torbet Radio representative firm, purchased WXBW-FM Milton, Fla., from Byrd Mapoles, who has no other broadcast interests, for \$2.5 million.

Katz Broadcasting, the station group subsidiary of the Katz Communications rep firm, bought WWLT(FM) Gainesville, Ga., for \$5.5 million from John Jacobs and James Dunlap, who also own co-located WDUN(AM).

Bahakel Communications bought WKTM(FM) North Charleston, S.C., from Carl and Betty Lou Marcocci for \$2.84 million. The Marcocci's later purchased WGUL-AM-FM New Port Richey, Fla. (see below).

Voice of the People, part owned by Washington communications attorneys, Michael

# Tribune Entertainment Presents

This weekly dance, music and entertainment classic, now in its 14th successful season, is cleared in over 70 markets across the country. And we're pleased to be adding it, on a barter basis, to our growing list of quality, entertainment programs: "At The Movies,"

"The Smurfs and the Magic Flute," "Central City Productions," "U.S. Farm Report," "A Married Man," "Nadia" and our new action-adventure series, "Dempsey & Makepeace."





Bader and William Potts, sold 76% of WTID(FM) Suffolk, Va., owned by John Laurino to John Sinclair, owner of 3 AM's and one FM, for \$1,995,000.

KKNU(FM) Fresno, Calif., was sold by McDonnell-Douglas Aircraft head, John F. McDonnell, and John Q. Tillson, to Walter Richey, owner of three AM's and one FM, for \$2.65 million.

Don Burden, former owner of the Indianapolis-based Star stations, and minority owner, general manager of KPEN(FM) Los Altos, Calif., and Frank DeSchmidt sold KPEN for \$2.5 million to Ken Dowe, former president and minority owner of KLTE(FM) Oklahoma City, which was sold (see above).

William Highsmith, owner of Highsmith Co., a Phoenix-based library supply firm, got together with Ivan Braiker, former executive of the Transtar radio network, and Michael Schweitzer, former general manager of WCPX-TV Orlando, Fla., to form Highsmith Broadcasting Co., which purchased KRPM(FM) Tacoma, Wash., from RPM Broadcasting for \$4 million.

WNUF(FM) New Kensington, Pa., was sold to Empire Media Inc., owner of one AM and two FM's owned by Elton L. Spitzer, for \$1.5 million.

Sconnix Group, based in Laconia, N.H., and principally owned by Scott McQueen, Randy Ordneal and Ted Nixon, bought WBOS(FM) Brookline, Mass., for \$6.38 million. It also bought WRBD(AM)-WCKO(FM) Pompano Beach, Fla. (see below).

New South Communications bought

WMFM(FM) Gainesville, Fla., for \$1.1 million. Principally owned by F.E. Holladay, New South owns two AM's and two FM's.

Charles Sherrel, general manager at WBEE(AM) Harvey, Ill., bought WLNR(FM) Lansing, Mich., for \$1.35 million.

Affiliated Broadcasting, group owner of five AM's and five FM's, whose parent, Affiliated Publications, publishes *The Boston Globe*, bought KHEP-FM Phoenix for \$6 million. It also sold WFAS-AM-FM White Plains, N.Y. (see below). Affiliated also sold KYFE(FM) Fresno, Calif., for \$6.7 million.

Robert Sherman, former general manager of WNBC(AM) New York, and former executive vice president of NBC-owned radio stations, bought KLOZ(FM) El Paso, Tex., for \$1.2 million.

Westinghouse bought KQXT(FM) San Antonio, Tex., from Tichenor Media Systems for \$7 million.

KWED(FM) Seguin, Tex., was sold to Alan S. Beck and Gary Epstein, owners of WALK-AM-FM Patchogue, N.Y., and WLIF-FM Baltimore for \$4.2 million.

The owners of KLZI(FM) Phoenix, Robert Herpe and Eric Hauenstein, bought KUUT(FM) Orem, Utah, for \$1.5 million.

EZ Communications, a Fairfax, Va.-based station group of six FM's principally owned by Arthur Kellar, bought KYKY-FM St. Louis from Surrey Communications for \$4 million.

Fayetteville, Ark., oral surgeon, J.B. Hays, bought KEZA(FM) Fayetteville, Ark., for \$1.75 million.

## AM

The first group to break the old seven-station limit was an early petitioner to liberalize the multiple ownership rule, Universal Broadcasting Systems, based in Mineola, N.Y. Its purchase of WATI(AM) Indianapolis, a daytimer, gave it its eighth AM in a portfolio including four FM's. WATI was sold by Sarkes Tarzian for \$300,000.

The divestiture of Mutual Broadcasting System's radio properties was completed when it sold WCFL(AM) Chicago to Statewide Broadcasting for \$8 million and WHN(AM) New York to Doubleday Broadcasting Co. for \$13 million, the latter the largest stand-alone AM sale of the year. Mutual, the Arlington, Va.-based radio network, is a subsidiary of Amway Corp. Statewide Broadcasting, based in Pompano Beach, Fla., is principally owned by Mark J. Ginsburg and family. Statewide's January purchase of WCFL(AM) was its fourth acquisition in 1983. The others were WVCG(AM) Coral Gables, Fla., for \$1.5 million in April; WKQE(AM)-WBGM(FM) Tallahassee, Fla., for \$1,575,000 in May, and WAPE(AM) Jacksonville, Fla., in June. Doubleday Broadcasting, subsidiary of publishing giant, Doubleday & Co., owns two AM's and seven FM's and is headed by Gary Stevens. WHN complements Doubleday's WAPP-FM New York.

Two of the larger sales of the year came

# SOUL Train

So get on board the Soul Train. For reservations contact:

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CHICAGO: John Barrett (312) 222-4474,

Jim Smith (312) 222-4412

ATLANTA: Mike Newsom (404) 980-9760

LOS ANGELES: Jack Donahue (213) 277-3618

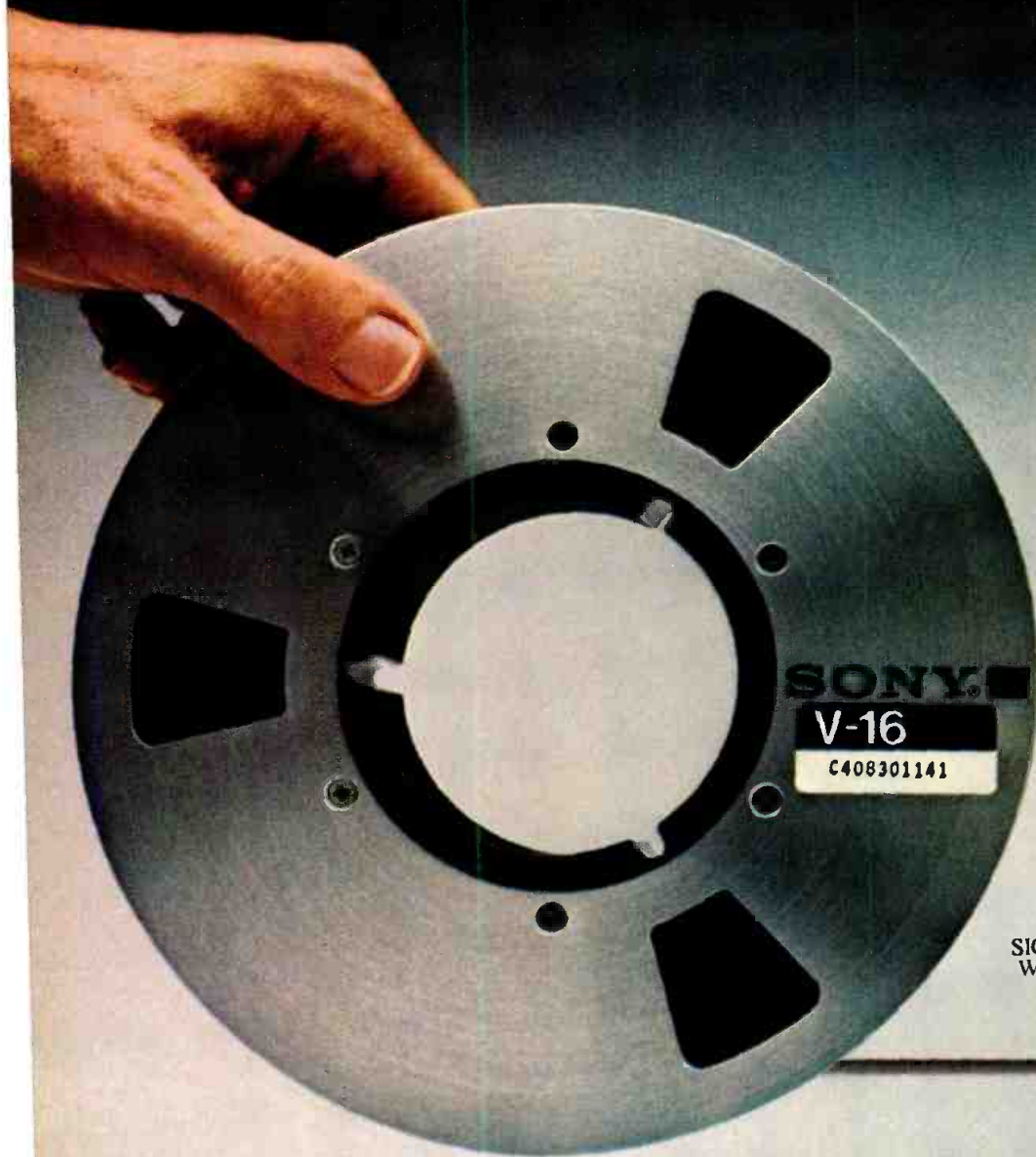
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# THE SONY 1"1



JOGGING DURABILITY		GUIDE WEAR-OFF		VII S
SIGNAL WEAR	STILL TEST		RF OUTPUT	



# TAPE MEASURE.

## THE VIDEOTAPE THAT ACHIEVES THE OPTIMUM BALANCE BETWEEN THESE 16 VITAL ELEMENTS.

What good is a recording tape that gives you a terrific video signal-to-noise ratio but falls short in signal wear? Or one that excels in video sensitivity but is dismal in dropouts? Or, for that matter, one that reduces head wear but sticks and slips in the jogging mode?

The answers bear the simplicity of common sense: no good. Which is why Sony created the yardstick for all 1" videotape: the Sony V-16.

The V-16 is based on the assumption that the only good tape is a perfectly consistent tape. And to achieve this consistency Sony has developed exclusive tape production techniques, created special binding materials, lubricating oils and additives. And then each batch of V-16 is submitted to over 16 quality-control checks where meticulous attention is paid to every detail from dropouts to print-throughs.

Any Sony tape that isn't perfectly balanced in picture quality, runnability, durability and audio will never find its way into your editing suite.

So if you're looking for the best overall performance in a 1" tape, look for the one that's superior in 16 points, not just some of them: V-16 from Sony.

# SONY

Industrial Tape Division

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DROP-OUT		AUDIO OUTPUT UNIFORMITY		AUDIO S/N	HEAD WEAR		EASE OF ERASURE
OR N	AUDIO SENSITIVITY	FREQUENCY RESPONSE			RUBBING NOISE	PRINT- THROUGH	



when Metromedia sold KLAC(AM) Los Angeles to Capital Cities Communications Inc. for \$11 million. To make room for KLAC, Capital Cities, publicly traded, New York-based publisher, MSO and station group of six AM's, six FM's and seven TV's, spun off KZLA(AM) Los Angeles to Spanish Broadcasting System for \$5 million. Spanish Broadcasting System also owns WSKQ(AM) Newark, N.J., and WLVH-FM Hartford, Conn.

KIST(AM) Santa Barbara, Calif., was sold in January by KIST Properties Ltd. to Cross Creek Communications for \$1,407,750. Cross Creek is headed by James Olerich, former account executive at CBS's KNX(AM) Los Angeles.

WFTL(AM) Fort Lauderdale, Fla., was sold by Joseph C. Amato, president of the Amato Group, Fort Lauderdale-based station group of three FM's and four TV's, at the same time he reorganized the ownership of co-located WWJF(FM) (see above). The 1 kw daytimer was purchased by Channel Communications Inc. for \$1,520,000. Channel is principally owned by Mark Witkin and Arnold Bloom, Boston attorneys, who also have an interest in WKBR(AM) Manchester, N.H. Witkin is also one of the hosts of the *Sports Huddle* show on WHDH(AM) Boston.

Dr. Ramero Marrero purchased WQDI(AM) Homestead, Fla., from James L. Wiggins

for \$1,265,000. Marrero, a specialist in internal medicine from Miami has no other broadcast interests.

KURV(AM) Edinburg, Tex., was sold by W. Loyd Hawkins to Charles D. Rankin, the station's farm director, for \$1 million. Hawkins was also one of the principals in a group that had recently purchased KRIG(AM) Odesa, Tex.

Norman F. (Sparky) Taft proved you can go home again as a principal in a group that purchased KRKO(AM) Everett, Wash., for \$1.1 million. Taft's father, William R. Taft owned KRKO for 35 years, during which the younger Taft (who is former national sales manager for O'Day Broadcasting) was sales manager for eight years. William Taft sold the station in 1976 to Melvin Squyres and Dextor Taylor. The buyer, Everett Broadcasting Co., is owned principally by Norman Taft and Norman Fowler, an Everett beer distributor.

WTAQ(AM) La Grange, Ill., was sold by Charles F. Sebastian and family to William H. Wardle, the station's general manager and Ralph J. Faucher, its sports director and sales manager, for \$1.6 million.

Larry U. Keene, general manager, and Edwin A. Rosenfield, sales manager of WWOC(FM) Avalon, N.J., got together to purchase WWCN(AM) Albany, N.Y., from Devine Broadcasting for \$1,150,000.

Another general manager who became an

owner was Lawrence Getz, former GM of WELI(AM) New Haven, Conn. He purchased WTRX(AM) Flint, Mich., for \$1,350,000 from Mid-America Media, a Kankakee, Ill.-based station group of four AM's and four FM's and owner of cable systems in Kankakee and Hilton Head, both South Carolina.

Storz Broadcasting, solely owned by Robert H. Storz, father of the late Todd Storz, who helped develop the top 40 format, sold three of its stations last year: WDG(AM) Minneapolis to Malrite for \$3.25 million (necessitating the sale of Malrite's KLBB(AM) St. Paul [see below], and WTX(AM) New Orleans and KOMA(AM) Oklahoma City to Price Communications for \$6 million. Price is a publicly held, New York-based station group of five AM's and two FM's controlled by Robert Price.

Greater Media Inc., an East Brunswick, N.J.-based station group and publisher headed by Peter Bordes, added to its portfolio with the acquisition of WHUE(AM) Boston from Alexander Tanger for \$2,348,000. Tanger also sold co-located WHUE-FM to First Media (see below). He had purchased controlling interest in the stations earlier in the year (see below). Greater Media also purchased WRC(AM) Washington from NBC for \$3.6 million and spun off its WGAY(AM) Silver Spring, Md. (Washington), to Interstate Communication for \$950,000.

The Thoms family of Asheboro, N.C., sold WEAM(AM) Arlington, Va., to Viacom for \$1.2 million. The sale to Viacom, complementing its WMZQ(FM) Washington, completed divestiture of the Thoms family's broadcast properties. Earlier they sold WCOG(AM) Greensboro, N.C., in January, and a cable system in Asheboro, N.C., in April.

Woody Sudbrink sold WNWS(AM) South Miami to Neil F. Rockhoff for \$5,900,000. Rockhoff was former general manager of KHJ(AM) Los Angeles and is a program consultant.

Duffy Broadcasting, owned by Robert J. Duffy, owner of KCLR-AM-FM Portland, Ore., and KLIR(FM) Denver, and Bruce Blewins, purchased KRZN(AM) Englewood, Colo., for \$1,050,000. It was sold by Earvin Johnson and Barbara Burrell, who also have interests in KQIZ-AM-FM Amarillo, Tex., and KRTS(AM)-KIIQ-FM Manitou Springs, Colo. Duffy later bought KGMS(AM) Sacramento and KSFM(FM) Woodland, both California (see below), and resigned as president of the Christal Co., station representative, to devote full time to his broadcasting company.

Stuart Epperson and Edward Attsinger purchased KFAX(AM) San Francisco from Argonaut Broadcasting for \$6.3 million. Argonaut, principally owned by A. Judson Sturtevant, president, and Alexander Krisik, also disposed of its other broadcast properties, KGMS(AM) Sacramento and KSFM(FM) Woodland, both California, at the end of the year (see below). Epperson and Attsinger, who are related by marriage, and their families have extensive interests in radio.

William L. Simpson, Wally Christianson, Art Greenfield and Charles Gray sold KENI(AM) Anchorage for \$2,150,000. The station

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was purchased by a group of Anchorage investors with no other broadcast interests. The KENI sellers also owned KSPL(AM) Seattle, which they sold to Edward Attsinger for \$2,450,000 in August. Attsinger was also a buyer of KFAX(AM) San Francisco (see above). Christianson, Greenfield and Gray also own KINY(AM) Juneau.

Schering-Plough completed the divestiture of its radio properties with the sale of WSUN(AM) St. Petersburg, Fla., to Taft Radio & Television Inc. for \$7.6 million. To comply with the FCC's duopoly rule, Taft sold WDAE(AM) Tampa, Fla., to Gannett for \$6,050,000 including rights to WDAE's nostalgia format, Prime Time Syndication Inc.

WOCN(AM) Miami was sold for \$2,190,000 by Minority Broadcasters Inc. to a family group headed by Ofelia Perez-Roura, whose husband, Orlando, is news director at WQBA(AM) Miami.

Galen Gilbert, owner of five FM's and five AM's, purchased KWHW(AM) Altus, Okla., from Hugh Garnett and family for \$1,216,000. He also purchased KDNT-AM-FM Denton, Tex., for \$1.7 million (see below).

Jack Fritz, president of John Blair & Co., the publicly traded station representative and station group, and his brother, Charles Fritz, general manager of WXYZ(AM) Detroit, got together a new corporation to purchase WXYZ(AM) from ABC for \$3 million. ABC also bought KIKX-FM Denton, Tex. (see above).

Ragan Henry, principal in the Philadelphia-based Broadcast Enterprises National, sold KDIA(AM) Oakland, Calif., to Powell Communications Inc., a group headed by Adam C. Powell III, son of the late Democratic congressman from New York, and Morgan C. Brown, owner of Cablevision of Connecticut, operator of the southern Fairfield, Conn., cable system. KDIA sold for \$3,975,000.

Anthony Renda, owner of WPXZ-AM-FM Punxsatawney, Pa., and WSHH(FM) Pittsburgh, sold WPXZ(AM) to its general manager, Anthony Serena, for \$1.42 million. Renda also purchased WJAS(AM) Pittsburgh from Broadcast Enterprises National for \$700,000.

Dan McKinnon, former chairman of the disbanded Civil Aeronautics Board, sold KSON(AM) San Diego for \$5,575,000 to Jefferson-Pilot Broadcasting, Charlotte, N.C., which owns five AM's, four FM's and two TV's. Jefferson-Pilot also sold WHSL(FM) Wilmington, N.C., for \$1 million (see above) and co-located WWIL(AM) for \$450,000 to James Capers Jr., vice president and general manager.

Cardinal Communications, a new group headed by John Payne, an Atherton, Calif., real estate developer; Tim Myers, vice president of the Radio Advertising Bureau, and Bill Daisa, sales manager at KOIT-AM-FM San Francisco, bought KPLS(AM) Santa Rosa, Calif., from Robert Fenton, owner of three AM's and three FM's.

Tom Turner and family, owners of KXOL(AM) Fort Worth and KRYS-AM-FM Corpus Christi, Tex., sold KBUC(AM) San Antonio, Tex., to a group headed by Stanley D. Rosenberg for \$1 million.

Nov. 27, 1978

**A.V.C. Corporation**

has completed the sale of the assets of its subsidiary

**WPHL-TV**  
Philadelphia, PA.  
to a subsidiary of

**Providence Journal Company**

The undersigned initiated this transaction  
and represented the seller in the negotiations

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio

August 20, 1982

**WFFT-TV, Inc.**

has completed the sale of the assets of its television station

**WFFT-TV**  
Ft. Wayne, IN  
to

**Great Trails Broadcasting Corporation**

The undersigned initiated this transaction  
and represented the seller in the negotiations

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio

July 6, 1978

**Teleco Indiana, Inc.**

has acquired the assets of television station

**WTTV-TV**  
Bloomington-Indianapolis, Ind.  
from

**SARKES TARZIAN, INC.**

The undersigned initiated this transaction  
and represented the seller in the negotiations

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati, Ohio

August, 1979

**Taft Broadcasting Co.**

has completed the purchase of the assets of

**WDCA-TV**  
Washington, D.C.  
from

**SUPERIOR TUBE CO.**

The undersigned initiated this transaction  
and acted as advisor for the buyer

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati

December 31, 1984

**Mountain States Broadcasting**

(a joint venture of Providence Journal Broadcasting and Southland Communications, Inc.)

has completed the acquisition of the assets of

**KZAZ-TV**  
Nogales-Tucson, AZ.  
from  
**Roadrunner TV Ltd. Partnership**

The undersigned initiated this transaction  
and represented the buyer in the negotiations

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati

December 31, 1984

**Mountain States Broadcasting**

(a joint venture of Providence Journal Broadcasting and Southland Communications, Inc.)

has completed the acquisition of the assets of

**KGSW-TV**  
Albuquerque, N.M.  
from  
**Galaxy-Southwest Television**

The undersigned initiated this transaction  
and represented the buyer in the negotiations

**THE**  
**TED HEPBURN**  
**COMPANY** Cincinnati

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## AM-FM Combos

The largest single AM-FM combination deal was Gannett's purchase of KKBQ-AM-FM Houston for \$35 million from Harte-Hanks when the latter sold all its radio properties (BROADCASTING, Sept. 24, 1984) for \$35 million. Gannett now owns 22 broadcast stations.

Associated Communications Inc., a publicly traded, Pittsburgh-based cellular telephone manufacturer headed by brothers, Jack and Myles Berkman, sold WPGR(AM)-WSNI(FM) Philadelphia; WPIT-AM-FM Pittsburgh, WPMY-AM-FM Rochester, N.Y., and WNYS-AM-FM Buffalo, N.Y., to Pyramid Broadcasting, owner of WXKA-AM-FM Boston, for \$29.5 million.

Terry E. Forcht, owner of WDBL-AM-FM Springfield, Ill.; and WAIN-AM-FM Columbia and WHIC-AM-FM Hardinsburg, both Kentucky, added to his portfolio with the purchase of WISP-AM-FM Paintsville, Ky., from Paul G. Fyffe for \$1,036,000.

Doubleday Broadcasting, sold KWK-AM-FM St. Louis to Robinson Broadcasting for \$4.5 million. Doubleday also bought Mutual's WHN(AM) New York (see above). Robinson Broadcasting is owned by Larry Robinson, chairman of J.B. Robinson Jewelers, a subsidiary of W.R. Grace. It also sold WBBG(AM)-WMJI(FM) Cleveland, to Jacor

Communications for \$13.5 million in September. Jacor, in turn, purchased WQIK-AM-FM Jacksonville, Fla., for \$4,950,000. Jacor, headed by Terry Jacobs, is a publicly held firm owning five AM's and four FM's.

The owners of KPRL(AM)-KDDB(FM) Paso Robles, Tex., Lincoln and Sylvia Dellar, sold KMEN(AM) San Bernardino and KGGI(FM) Riverside, both California, to a San Diego group headed by Claude C. Turner (professional name, Dex Allen), sales manager of KSON-AM-FM San Diego. KSON(AM) was also sold (see above). Turner also has an interest in KKBZ-AM-FM Santa Paula, Calif.

L.E. Chenault, co-chairman of Drake-Chenault Enterprises, a Los Angeles-based radio program producer, sold KYNO-AM-FM Fresno, Calif., to the owners of KPQP(AM)-KGB(FM) San Diego and KXOA-AM-FM Sacramento, Calif., for more than \$2.5 million.

Abell Communications, the publisher of the *Baltimore Sun*, which sold most of its broadcast properties to its broadcast division head, Stephen Seymour (see above), sold WETT(AM) Ocean City and WWTR(FM) Bethany Beach, both Maryland, for \$2.6 million.

The Ogden Newspapers Inc. bought WCCF(AM)-WQLM(FM) Punta Gorda, Fla., from Larry DeBeau, and his wife, Mildred, for \$1,175,000. Ogden Newspapers, based in Wheeling, W.Va., is owned by G. Ogden Nutting. It publishes 15 newspapers and owns three AM's and two FM's.

Bernie Koteen, Washington communica-

tions attorney, and Saul Rosenzweig, former vice president of KPLR-TV St. Louis and president of Figgie Communications Inc., a subsidiary of Figgie Holdings Inc., a publicly owned, diversified manufacturer, bought WJBM-AM-FM Jerseyville, Ill., for \$1 million.

Group owner and network sportscaster, Curt Gowdy, bought 50% of WEAT-AM-FM West Palm Beach, Fla., for \$1.6 million.

WHGI(AM)-WYMX(FM) Augusta, Ga., was purchased by real estate development firm American Republic Corp. for \$1,840,000. The Dallas-based firm, headed by Robert J. Werra, chairman, also owns WGSP(AM) Charlotte, N.C.

Shamrock Communications purchased KMYZ-AM-FM Pryor, Okla., for \$1,510,000. Shamrock, the publisher of the *Scranton* [Pa.] *Times* and owner of two AM's and four FM's, is owned by the Lynett family.

Woody Sudbrink sold WORL(AM)-WJYO(FM) Orlando, Fla., to Metroplex Communications for \$7 million. Sudbrink also sold WNWS(AM) South Miami (see above).

The Cincinnati-based station group, cable MSO and publisher, Multimedia Broadcasting Group, sold WAKY(AM)-WVEZ(FM) Louisville, Ky., to Capitol Communications Corp. for \$3.6 million. Capitol Communications then sold WAKY, and the frequency and transmitter site of its WRKA(FM) Louisville—but kept its studio facilities and sold the studio of WVEZ(FM)—to a group of investors headed by Earnest L. Palmer for \$2.5 million.

WOOD-AM-FM Grand Rapids, Mich., was sold to Grace Broadcasting for \$8.1 million. The former owner, principally owned by Willard Schroeder, with Edsko Hekman and Michael Lareau, also owns WSPD(AM)-WLQR(FM) Toledo. Lareau remained after the sale as president and general manager. Grace Broadcasting, which is controlled by Harvey Grace, former president of WTTW(TV) Bloomington, Ind., also owns KDON-AM-FM Salinas, Calif., and in July, it also purchased WNYR(AM)-WEZO(FM) Rochester, N.Y., from Malrite for \$7,359,000.

WEBC(AM)-WGGR(FM) Duluth, Minn., was sold by Larry and James Lakoduk to Brill Media for \$2 million. The Lakoduks also sold KQWB(AM) Fargo, N.D., and KQWB-FM Moorehead, Minn., to the same buyer for \$5 million. Brill Media, which is owned by Alan R. Brill, owns three AM's and two FM's. Brill also has a 10% interest in two TV's. In August, Brill bought WGSB(AM)-WIOV(FM) Ephrata, Pa., for \$2 million.

Gene Autry, who last year briefly made broadcasting history with what was then the largest TV sale when he sold KTLA Los Angeles to Kohlberg Kravis Roberts & Co. for \$245 million—A.H. Belo's purchase of KHOU(TV) Houston later in 1983 almost doubled the L.A. sale—sold KEX(AM)-KKRZ(FM) Portland, Ore., to Taft for \$8,127,391.

Richard Beauchamp, president of Refrigerated Transport Co., purchased WAAX(AM)-WQEN(FM) Gadsden, Ala., for \$3,472,000. Beauchamp's Big Thicket Broadcasting, which already owned KTYL-AM-FM Tyler, Tex., had purchased AM-FM combinations in Rock Springs, Wyo., in May and in Tu-



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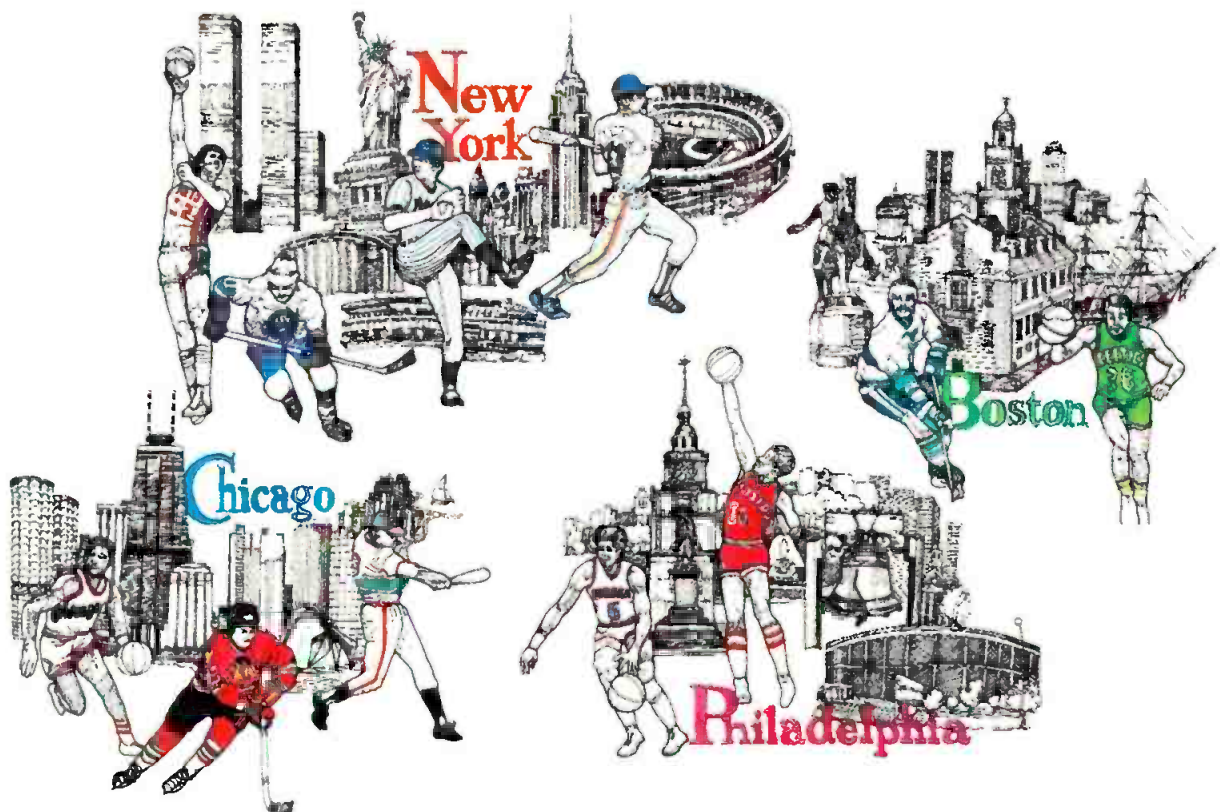
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## THE RAINBOW COVERS THEM ALL.

pelo, Miss., in October 1983.

Alexander Tanger bought WHUE-AM-FM from General Cinema Corp. for \$2,190,000 and assumption of \$2.4 million in bank debt. General Cinema, based in Chestnut Hill, Mass., is a soft drink bottler and movie theater chain owner. It also owns WGR-TV Buffalo, N.Y. Tanger did very well selling the stations as stand-alones at the end of the year for almost \$13 million (see above).

Springfield, Mass.-based group owners Donald Wilks and Michael Schwartz also did very well in the sale of WRKZ-AM-FM Wilkes-Barre, Pa. They sold the stations for \$5 million after purchasing them in 1980 for \$850,000. The next month they purchased WEEX(AM)-WQQQ(FM) Easton, Pa., for \$3 million and also bought WSNE-FM Taunton, Mass., for \$3.6 million (see above).

Foster Broadcasters, owned by Walton A. Foster, bought KQSA(AM)-KIXY(FM) San Angelo, Tex., for \$1,275,000.

WHMA-AM-FM was sold by Anniston Broadcasting Co. to the station's general manager, Malcom B. Street, and chief engineer, James A. Hudson, for \$1.2 million, completing the divestiture started with the sale of WHMA-TV for \$2.9 million (see above).

General manager Laurence Levite bought out the stockholders of WBEN-AM-FM Buffalo, N.Y., and became its sole owner for \$4,423,960.

WAMR(AM)-WRAV(FM) Venice (Sarasota),

Fla., was originally sold by owners, Florence and Larry Rhodes, to a group of Orlando doctors for \$2.1 million; that deal fell through and the station was then sold to a group headed by Orlando attorneys James C. Robinson, Joel H. Sharp and David Hednik for \$1.85 million.

Paul Rothfuss bought WRUS(AM)-WAKQ(FM) Russellville, Ky., for \$1,325,000. The Keymarket Group, an Aiken, S.C.-based station group owned by Rothfuss and Kerby Confer, also purchased WATM(AM)-WSKR(FM) Atmore, Ala., from Julius Talton for \$2.9 million. Talton sold his last broadcast property when Harold E. Holder purchased WHBB(AM)-WTUN(FM) Selma, Ala., for \$1,450,000.

John and Fredna Mahaffey bought KTTR(AM)-KZZN(FM) Rolla, Mo., for \$1.5 million. They own four AM's and three FM's.

WLKK(AM)-WLUV(FM) Erie, Pa., was sold by Simon Goldman to John W. Bride for \$1,575,000.

Shenandoah, Iowa-based May Broadcasting bought WKTY(AM)-WSPL(FM) La Crosse, Wis., for \$1,675,000. May is principally owned by Edward W. May and his sister, Frances M. Ranken. It owns two AM's, one FM and two TV's.

Attorney Norman Drubner bought WNLC(AM)-WTYD(FM) New London, Conn., from Joseph Somerset, a programing consultant for LIN Broadcasting who also owns

WWCO(AM) Waterbury, Conn., for \$4 million.

Group owner Bingham Broadcasting bought KBRO(AM)-KWVA(FM) Bremerton, Wash., for \$3.3 million. Majority owned by Robert Bingham, it also owns two Alaska AM-FM combinations. Bingham's principal, Craig Palmer, also has an interest in a new group that purchased KUDY(AM)-KICN(FM) Spokane, Wash., for \$1,309,000.

WABC(TV) New York correspondent Richard W. James headed a group that purchased WJTO(AM)-WIGY(FM) Bath, Me., from W. Turner Porter for \$1.9 million.

Stephen Mohr and Mark Engledow, the account manager and sales manager, respectively, of WIBC(AM) Indianapolis, bought WCTW(AM)-WMDH(FM) New Castle, Ind., for \$1,150,000.

Pat McNulty, commercial manager, and Ken Buehler, operations manager, bought WDSM(AM)-KZIO(FM) Superior, Wis., for \$1.3 million.

Commercial manager Richard Berkson brought together 10 investors to purchase WQBK-AM-FM Rensselaer, N.Y., for \$1.3 million. Berkson holds a majority interest.

William Ledford was the majority purchaser, with Robert Hanna, of KECK(AM)-KHAT(FM) Lincoln, Neb. Hanna has interest in six AM's and four FM's with Ledford having a 25% interest only in WBSR(AM) Pensacola, Fla. They purchased the Lincoln stations for \$1,388,000.

Bluefield, W.Va.-based Daily Telegraph Printing Co. completed divestiture of its broadcast properties with the sale of WHIS(AM)-WHAJ(FM) Bluefield for \$2.1 million to Michael R. Schott, son of John H. Schott (whose estate owns 49% of the station). It earlier sold WBTW(TV) Florence, S.C., and KIMT(TV) Mason City, Iowa, to Spartan Radio-casting (see above).

Victor Ives, host of the syndicated *Golden Age of Radio Theater*, and general partner in a group that owns KMJK(FM) Portland, Ore., bought KOTY(AM) Kennewick, KHWK(FM) Richland and KUTI(AM)-KXDD(FM) Yakima, all Washington, from a group of retired lumbermen for \$2.1 million.

NAB President Eddie Fritts completed the divestiture of his broadcast properties last year. WPAD(AM)-WDDJ(FM) Paducah, Ky., was sold to William H. Bereman, owner of WCAQ(AM) Franklin, Ind., for \$1.5 million. The Paducah stations are principally owned by Fritts's father, Edward B. Fritts. The NAB president's last station, KMAR-AM-FM Winnsboro, La., was sold at the end of last year to the station's general manager, Bob Henry Soderquist, for \$375,000.

KGVL-AM-FM Greenville, Tex., was sold for \$1.2 million to Rockwall, Tex., automobile dealer, R.W. Andrews, and Urban A. Endres.

Beck-Ross Communications sold WKTZ-AM-FM Jacksonville, Fla., for \$3.5 million. Beck-Ross, based in Rockville Centre, N.Y., and owned by Martin Beck and George Ross, owns three FM's and one AM.

WLOE(AM)-WSRQ(FM), Eden, N.C., was originally sold by Mary Ann Bohi to Joyner Communications in April for \$1 million, but that deal fell through and Bohi made a deal

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January 16, 1985

to sell the station in July to brothers, James, Robert and Thomas Lowder, who also own three FM's, for the same price, but that deal also fell through and the station was finally sold to Joyner Communications in August for the original \$1-million price. Joyner also purchased KAFE-AM-FM Santa Fe, N.M., in June for \$950,000, and then sold them to John C. Culpepper and Barry Turner for \$1,450,000 in October. Turner and Culpepper own five AM's and four FM's. In December, Joyner Communications was busy again with the purchase of WLDS(AM)-WEAI(FM) Jacksonville, Ill., for \$1.5 million.

Group owner Clint Formby, with his partners, George Franz and Ray Eller, sold KMHT-AM-FM Marshall, Tex., for \$1.2 million to Charles Strickland, Dale Palmer and A.T. Burke, owners of KBIL(FM) San Angelo, Tex. Burke also owns five TV's, including KLMG(TV) Longview, Tex. (see above). Palmer owns two AM's and two FM's. They later sold KBUC(AM) San Antonio, Tex. (see above).

Highsmith Broadcasting purchased KLHT(AM)-KREM(FM) Spokane, Wash., from Seattle-based group owner, King Broadcasting, for \$1.2 million. It later purchased KRPM(FM) Tacoma, Wash. (see above).

DKM Broadcasting Co., which purchased Schering-Plough's nine stations (see above), spun off WKDI(AM)-WHRK(FM) Memphis to Adams Communications, Wyzata, Minn.-based station group owned by Steve Adams, for \$3,630,000.

Affiliated Broadcasting Inc., the station group subsidiary of publicly held Affiliated Publications Inc., sold WFAS-AM-FM White Plains, N.Y., for \$5 million to Herb Saltzman, former owner of WVNJ-AM-FM Newark, N.J. It also bought KHEP-FM Phoenix (see above).

Group owner James W. Stuart, who owns five AM-FM combinations, briefly added a sixth when he repurchased KATY(AM)-KAWY(FM) Casper, Wyo., for assumption of \$1,325,000 in debts from Weins Broadcasting after he sold the stations in February 1983. Stuart cut his losses and sold the stations later in the year to real estate developers Boyd and Randall Hall for \$833,801.

Community Pacific Broadcasting Corp.,



**Pyramid power.** Officials of Pyramid Broadcasting and Associated Communications Inc. sign their \$29.5-million agreement for the purchase of Associated's three Pennsylvania and four New York radio stations last August. Pictured (standing, l-r): Pyramid's chief financial officer, Kenneth J. O'Keefe; programing chief, Sunny Joe White, and chief operating officer, Brian D. Stone. Seated (l-r): Pyramid's chief executive officer, Richard M. Balsburgh, and Associated's president, Myles Berkman.

based in Salinas, Calif., and headed by David Benjamin, chairman, and Charles Banta, president, sold KGA(AM)-KDRK(FM) Spokane, Wash., to Salt Lake City-based station group Price Broadcasting, headed by John Price, for \$5,750,000 (not to be confused with Price Communications, headed by Robert Price, which bought WTIK(AM) New Orleans and KOMA Oklahoma City). And when Lucille J. Ricks and family sold KID-AM-FM Idaho Falls to Charles J. Saunders and family, the owners of KCLS(AM) Flagstaff, Ariz., for \$2 million, they also sold co-located KID-TV to Price Broadcasting (see above).

Terry A. McRight, owner of KKAT(FM) Ogden, Utah, bought KTRM(AM)-KZZB(FM) Beaumont, Tex., for \$1,850,000.

Group owner Mel Wheeler sold KDNT(AM) Denton and KDNT-FM Gainesville, both Texas, to Galen Gilbert, owner of five FM's and five AM's, for \$1.7 million. Wheeler also sold KLTE(FM) Oklahoma City (see above). Gilbert also purchased KWHW(AM) Altus, Okla. (see above).

Rex Broadcasting, a Tucson, Ariz.-based station group owned by Jim Sloane, sold KROD(AM)-KLAQ(FM) El Paso for \$2,525,000.

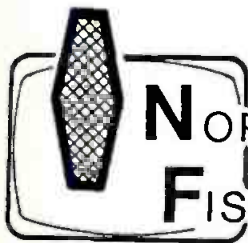
Fuller Sams's Stateville Broadcasting sold WSIC(AM)-WFMX(FM) Statesville, and WFSC(AM)-WRFR(FM) Franklin, both North Carolina, to John E. Yochum, owner of WDSC-AM-FM Dillon, S.C., and WPDE(TV) Florence, S.C., for \$2.1 million. Another Statesville, S.C., AM-FM combination sold in 1984 was WLTV(AM)-WRDV(FM) to Capitol Broadcasting Corp. for \$4 million.

Albert J. Kaneb, owner of WSLR(AM)-WKDD(FM), bought WHLI(AM)-WKJY(FM) Hempstead, N.Y., for \$5 million from Williams Broadcasting Corp. The station was originally to go to Metrocomco, but that deal fell through.

Franklin Communications, owned by John Jones and family, purchased WMTM(AM)-WAZI(FM) Morristown, Tenn., from George Guertin, who also owns WBNT-AM-FM Oneida, Tenn., for \$1.1 million. Franklin Communications publishes seven

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newspapers in Tennessee.

Constant Communications bought KPTL(AM)-KKBC(FM) Carson City, Nev., from Dubuque, Iowa-based station group and publisher, F.R. Woodward, for \$2.1 million, and promptly spun off the AM to its sales manager, Craig Swope. Constant Communications is a joint venture of Frederic W. Constant and Pacific Telecom, owner of cable systems in Minnesota and Alaska. Constant owns three AM's and three FM's.

Duffy Broadcasting made one of its largest acquisitions when it purchased KGMS(AM) Sacramento and KSFM(FM) Woodland, both California, from the former owners of KFAX(AM) San Francisco (see above), Alexander Krisik, Theodore Wolf and Herb Dustin, who now have no other broadcast interests.

Ken Woodfin, former general manager of WOKS(AM)-WXFE(FM) Columbus, Ga., and Milton Hirsch, Georgia state legislator from Columbus, purchased WTHB(AM)-WZZW(FM) Augusta, Ga., for \$1,150,000.

John Elting, owner of WPED-AM-FM Crozet, Va., and WSER(AM) Elkton, Md., purchased KLCL(AM)-KHEZ(FM) Lake Charles, La., for \$1.7 million.

Robert Dodendorf, former general manager of WTMA(AM)-WSSX(FM) Charleston, S.C., and Daniel Wachs, former general sales manager of WAVA(AM) Arlington, Va., purchased WOMP-AM-FM Bellaire and WNX-AM-FM Portsmouth, both Ohio, for \$1.4 million.

Thomas Ingstad bought KIMM(AM)-KGGG(FM) Rapid City, S.D., for \$2,275,000. Ingstad, with his brothers, James and Jack, owns eight AM's and eight FM's. His other brother, Robert, owns KGFX-AM-FM Pierre, S.D., and KBUF(AM)-KKJQ(FM) Garden City, Kan.

Surrey Broadcasting, a Denver-based station group principally owned by J.W. Nichols and his son, Kent Nichols, sold KAIR(AM)-KJYK(FM) Tucson, Ariz., for \$5.5 million, including a \$1.5-million noncompete agreement, to Fritz Beesemeyer, former general manager of KIOI(FM) San Francisco, and Larry Wilson, a Phoenix attorney.

WRBD(AM)-WCKO(FM) Pompano Beach, Fla., was sold to Sconnix Group Broadcasting for \$2,050,000. Sconnix is based in Laconia, N.H., and is principally owned by Scott McQueen, Randy Ordneal and Ted Nixon. It also purchased WBOS(FM) Brookline, Mass. (see above).

Pete Nininger's Bristol Broadcasting bought WSON(AM)-WKDQ(FM) Henderson, Ky., for \$2,625,000. Based in Bristol, Va., it owns four AM's and four FM's.

The Passamaquoddy Indian Tribe purchased WRKD(AM)-WMCM(FM) Rockland, Me., for \$1,250,000. The tribe, which is headed by Cliv Dore and John Stevens, purchased the stations with money from a settlement with the federal government on a suit over illegal seizure of tribal lands.

WANR(AM)-WANJ(FM) Wheeling, W.Va., was sold by Congressman Nick Rahall (D-W.Va) for \$1,319,506.

Carl and Betty Lou Marcocci, former owners of WKTM(FM) Charleston, S.C. (which they sold this year, see above), bought WGUL-AM-FM New Port Richey, Fla.,

for \$1,725,000.

WRUN(AM)-WKGW(FM) Utica, N.Y., was sold to Samuel Altodoeffer and family, which also own WLAN-AM-FM Lancaster, Pa., for \$1,420,000.

Stoner Broadcasting System, owned by Tom Stoner, Avis Eckel and Glenn Bell, purchased WAVI(AM)-WDAO(FM) Dayton, Ohio, for \$4 million. The Des Moines, Iowa-based station group owns six AM's and eight FM's.

KLLS-AM-FM San Antonio, Tex., was sold by Ed Shadek, who also owns KOGO(AM)-KPRI(FM) San Diego, to Swanson Broadcasting, Tulsa-based station group of three AM's and three FM's, for \$8 million. Swanson is owned by Gerock H. Swanson, who is spinning off the AM, retaining its co-located KKYX(AM).

Jimmy Ray, general manager of KMMM(AM)-KOKE(FM) Austin, Tex., sold KGNB(AM)-KNBT(FM) New Braunfels, Tex., for \$1.6 million.

Van Wagner Advertising, a New York-based display advertising firm owned by Jason Perline and Richard Schaps, bought WXCM(AM)-WIBM-FM Jackson, Mich., for \$3.1 million.

## Cable TV

The following is a list of cable purchases compiled by BROADCASTING. For some deals, prices were not revealed and were otherwise unobtainable as cable sales are not required to be reported to the FCC. For deals for which prices were available, most could be computed to be between \$800 and \$1,000 per subscriber, a figure often used in the industry. Prices vary, however, according to a system's size, channel capacity, degree of construction remaining, amount of debt and geographical location. The purchases listed were announced but not necessarily completed last year.

Total TV Inc. sold all of its cable assets to Jones Intercable for \$69 million. Jones later purchased a system serving Wausau, Wisconsin Rapids and Stevens Point, all Wisconsin, for \$25 million.

Tele-Communications Inc. (TCI), the largest MSO, purchased Cowles Media's Buffalo, N.Y., cable system for \$41.5 million. TCI later purchased systems in Herrin,

Harrisburg and Murphysboro, all Illinois, for \$9 million. TCI also purchased a system in Neffs, Ohio, for \$3 million. In a joint venture with Knight-Ridder Newspapers, TCI bought the Hamilton, N.J., system for approximately \$18 million. At the end of the year TCI bought a system serving Blue Earth, Minn., for approximately \$1.5 million.

Wometco bought systems in Red Falls, Fairmont, Pembroke, Raeford, St. Pauls and Elizabethtown, all North Carolina, from Jones Intercable for \$69 million. Jones later purchased a suburban Buffalo, N.Y., cable system for \$21 million.

Storer sold a number of its cable properties in 1984, first selling its Prince Georges county, Md., system to former county executive Winfield Kelly for \$49 million. Storer also sold systems in California, one serving Roseville and Placer county and the other serving Union City, to Westar Communications for approximately \$9 million. It sold a system serving Riverside, Calif., to Palmer Communications for \$4.5 million. It also sold systems in Dallas county, Tex., and Terrel, Tex., to Buford Television for approximately \$4.5 million. Gulfstream Cablevision bought the Pasco county cable system for \$27 million. Hauser Communications bought Storer's suburban Minneapolis systems for \$40 million.

First Carolina Communications bought a cable system serving Madison county, Ill. for \$20 million.

Group W sold its Richland, Wash., system to United Artists Cablesystems Corp. The price was not released.

Cox Communications sold a cable system serving St. Claire Shores, Fraser and the village of Grosse Pointe Shores, near Detroit, to Bala Cynwyd, Pa.-based Comcast for \$19 million.

Daniels & Associates bought systems in La Grange, Orchard Grass Hills and Crestwood, all Kentucky, for an undisclosed price. It also purchased Acton Corp.'s Alta Loma, Calif., system for \$17 million.

Group W sold its Oakland and Piedmont, Calif., cable systems to a joint venture of TCI and Lenfest Communications (also a joint venture of TCI [20%] and George Lenfest), for \$15 million. Lenfest later purchased systems in Boyertown, East Greenville, Bally, Red Hill and Pennsburg, all

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Pennsylvania, and, in a separate transaction, systems in Hamburg, Leesport and Shoemakersville, all Pennsylvania, for an undisclosed price.

The Davies county, Ky., cable system was purchased by Century Communications Corp., a New Canaan, Conn.-based MSO, for \$14.5 million.

Heritage Communications, a Des Moines, Iowa-based MSO, bought American Television and Communications' Iowa City, Muscatine, Fort Madison and Mount Pleasant, Iowa, systems for over \$15 million. American later purchased a Birmingham, Ala., cable system for almost \$7 million.

Cablevision Industries bought the Golden Gate and Cape Coral, Fla., cable systems for \$13.7 million.

McCaw Communications, a joint venture of Affiliated Publications and others, bought systems in Juneau, Douglas and Auke Bay, all Alaska, for \$10 million.

Northland Cable Properties bought a system serving nine towns in eastern Texas from Warner Amex for between \$5 million and \$10 million. Warner Amex later sold systems serving La Belle, Hendry and Collier county, all Texas, to Century Telephone Enterprises for \$4 million.

Consolidated Communications bought systems serving St. Paul, Lebanon and Honsaker, all Virginia, and Mountain City, Tenn., for \$7 million.

Communications Services Inc. bought systems in Flowermound, The Colony, Highland Village and Frisco, all Texas, for \$6 million.

American Cablesystems Corp. purchased a Calais, Me., system for an undisclosed price.

Cardiss Communications bought systems serving Bourbon, Potosi, Saint Clair, Saint James, Steelville and Sullivan, all Missouri, for approximately \$5 million.

The Deltona, Fla., system was bought by Cablevision Industries for \$4 million.

The Essex Group bought systems serving Mobile, Theodore and Mobile county, all Alabama, for \$4 million. It also bought a cable system in Santa Rosa county, Fla., for approximately \$5 million.

Sunbelt Cablevision bought systems serving St. Charles Parrish, St. Rose, New Sarpy, Good Hope, Norco and Sellers, all

Louisiana, for \$3.8 million.

Systems serving Bedford Township and Toledo, both Ohio, were sold by McLean-Hunter Cable Television to the co-owners of a Rancho San Diego, Calif., cable system for \$3.5 million.

Lamar Communications bought a Bay St. Louis, Miss., system for \$2.5 million.

Simmons Communications bought a system in Cambridge, Md., from the family of television emcee Ed Sullivan for between \$2.5 million and \$4 million. It later purchased a Barre, Vt., system for an undisclosed price.

Rockport Cable TV bought a Comanche, Tex., system for \$2 million.

Centel Corp. bought an Osceola county, Mich., system for \$1.5 million, and later picked up a Laurel county, Ky., system for \$1 million.

A Bryan, Ohio, system was bought by Heritage from Gilmore Broadcasting for an undisclosed price. And a system serving La Junta, Colo., was purchased by Heritage for approximately \$1.5 million.

Cable Management Associates, a Hershey, Pa.-based MSO, bought a cable system serving Dery, Decatur and Mifflinburg, all Pennsylvania, for between \$1 million and \$1.5 million.

HSI Communications bought a Burlington, Kan., system for \$1.2 million.

## Brokers critique 1984, look ahead to 1985

Last year was a good one for station brokers, with most reporting excellent sales and many calling 1984 their best year. And it may have been a warm-up for a bigger year in 1985, when the FCC's liberalized station ownership rules go into effect, raising allowable portfolios to 12 AM's, 12 FM's and 12 TV's, the last with a cap on reachable audiences at 25% of U.S. television homes.

Jim Blackburn, president of Washington-based Blackburn & Co., who said the firm had its best year in 1984, said "the new rule of 12's will make a big difference, but it doesn't seem to have made a huge difference yet. It think will be felt faster in television and now that that rule has changed I think some deals will be made that put people over

their limits and allow them to really grow into bigger companies." Blackburn felt that many of these new players would be smaller, publicly owned corporations looking to grow, especially in television: "I think it's easier for someone to buy eight, 10, 12 TV stations and run them than to do the same with radio, since radio is so much more management intensive. If you're big enough to own seven now... if you know how to run TV you can add two or three more without overstraining yourself. Business is so good that there are too many buyers for there not to be more activity."

Ted Hepburn of the Ted Hepburn Co., Cincinnati, felt that the 12-station rule generally would not make the multiples (of cash flow that station prices are generally based on) higher, but did feel it would open up more sales because large owners would not have to spin off their other stations.

Ray Stanfield, chairman of Chapman Associates, felt there was still a lot of uncertainty about the effect of the rule of 12's, but believes that the larger groups would be willing to go to smaller markets, below the top 30.

Falls Church, Va., broker Cecil Richards agreed with Stanfield, but qualified his comments by saying, "While there will be an increase, especially in the 20 to 50 markets, it won't be dramatic." He did feel independent television stations would be very desirable and bear watching in 1985, "because of an increased awareness of indies' profitability."

Howard E. Stark (who had almost \$100 million in sales in 1984) feels there would be "no gold rush" in television sales because of the deregulation, mostly because of a scarcity of major-market stations, in which Stark specializes. Differing from Blackburn, Stark felt that the publicly held groups would still be concerned with the bottom line and would not be spurred by the deregulation into a buying spree. "It's boiling down to a more stable marketplace rather than the glamour industry it has been recently. Although the public companies might still over-pay a little—where it might take three or four years to stop dilution of their earnings—it's coming back to business as usual," he said.

Tucson, Ariz.-based Frank Kalil, who describes his business as everything from average single stations to larger groups, felt the deregulation was exciting and indicative of the healthier economic climate in the broadcast industry. Kalil said, "The trading we have seen so far is just the tip of the iceberg. The deregulation removed a part of the business we don't want."

At Americom Media Brokers, based in Washington, Tom Gammon, who specializes in top 100 radio markets, felt the new deregulation could be summed up in one sentence: "More people are looking to acquire groups than ever before, but the groups, which is where everybody thought the buying trend would come from, are still the same pragmatic businessmen they always were and they will still make the same shrewd buys." He felt the smaller groups that can now buy additional stations without worrying about spinning off their other properties, will be



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Gammon pointed out that one change many people hadn't noticed was the effect of the repeal of the rule that used to require stations to be owned for at least three years before they could be sold. Gammon said: "It makes radio liquid; banks are more willing to lend money because they know they can get it back if the station fails. And they are foreclosing more quickly."

In many ways the most important feature of last year was the continuing availability of money from lending institutions. Every broker BROADCASTING called expressed some degree of amazement at the attitude of banks toward the broadcasting industry. Hepburn said, "Hardly a week goes by that I don't get a call from some banker looking to invest in broadcasting."

Blackburn felt that the attitude of bankers was due to a general feeling of optimism in the country: "Along with the bankers the people's outlook for the future is very bright now. The industry has survived anything people threw at it and come out strong."

Stanfield felt the banks were becoming more educated to broadcasting and pointed out that a number have set up divisions solely for broadcast investments. "The banks take a look at these stations and find that the cash flow warrants the return on their money. It's here to stay and more and more banks are getting involved."

Memphis-based Milton Q. Ford took a less pragmatic view when he said, "Part of the reason is that banks have more fun with

broadcasting—they find broadcasters enjoyable people and look forward to dealing with them." But he said that banks have realized how good a business broadcasting is and have found it a good investment.

Stark, however, did not feel the availability of money would make that much difference to his clients, who usually have the lines of credit to be somewhat removed from the current banking trends. "Part of the reason bankers have been more involved recently is due to the competitive factor—one gets involved and the others follow—but buyers still must have an equity base to get the money and banks are still reluctant to finance more than 50 or 60 per cent. It doesn't have that much of an effect in television."

Ford, who did over \$40 million in sales last year, also pointed out the increasing popularity of the leveraged buyout and felt there would be more to come.

Stanfield pointed out that the "bloom is off the rose" in the limited partnership deal, in spite of the FCC relaxation of ownership reporting for limited partnerships. Stanfield said, "It's just not as strong as it was before." However, he explained that was most probably due to readiness to lend by the banking institutions. And by way of illustration, he pointed out the number of general managers who were able to find the money to purchase stations outright.

Another trend most brokers found was a greater willingness to move away from the Sunbelt toward the northern markets. Many

felt the reason was high multiples of cash flow based on predictions of rapid market growth required to purchase a Sunbelt station. Blackburn said, "I think the stations in so-called depressed areas have been doing very well. They have been selling for great prices and the reason is they are doing great business. The cities are bigger, and while the markets are not growing as fast, they have been big for a long time and the stations have had a history of going after the big money. . . . They can go to a market like Akron, for instance, and buy a station and have it paid for on a schedule that makes some sense."

Kalil felt the current interest rates combined with reductions in taxes had contributed to the trend and toward the general health of the industry. "People are asking what can I make, not what can I sell it for later. Consequently, they are willing to stay in more stable slower-growing markets."

Atlanta-based Stan Raymond reported an excellent year, but noted "too many repair jobs, people who bought unwisely and are getting out." However, Raymond said, "buyers are becoming more educated, and they are more realistic about what they expect to get out of the business."

As to the salability of the various services, to a man the brokers agreed that stand-alone AM's still have difficulty—a mixed bag, said Stanfield—FM stand-alones continue to do well, as they are "precious commodities" and there are few underdeveloped FM's left, while AM-FM combinations are still the best of all worlds. □

December 31, 1984

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*The undersigned initiated this transaction, assisted in the negotiations and acted as financial advisor to Forward Communications Corporation.*

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## Radio reps see 1985 business slowly building

**Most look for strong February and March balancing January's poorer start; automotive and airline dollars showing healthy gains; beer companies shifting demographics but not dollars**

Despite 1985's slightly sluggish start in national spot business, the 1,000 radio executives assembled in Dallas this week for the Radio Advertising Bureau's fifth annual Managing Sales Conference (see story, page 78) have reason to be optimistic: Early indications are that spot sales are picking up at a steady clip. From the network side there is even better news: Radio bookings are maintaining momentum from last year. And there is a note on beer and wine advertising. Some beer advertisers are targeting their spot dollars to slightly older demographics in response to a movement by citizen groups, concerned about teen-age drinking, to ban beer and wine ads on radio and television.

Although December figures are not yet available, it appears the national spot marketplace will finish 1984 in fairly good shape. According to Larchmont, N.Y.-based Radio Expenditure Reports, Inc. (RER), which collects financial information from 16 rep companies each month, billings for October and November increased by 28.9% and 17.7%, respectively. Year-to-date (January through November), the industry is 14.6% ahead of the comparable period in 1983.

Most reps, however, are looking for billings in January to be anywhere from flat to down, due primarily to a virtual halt in sales activity coming out of the holiday season. (Reps also point out that January is a four-week standard billing month compared to five weeks in January 1984). The general consensus for the quarter is that industry will experience a middle-to-high single digit percentage increase.

"It was the worst January in a long time," said Peter Moore, currently president of Torbet Radio, who was recently named president of Selcom Inc. comprising Selcom Radio and Torbet Radio ("Riding Gain," Jan. 21). "Initially, it looked like the month would be anywhere from 25% to 30% off," said Moore. "But business is starting to come back." Moore said the industry should witness a first-quarter increase of 6% to 7%, with March as the "catch-up" month.

In Torbet Radio's first-quarter outlook report sent to client stations in late December, Moore projected a 9% to 9.5% increase for 1985, even though, as he puts it, "the norm" is usually 6% to 7% in a post-presidential election year. (Several other reps also see the year finishing up around 9% to 10%.)

"It was a desert in December," said Jack Masla, president of Masla Radio. Business



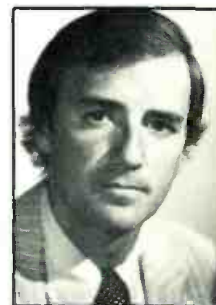
Moore



Masla



Guild



Kiernan

began to flourish in mid-January, he said, but the rush came too late to save the month. He predicts January will end up flat, after adjusting for the four-week billing month. "February should be a little ahead of last year," said Masla, "but the jury is still out on March." Overall, he estimates a 3% to 4% rise in national business for the quarter. "We should be out of the woods in April," he concluded.

According to Masla Radio business forecast report, Republic and Midway Airlines are new radio accounts for the New York market in 1985. (Both accounts were placed through New York.) Masla's report also shows the U.S. Army, which is also placed through New York, increasing its radio ad budget this year.

Blair Radio President John Boden said he sees the industry increasing "a little" in billings for the quarter. What particularly looks good, said Boden, is business generated out of the Southwest.

Ellen Hulleberg, executive vice president, marketing and communications, McGavren Guild Radio, who examined national business activity on a regional basis (ad dollars being placed out of all rep offices) using available RER data for January through November, 1984, said the Southern region has shown the biggest gains—up 30% over the comparable period in 1983. That was followed by the West, up 20.4%; the East, up 14.1%, and Midwest, up 4.5%. Ralph Guild, president of Interep, holding company for McGavren Guild Radio, Hillier, Newmark, Wechsler & Howard, Major Market Radio, and Weiss & Powell, said that for the first quarter, the industry should be up in

the 8% range over the same period a year ago. Guild said he is optimistic that business will be good for the remainder of the year.

Ed Kiernan, vice president and general manager, CBS Radio Representatives—the new name given to CBS's in-house rep company after the December merger of CBS/FM National Sales into CBS Radio Spot Sales—said business was off to a "much slower" start than had been expected. He also projected that the industry will finish the quarter up about 8%, with March looking to be the strongest month.

Giving the first quarter "a shot in the arm," said Kiernan, is the airline industry. Among the airlines making regional spot buys are Eastern, American and Piedmont, he said. Kiernan added that United Airlines purchased 52-week sponsorship of weather reports on CBS-owned KNX(AM) Los Angeles, KCBS(AM) San Francisco, WBBM(AM) Chicago and WCBS(AM) New York. United had made the same buy in past years, but not in 1984, said Kiernan.

Another buying trend to emerge at CBS Radio Representatives concerns the beer industry. According to Kiernan, beer manufacturers are beginning to avoid buys on stations with a heavy concentration of teen-age listening, requesting slightly older demographics, such as 25-34-year-olds. "The beer companies have an awareness of what's going on in Washington and they are reacting demographically," said Kiernan (see story, "Top of the Week"). "One beer company," he said, "specified that if 35% or more of a station's total listening audience was composed of teen-agers [12-17 year-olds], it would be eliminated from consideration."



Boden



Hulleberg



Schubert



Swetz





Newmark



McLaughlin



Cox



Youlios

(Stations most affected by this formula would be album-oriented-rock and contemporary hit radio outlets). Kiernan, however, indicated that overall "there was no noticeable decrease in beer advertising on radio."

On the automotive front, he said advertising by automobile manufacturers for the first quarter has been "quiet." But he remains "fairly optimistic" that the industry will continue to make a comeback. (Late last year, Chevrolet made a substantial spot radio buy for its line of 1985 model cars.

Agreeing with Kiernan on where a fair amount of ad dollars are coming from this quarter is Eastman Radio President Jerry Schubert. He cited the airline industry as one category leading the way in national spot. According to the company's latest billings breakout of business categories, expenditures by airline and soft drink companies are up over a year ago. "Automotive and consumer services look to be up by the end of the quarter," said Schubert.

Schubert said that Eastman is off by 4% for January, but sees business picking up in February and March. Looking at the whole quarter, he said, Eastman is pacing 5% ahead of last year. Schubert sees the industry finishing the quarter ahead by 6% to 7%. "There's a lot of activity starting to take hold," he said.

Ken Swetz, president of the Katz Radio Group, which consists of Christal Radio, Republic Radio and Katz Radio, said his group is 5% to 7% off for January, compared to a year ago. But Swetz forecasts an overall first-quarter increase for the group of 13%.

Phil Newmark, president of Hillier, Newmark, Wechsler & Howard (HNW&H), one of the Interep companies, agreed that January business was "disappointing." But he's bullish about the rest of the quarter. Newmark said February and March should help pull out the quarter, which he expects to be nearly 10% ahead of the same period last year. Active rep offices for HNW&H are: New York, Los Angeles, Boston and Philadelphia. The company is looking to have a good growth year, especially with the addition of ABC's WLS(AM)-FM Chicago to its portfolio.

In contrast to spot business, network radio sales remained strong in the fourth quarter, a dramatic turnaround from the previous January, when the network marketplace was down 11.2%. According to the data from Ernst & Whinney, which confidentially collects financial information from ABC, CBS, NBC, RKO, Mutual and Sheridan each month, network radio last December finished 23% ahead of December 1983, totaling \$19.5 million in sales. For 1984, network billings totaled \$267.4 million—up

5.5% over 1983. Projected increases for 1985 range from 8% to 12%.

"It was a very good fourth quarter for the industry, which is carrying over into the first quarter," said ABC Radio Networks President Ed McLaughlin. He said the seven ABC networks collectively are running about 4% ahead of last year (excluding 1984 winter Olympics ad dollars). ABC, said McLaughlin, should finish the quarter up about 10%—the same percentage he predicts for industry growth for the period.

Citing a solid upfront buying season (November through January) for network radio, McLaughlin said that ABC has already met its goal of having 45% of this year's billings on the books by January. He also said that there was less advertiser attrition from 1984 to 1985 than in past years. "Most long-term advertisers have come back with nice increases in their ad budgets," he said.

Blaise Leonardi, vice president/Eastern sales manager, ABC Radio Networks, noted that Procter & Gamble's Coast deodorant

soap will use network radio for the first time and Nabisco's Lifesavers division will increase its spending in the medium this year.

"January business is coming in at record rates," said Kevin Cox, vice president, sales, NBC Radio Networks. Cox sees a very strong quarter, and is estimating as much as a 15% gain in billings.

Cox agreed with McLaughlin that many advertisers are coming back strong. "For example, Radio Shack is allocating a greater number of dollars to network radio than in the past," he said. Cox added that Chesebrough-Ponds will increase its radio advertising this year.

What is really doing well, said Cox, is Talknet, NBC's nighttime talk network. He projects that it will finish the quarter about 50% ahead of last year's pace. Talknet boasts a number of separate sponsors from NBC's traditional network and The Source, NBC's young adult network. They include: Belpaese Cheese, Champion Home Builders, Battlecreek Equipment Co., White Castle Hamburgers and Lexington Management Corp.

Steve Youlios, director of sales, CBS Radio Networks, said that the CBS Radio Network and, in particular, CBS's youth-oriented RadioRadio, is attracting a healthy flow of ad dollars. Youlios said that RadioRadio is up substantially over last year and has already surpassed its budget for the first quarter. One of the primary reasons for that pace, according to Youlios, is the expanded demographic reach of the network. It traditionally captures the 18-34 and 25-34-year-old buys



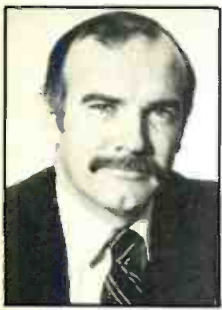
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during the upfront season, and has added some adult 25-54-year-old target buys, such as AT&T and Whirlpool.

Youlos said the CBS Radio Network is pacing about 10% ahead of last year and is "on target" for the first quarter. He said the industry should be close to 15% ahead for the quarter.

(The Radio Network Association released a list of advertisers which have already bought network radio in 1985. In addition to those mentioned above, the list includes: Budweiser, Cadillac, Certs, Coca-Cola, Dentyne, Dodge, Fostex, Frito-Lay, Good-year, Levi Strauss, Michelob, Quasar, Sprite, State Farm, U.S. Army and U.S. Marines).

In light of the \$7.9 million in billing errors to advertisers charged to RKO ("Riding Gain," Oct. 15, 1984), Bill Hogan, president of RKO Radio Networks, said he is "very pleased" with agency response and the business on the books. He said that RKO One and RKO Two combined are better than 50% sold for the quarter.

At Mutual, vice president of sales, Neal Weed, sees the quarter up about 10% over the same period in 1984.

Radio Advertising Bureau President and Chief Executive Officer Bill Stakelin said that total radio advertising sales (local, national and network) in 1984 should reach \$5.8 billion. □

## RAB opens fifth sales conference

Just over 1,000 radio executives were expected last weekend at the Amfac hotel adjacent to the Dallas-Fort Worth airport to exchange ideas at the Radio Advertising Bureau's fifth annual Managing Sales Conference, which runs through Tuesday, Jan. 29). (The attendance figure was limited by RAB to insure that the workshops would be "learning intensive.")

Slated to give the keynote address Sunday morning (Jan. 26) was Larry Wilson, president of the Wilson Learning Center, a sales and marketing training organization, based in South Eden Prairie, Minn.

Among the other major speakers scheduled to appear are: Don Shea, president of the U.S. Brewers Association in Washington, who was planning to discuss the movement by certain citizen groups to ban beer and wine advertising on radio and television; John Murphy, vice president of sales promotion/marketing for the National Retail Merchants Association and co-author of "The One-Minute Salesperson"; Kathleen Black,

publisher of *USA Today*; Steve Garvey, first baseman for the San Diego Padres, who is also president of his own firm, the Garvey Marketing Group, and F.G. (Buck) Rogers, formerly IBM's vice president of marketing worldwide, who will speak at the closing general assembly Tuesday (Jan. 29).

Sixteen workshops and four forums are

scheduled, many of which will be repeated. In addition, RAB was planning to run format "roundtable" sales discussions each night.

The three-and-a-half-day conference also features, for the first time, a small exhibit hall, where 15 companies will display their products. And there are 12 companies hosting hospitality suites. □

## First quarter moving toward sellout

### With exception of sports, dayparts are all turning in strong performances

If 1984 was the year when the expectations of many were underwhelmed, 1985 has so far proved to be a pleasant surprise for the television advertising business. A little more than a month ago, economists, network executives and station sales managers were still considering the possibility of an economic downturn. But reports from network and agency executives, station representatives and local sales managers show 1985 off to a healthy start.

The recent strength in advertising demand seems to have been felt first and most convincingly by the networks. The uncertainty that closed out the fourth quarter of 1984 has ended, with tight inventories in almost every daypart this month, led by news and daytime. The one exception has been sports.

"It seems the economy is very strong," said Daniel McGrath, senior vice president, network negotiations, D'Arcy MacManus Masius, "and there is sufficient demand so that none of the networks have room to complain."

More important than the health of the economy perhaps has been the perception of it, according to Jake Keever, vice president in charge of sales for ABC-TV: "In the fall, it was not gloom, but many economists were saying, 'Maybe the recovery is over.' Now bullishness is back."

Another concern in late 1984 was that the \$2.4 billion spent in the upfront market had depleted the money advertisers were going to spend in the scatter market. But there now appears to be more than enough advertisers chasing the roughly 25% of inventory reportedly left after the upfront selling.

"Daytime is just a hot daypart," according

to Jerry Dominus, vice president, sales, CBS-TV, "We have had some relief requests (canceled ads) that last about 15 minutes" before another ad replaces them. Another especially strong daypart for CBS was late night, he said, adding that there are currently no spots left to sell.

ABC, which has suffered declines in overall household ratings and demographics, has not had to set aside additional inventory beyond what was scheduled at the beginning of upfront selling, according to Keever. He added that, except for the weaker than desired market for sports at all three networks, all dayparts are selling well for ABC: "For all intents and purposes there is nothing left to sell in prime time. Due to program changes and pre-emptions there has been, of course, some time thrown up in the air that has not been yet picked up."

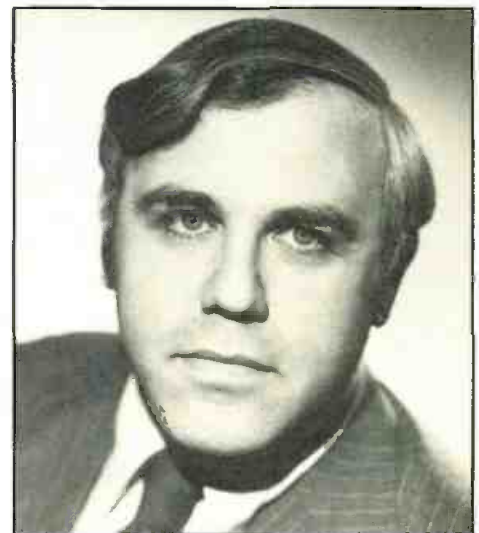
"Scatter pricing, in general, may be a little above upfront," for the first quarter, according to Daniel Riordan, senior vice president, director of national broadcast for McCann-Erickson. "Things have been tightening up in January, including daytime and prime time. Pricing and availability are not as wide open," he added.

Robert Blackmore, vice president, sales, NBC-TV, would not disclose what kind of increases the network was getting for its improved prime time schedule, but did say demographics played a key role: "Not only do we have a young audience, but also an upscale audience, the kind of audience that many of the new advertisers like financial services and computers are looking for."

Explanations for weakness in the sports advertising marketplace were the same from both network and agency executives. According to CBS's Dominus, "We had, relatively speaking, a lot of programing at the



Keever



Dominus



but we are confident that it is only a temporary situation."

College basketball, golf, professional bowling and sports anthologies have all helped produce sports programming inventory, giving agency negotiators room to bargain. According to one agency executive, "There have been opportunities on a Wednesday or Thursday for that weekend."

Also mentioned as contributing to weakness in the sports marketplace is the general unsettling created last year by the Olympics and changes in college football. For sports such as basketball or golf, there is traditionally more inventory left for the scatter market.

Tightness in the network scatter market is good news to station reps, some of whom feel that some advertisers were holding back their spot budgets, waiting to see how cheap network spots would become. Without exception, those commenting said the spot market had gotten off to a weak start but that there was real hope for spot advertising to pick up and, for the quarter, to finish ahead. John (Jay) Walters Jr., president and treasurer, Harrison, Richter & Parsons, said he thought the quarter should finish 8%-10% ahead of the comparable period in 1984.

Estimating the same increase was Bill Breda, senior vice president and director of affiliate and independent sales for Blair Television: "The quarter started out slowly but it seems to be building momentum. Automotives, which have been doing well in the last couple of quarters, continue to do well. Packaged goods are also strong. There seems to be more pressure in daytime spot."

Although pacing for January is behind so far, Taylor Eldron, vice president, sales, Avery Knodel Television, said that for February and March it seems to be all right. "I would expect that in another week pacing for the quarter will be ahead," Eldron said. The traditional differences between regions, note previously by station reps, are giving way to differences within regions. Walters noted, "some glaring variations to what you might expect."

The 8%-10% range projected by some station reps for a first-quarter spot advertising increase is a shade below the 10%-11% mentioned by Roger Rice, president, of the Television Bureau of Advertising.



Blackmore

Rice suggested that local television advertising might show an increase of between 13% and 14%, adding that there would be significant differences among markets.

Good news comes in the form of lower interest rates, said Paul Catoe, local sales manager for WFLA-TV Tampa-St. Petersburg, Fla., who ascribes to them increased advertising in both automotive and real estate categories. Pacing for the station is very good, he said, and probably will end in the mid-to-high teens: "I think the same will be true for the entire market." He added that the NBC affiliate has been "running tight in prime time," because of the good performance by the network.

Even though ABC affiliate WKRC-TV Cincinnati will not have the Olympics this year and even though a new independent signed on at the first of the year, John Dawson, local

sales manager, said that WKRC-TV would finish ahead for the quarter, although perhaps "on the low side of 10%." Dawson said he noticed that retailers in that market seemed to be overstocked after less than anticipated sales in fourth quarter. "They intend to sell at a real level rather than selling off everything." Helping to make business good for the station was new legal and other professional-type advertising.

"We didn't really expect the first quarter to be tremendous, so it's not a disappointment," said Bill Bradley, local sales manager of WGN-TV Chicago. While the station should end up with a low, double-digit increase, he said, it wouldn't surprise him if the overall market were down some, because of comparisons to the Olympics: "We will be up because we weren't competing against the Olympics." □

**Smokeless tobacco review.** The Federal Trade Commission has asked the U.S. Surgeon General to conduct a review of the existing scientific evidence on the health effects of smokeless tobacco, to help the commission decide how to deal with the marketing of the product. The goal of the review, the FTC said, would be to "provide a comprehensive analysis of the range of possible health effects associated with each of the smokeless tobacco products, as well as an assessment of the strengths and weaknesses of the studies supporting these conclusions."

According to a letter from FTC Chairman James Miller III to Surgeon General C. Everett Koop, "in dealing with the marketing of a product such as smokeless tobacco, the commission has a broad range of policy options, including developing a legislative proposal, bringing individual cases, and/or developing a rulemaking proceeding. . . . To decide which, if any, of these actions would be in the public interest, the commission needs to determine with specificity the extent and nature of the health risks involved in the use of particular smokeless tobacco products."



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## Step by step to world HDTV standard

**Tokyo demonstrations of NHK devices make believers of the skeptics on field rate conversion; but RCA system is still a contender**

A major stumbling block in the world standardization of high-definition TV production—the selection of a field rate—appears to have been overcome by the demonstration of an NHK HDTV down-converter in Tokyo Jan. 9-10.

The U.S. Advanced Television Systems Committee (ATSC) supports an HDTV system that retains the 60-per-second field rate currently used by NTSC. But the European Broadcasting Union (EBU) and others, skeptical about the quality of converting 60 fields to the 50 fields used by Europe's television systems, preferred 80 fields.

According to ATSC officials, some, if not all, of the Europeans' skepticism was eased, however, at the joint ATSC-EBU Tokyo meeting, at which NHK converted an 1125-line, 60-field HDTV signal to the 625-line, 50-field PAL system, without significant motion impairments.

"The Europeans indicated unanimously that although it [the conversion demonstration] wasn't perfect, it was acceptable, and they would recommend it to their govern-

ments," ATSC Chairman E. William Henry told a meeting of the committee's HDTV technology group last Tuesday (Jan. 22).

The EBU also indicated, according to Henry, that it was amenable to adopting the 5.33-to-3 [width-to-height] aspect ratio for display, to which ATSC HDTV group members appeared partial during an October opinion poll on system parameters.

But the race to achieve a world agreement on an HDTV production standard by an October 1985 meeting of the International Radio Consultative Committee (CCIR), the body responsible for international standardization, is far from over. Disagreement is now emerging anew in the U.S. over other major characteristics of its HDTV system proposal, including the number of scanning lines and the scanning format.

Two proposals are currently before the ATSC, which must make its recommendation by March—in time for review by the State Department and submission to the CCIR for consideration this summer.

The first proposal, under examination for nearly two years, is based on an HDTV system developed by NHK in the 1970's. It features 1125 lines, 60 fields and a 2:1 interlaced scanning method.

The second proposal, put before the

ATSC group by RCA in October 1984, uses the same bandwidth (27 mhz) and field rate, but calls for 750 lines and a progressive scanning method.

Proponents of the RCA proposal argued that its progressive scan, which supplies 60 complete pictures per second instead of the 30 pictures for interlace, would provide superior resolution on moving images plus improved post-production processing, despite having less spatial resolution.

Although RCA's system has yet to reach the hardware stage, its potential led ATSC HDTV group members to include it in October as part of a "family" of standards to be put forth in the U.S. position.

A poll on recommending both systems was to have taken place at the Jan. 22 meeting, but following the NHK 60-50hz conversion demonstrations, concerns were raised that introducing a new system to the Europeans, who were long familiar with the 1125-line proposal, could upset negotiations for a world standard.

"There was a minor volcano over progressive scan" when it was mentioned at the Tokyo meeting, according to ATSC's Henry. "They asked: 'Why are you talking about this different set of numbers? You're running a horse and cart right through the numbers in front of us.' The Europeans are not willing to accept changes with progressive scan or on the number of lines."

Group members also questioned whether the two proposals could actually be considered as part of a "family," and if approving both would give the appearance of suggesting dual standards.

Proponents of the RCA proposal noted that the first hardware demonstrations of the system were being scheduled to follow the Society of Motion Picture and Television Engineers winter conference in San Francisco Feb. 15-16. The demonstrations, scheduled to accompany meetings of the SMPTE Working Group on High Definition Electronic Production on Feb. 16-17, will include side-by-side comparisons of the 1125/60 2:1 interlace and 750/60 progressive scan.

The SMPTE working group, chaired by Richard Stumpf of Universal Studios, has also indicated its intention to recommend a proposed HDTV system by March 15.

With these factors in mind, the ATSC HDTV group tabled the poll on its recommendations until its next meeting on March 19.

In closing Tuesday's meeting, HDTV Group Chairman Renville McMann of CBS Technology Center had this admonition. "Look at both proposed standards and ask: Are the advantages of the 750-line system so great that they are worth going for although it will lose a single world wide standard?" he asked. □



**ATSC head.** RCA's Robert S. Hopkins (right) has been chosen by the Advanced Television Systems Committee (ATSC) to succeed Richard R. Green as executive director of the group. Green left ATSC in December to become senior vice president of operations and engineering at the Public Broadcasting Service.

Hopkins, whose appointment was announced last Tuesday by ATSC Chairman E. William Henry (left), had been with RCA since 1964, where most recently he was managing director of RCA Jersey Ltd., a subsidiary that markets professional TV equipment overseas. Earlier he had served at the David Sarnoff Research Center and then at RCA's broadcast systems division as manager of strategic planning and manager, field camera products and engineering.

Standards work is not new to Hopkins, who has been a chairman of the SMPTE standards committee, the committee on new technology and the working group on digital video standards.



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## New ventures for Mutual

Mutual Broadcasting System, moving to increase revenues by using excess satellite capacity, announced last Wednesday the formation of a new telecommunications division.

The new Satellite Services division, with initial capitalization of \$10 million, will offer two separate services. The first, dubbed MultiComm, will combine satellite and FM subcarrier delivery to provide users with aural, data or text formats. The second, MutuaLink, will supply satellite delivery of data, radio programs or video.

The MultiComm service will be ready to distribute information to the top 100 markets in the country by mid-1985 and has already signed agreements to use some stations' subcarriers, according to Mutual Senior Vice President Gene Swanzky, who will manage the satellite division. Several clients are already testing the service, he added.

Although Satellite Services will give first preference to its own FM affiliates, the plan is to approach nonaffiliates in certain markets for their subcarriers.

The company is currently negotiating with manufacturers to make addressable receivers and printers for use with the service, Swanzky noted, with an agreement expected this week. The receiver, capable of taking a data stream of 480 characters per second, will cost approximately \$200. The receiver and printer together will cost \$400-\$500.

Regarding urban reception of the service, the company indicated that with antenna extension, there were no problems in 95% of the areas to be covered, even in those where normal radio reception is poor. If problems are encountered, dipole antennas could be used.

MutuaLink, a service already in use by AP, UPI and the Texaco-Metropolitan Opera Radio Network, offers program producers satellite time to air their product nationally, as well as serving the high-speed, high-volume, data delivery market by building dedicated satellite earth receiver terminals at sites specified by clients.

MBS, a wholly owned subsidiary of Amway Corp., began converting to satellite transmission in 1978 and converted completely from land lines in 1982. Uplinking is accomplished from a \$3-million satellite complex in Bren Mar, Va., and the 50-year-old company currently leases portions of Westar IV's transponders 1D and 2D. Part of 2D is used for the Mutual Radio Network.

The company has the ability to expand with additional transponders if necessary, noted Jack Clements, executive vice president and general manager, and also has uplinking capabilities in Los Angeles.

## Spacing out

The FCC's Advisory Committee on Reduced Orbital Spacing for satellites, meeting in Washington last week, selected former Common Carrier Bureau Chief Gary Epstein



L to r: Jack Clements, Gene Swanzky and Jim Kozlowski, VP, Mutual.

as chairman. Epstein is currently a communications attorney with Latham, Watkins & Hills.

The committee, formed in October 1984 to study effects of the commission's 1983 ruling to implement two-degree spacing, will examine spacecraft antenna gain and polarization standards, development of test and verification procedures to determine compliance with earth station antenna side-lobe standards and development of any necessary coordination procedures between satellites.

At the three-hour meeting, three working groups also were formed and their chairmen selected: an earth stations working group chaired by James Cook of Scientific-Atlanta, a space stations working group led by James Folk of Martin Marietta and a coordination working group headed by Walter Braun of RCA American Communications.

The committee, which expects to meet monthly, is hoping to file its first written reports by next summer, with recommendations for further action to follow in January 1985.

## Weather aid

A new weather graphics computer, built on the IBM PC family, has been introduced by Environmental Satellite Data, based in Suitland, Md. The Color Connection, which is equipped with a high-resolution video graphics board, uses an ESD software package to provide image processing and graph-

ics with a 760x480 resolution, 4,096 colors and custom map generation.

Among the graphic capabilities are pan and zoom, cut and paste and a font generator with up to five colors per character. Options include an eight-plane system that expands the color selection from 16 to 256 (simultaneously) and (in the future) a full graphics paint system and color video digitizer package. The Color Connection also allows user access to a variety of weather data sources.

## Six times more

A new NASA-commissioned study predicts that the demand for satellite communications services will increase six-fold by 2000. The study, which was conducted by Western Union Telegraph Co. and the U.S. Telephone and Telegraph Corp., said demand would grow from 400 36 mhz transponders (or their equivalent) in 1980 to 2,400 in 2000. NASA said the projected growth rate is "somewhat slower" than that forecast by WU and UST&T in previous studies.

## Safety study

Calls for a national safety standard on public exposure to broadcast radio frequencies came from the National Association of Broadcasters and the Association of Maximum Service Telecasters last week, in the wake of a joint EPA-FCC RF radiation survey. Conducted in Honolulu last May, the survey checked 21 sites and, based on safety guidelines developed by the American National Standards Institute, it found excess public exposure in two locations and excess occupational exposure in five.

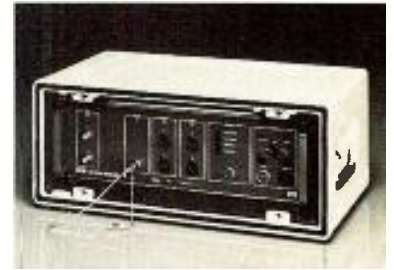
NAB cited the unusual proximity of Honolulu broadcast towers to the population, and AMST added that "there's no indication, even in Honolulu, that anyone has been affected by exposure to radio waves." Nevertheless, NAB President Eddie Fritts commented that standard "would assuage unwarranted public concern and eliminate unnecessary confusion at the state and local level."

**Technical addition.** A. Adam Glenn, former editor of the engineering news monthly, *TV Technology*, joined BROADCASTING last Monday (Jan. 21) as a staff writer on technology. Based in Washington headquarters, Glenn will join with the current staff in enlarging the magazine's coverage of equipment and engineering developments both domestically and internationally. Among his specific responsibilities: preparation of the weekly "In Sync" department.

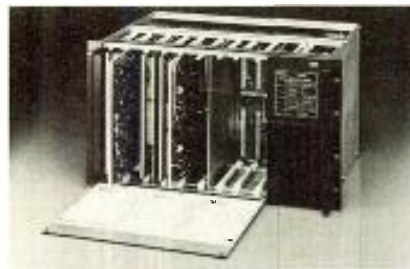


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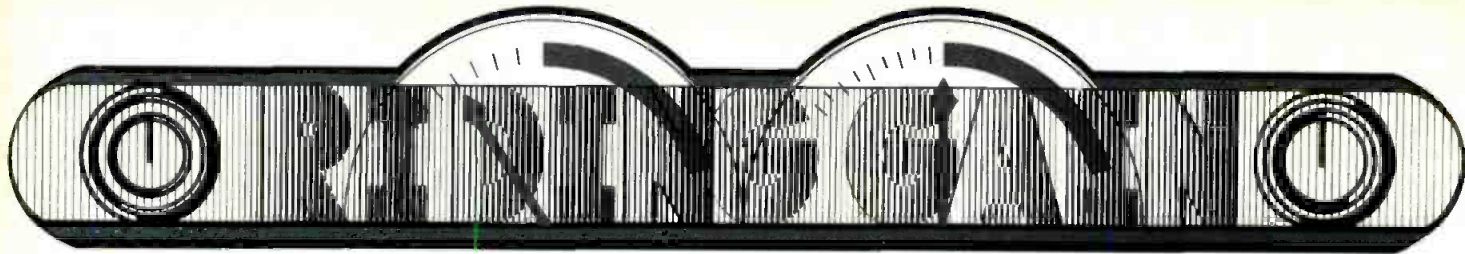
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## The week's worth of news and comment about radio



**In the sunshine.** CBS RadioRadio held its winter affiliate board meeting in Key West, Fla., at which time network officials announced a restructuring of its affiliate relations department, creating teams of district directors and managers who are responsible for clearing all network programming ("Riding Gain," Jan. 21). Pictured above are (front row, l-r): Carl Brenner, WQSR(FM) Baltimore; Tom Chauncey, KOOL-FM Phoenix; Manny Broussard, WAFB-FM Baton Rouge, La., who serves as board chairman; Jack Bennett, WHPP-FM Rock Island, Ill., and (center) Dick Brescia, senior vice president, CBS Radio Networks. (Back row, l-r): Robert Kipperman, vice president and general manager, RadioRadio; Michael Faherty, WSB-FM Atlanta, who serves as board vice chairman; Gene Boivin, KRQX(AM) Dallas; Neal Pilson, executive vice president, CBS/Broadcast Group; Doug Brown, WLTE-FM Minneapolis; Alan Noyes, WORK(FM) Barre, Vt.; Charlie Jones Jr., WAVE(FM) Tampa, Fla., who serves as board treasurer; Dana Horner, KJZZ(AM)-KLSY(FM) Seattle, who serves as board secretary; and Robert Hosking, president, CBS Radio.

### Sobering promotions

With the movement among citizen groups to ban beer and wine advertising from radio and television gaining momentum ("Top of the Week," Dec. 31, 1984), Jim Kefford, president of Drake-Chenault Enterprises, a Canoga Park, Calif.-based radio program syndicator, sent a memorandum to client stations telling them to "immediately cease" involvement in promotional events that encourage the use of alcohol.

"Encouraging radio associations and sympathetic legislators to fight harder against the ban on alcohol advertising is simply not enough," said Kefford. Station policy and promotion must also combat alcoholism and drunk driving, he noted. Among Kefford's suggestions for alternatives to such station promotions as "Nickel Beer" events are the following:

- Set up "Drinking and Driving" seminars at local high schools involving station personalities and personnel as well as the local liquor control board and police. Promote the event on the air.

- Develop a "Designated Driver" program in time for the spring prom and graduation activities. The idea would be to have "designated driver" stickers on rented tuxedos that would alert bartenders to the nondrinking students.

"Although we, as broadcasters, may believe that canceling cigarette advertising on radio and television did not reduce smoking," said Kefford, "we cannot assume that Congress shares this belief." Kefford said the industry needs to work together to save the beer and wine business. "Removing ourselves from blatant promotion of alcohol is a positive step."

### Country roster

Eighteen panel sessions have been scheduled by the Country Radio Broadcasters' board and agenda committee for the 16th annual Country Radio Seminar, to be held March 7-9 at the Opryland hotel in Nashville. Beverly Bleisch, 1985 agenda chairman, said the sessions will cover topics ranging from programming and promotion to sales and management.

In addition, the Country Music Association will again participate by holding its music industry professional seminar to explore such subjects as artist development, marketing and media. These sessions will also begin March 7.

The agenda for the Country Radio Seminar calls for presentations of research projects, including results of what is billed as "the first-ever research survey of the radio, records and trade industries," and other presentations on effective promotion and advertising, radio news in the 1990's (subtitled

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WCCO Minneapolis-St. Paul  
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KCBS San Francisco  
KNX Los Angeles

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WCBS-FM New York  
WCMF-FM Rochester  
WPHD/WYSL Buffalo  
WCAU-FM Philadelphia  
WWDE/WPEX Norfolk  
WAVE Tampa  
WBBM-FM Chicago  
KHTR St. Louis  
KKCI-FM Kansas City  
KLUV Dallas  
KAJA San Antonio  
KPOP-FM Sacramento  
KFMR-FM Stockton  
KRQR San Francisco  
KKHR Los Angeles

Offices: New York, Philadelphia, Atlanta, Detroit, Chicago, St. Louis, Dallas, San Francisco, Los Angeles

LOOK FOR US AT THE RAB MANAGING SALES CONFERENCE

"the death of the five-minute newscast"), maximizing sales, hiring the right people, developing teamwork and lifestyle manage-

ment.

The agenda was developed by a committee whose members were drawn from radio

## Takin' care of business

The FCC Mass Media Bureau is hoping to put out the final report on the commission's controversial notice of inquiry into the fairness doctrine by summer. That was the word from Jim McKinney, FCC Mass Media Bureau chief.

In an interview, McKinney also revealed that the commission's open meeting on Feb. 14 could prove important for those interested in applying for one or more of the 689 new FM allotments resulting from the commission's Docket 80-90 proceeding. That's the day the FCC is expected to detail when and how those applications will be accepted.

At the same meeting, the commission is expected to be asked to address the bureau's revolutionary proposal to do away with cut-off lists for FM and TV applications (BROADCASTING, Dec. 31, 1984). "That could turn out to be a very major item," McKinney said.

With those 689-plus potential new FM towers in mind, the commission is expected to launch a rulemaking aimed at ironing out tower-clearance questions with the Federal Aviation Administration. Among other things, the proposal will ask how much protection aircraft radio should be given.

Some time before the end of March, McKinney said, the commission will address licensing criteria for applicants for instructional television fixed services. The major issue: whether local educational institutions should be given priority for the channels, the popularity of which increased dramatically after the FCC changed its rules to permit ITFS licensees to lease out "excess capacity" for profit.

Also targeted for action before the end of March: petitions seeking reconsideration of the commission's attribution order; others seeking reconsideration of the commission's elimination of its regional concentration rule; implementation of the Region Two AM broadcast agreement; a report and order on the use of the Mexican, Bahamian and Canadian clear channels. "And we will make every effort to conclude the character inquiry," McKinney said.

broadcasting, advertising, syndication and trade publications. Committee leaders said the panelists, moderators and keynote speakers would be announced shortly.

Connie Bradley, chairman of the music industry professional seminar committee, said the music seminar sessions would cover topics including the role of the artist manager, contract negotiation, the creative process, advertising, endorsements, corporate sponsorships and country music on television.

## Tax break

The tax man himself will offer tips and advice as the host of a 13-week series called *Tax Talk*, to be produced by Washington Broadcast News and offered to radio stations at no charge. The host: U.S. Internal Revenue Service Commissioner Roscoe L. Egger Jr. The weekly programs, each two minutes in length, will originate in WBN's Washington studios and be transmitted via the satellite facilities of the Mutual, Associated Press and United Press International radio networks. The first transmission is scheduled today (Jan. 28) and the last program is to be sent in time for broadcast April 15. WBN said stations not affiliated with one of the three networks may obtain the programs by calling its free Spotmaster Service: 800-828-8881.

## Playback

As in previous years, the Associated Press Network News will offer its affiliates *Tax Break*, a series of 10 60-second, self-help, income tax advice programs. All 10 segments, which are anchored by AP business correspondent Alan Schaertel, are scheduled to be fed to stations today (Jan. 28). Also, in conjunction with the network feeds, AP will bulk feed 50 60-second scripts over its radio wire service for integration into local programming.

## Radio advisory

The Charter of the Advisory Committee on Radio Broadcasting has been renewed until Dec. 31, 1986. The charter has been updated to reflect the international conferences the committee's work will address. Louis Stephens, FCC special adviser on international law, will continue as chairman.

## It's the water

In an initial decision, FCC Administrative Law Judge John Conlin has granted the application of Three Cities FM Inc. for a new FM in Olympia, Wash., denying competing applications of Marrow Enterprises Inc. and Washington Oregon Broadcasting Inc. The judge said Three Cities won out on a combination of integration and coverage grounds. The president and 50% owner of Three Cities is David J. Rauh. Toni C. Holm owns the remaining 50%. Rauh is a part-time clerk at an Olympia record store; he also was national sales director for *OP Magazine*, a bi-monthly that reviewed records released by independent producers. Holm is a self-employed "development consultant." Neither has other media interests.



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# Stock Index

Closing Closing Net Percent P/E Market  
Wed Wed Change change Ratio Capitali-  
Jan 23 Jan 16 zation  
(000,000)

## BROADCASTING

N ABC	70	63	1/2	6	1/2	10.24	11	2,024
N Capital Cities	166	160		6		3.75	17	2,132
N CBS	75	76	3/8	-	1 3/8	1.80	9	2,229
O Clear Channel	15	1/2	14 3/4		3/4	5.08	18	45
N Cox	51	48	3/8	2	5/8	5.43	17	1,440
A Gross Telecast	30	1/2	29 1/2	1		3.39	7	24
O Gulf Broadcasting	14	7/8	14 3/4		1/8	0.85	62	652
O LIN	25	5/8	23 1/4	2	3/8	10.22	22	539
O Mairite Commun.	12	1/2	11 5/8		7/8	7.53	15	104
O Orion Broadcast		1/32	1/32					2
O Price Commun.	14	5/8	12 7/8	1	3/4	13.59		47
O Scripps-Howard	29	1/2	29		1/2	1.72	18	305
N Storer	50	5/8	49 1/2	1	1/8	2.27	30	830
O SunGroup Inc.	6	3/4	6 7/8	-	1/8	1.82		5
N Taft	61	3/4	59 7/8	1	7/8	3.13	13	559
O United Television	16	3/8	16 1/2	-	1/8	0.76	27	180

## BROADCASTING WITH OTHER MAJOR INTERESTS

A Adams Russell	27	25	7/8	1	1/8	4.35	21	165
A Affiliated Pubs	50	7/8	48 1/2	2	3/8	4.90	16	414
N American Family	27	1/2	25 1/8	2	3/8	9.45	14	542
O Assoc. Commun.	18	3/4	17 3/4	1		5.63		89
N A.H. Belo	47	46	3/8		5/8	1.35	17	543
N John Blair	16	7/8	17 3/4	-	7/8	4.93	10	135
N Chris-Craft	38	3/8	35 1/2	2	7/8	8.10		246
N Gannett Co.	54	1/8	53	1	1/8	2.12	21	4,338
N GenCorp	38	1/2	36 1/2	2		5.48	10	826
O General Commun.	71		71				15	35
N Jefferson-Pilot	39	3/4	39 7/8	-	1/8	0.31	11	1,272
O Josephson Intl.	9	1/8	9 5/8	-	1/2	5.19	70	45
N Knight-Ridder	31	7/8	30 1/8	1	3/4	5.81	16	2,063
N Lee Enterprises	30	3/4	28 5/8	2	1/8	7.42	17	409
N Liberty	27	7/8	27 3/4		1/8	0.45	13	280
N McGraw-Hill	45	3/4	43 1/2	2	1/4	5.17	17	2,296
A Media General	68		66 3/4	1	1/4	1.87	13	474
N Meredith	55	1/4	54 3/8		7/8	1.61	14	520
O Multimedia	41	3/4	40 1/2	1	1/4	3.09	18	697
A New York Times	38	1/4	38 3/8	-	1/8	0.33	17	1,511
O Park Commun.	27	3/4	26 1/2	1	1/4	4.72	20	255
N Rollins	19	5/8	19 1/8		1/2	2.61	29	287
T Seikirk	19	1/2	19 1/4		1/4	1.30	42	158
O Stauffer Commun.	52		52				13	52
A Tech Operations	53	3/4	51 3/8	2	3/8	4.62	18	49
N Times Mirror	45	3/4	41 5/8	4	1/8	9.91	14	3,143
N Tribune	35	3/8	34 7/8		1/2	1.43	16	1,429
O Turner Bcastg.	18	1/2	17	1	1/2	8.82	370	377
A Washington Post	84	3/4	81 1/4	3	1/2	4.31	16	1,186

## SERVICE

O BBDO Inc.	46	43	1/2	2	1/2	5.75	13	290
O Compact Video	4	5/8	4 1/8		1/2	12.12		20
N Comsat	29		27 1/4	1	3/4	6.42	12	524
O Doyle Dane B.	19	1/2	18 1/2	1		5.41	16	104
N Foote Cone & B.	47	3/4	49 1/8	-	1 3/8	2.80	9	164
O Gray Advertising	145		137	8		5.84	10	86
N Interpublic Group	34	1/4	34 1/4				12	370
N JWT Group	25	7/8	25 1/2		3/8	1.47	8	155
A MovieLab	5	3/8	5 1/4		1/8	2.38		9
O Ogilvy & Mather	35	3/4	35 1/2		1/4	0.70	15	327
O Sat. Sys.	7	1/4	6 1/2		3/4	11.54	11	41
O Telemation	5	3/4	5 3/4				6	7
O TPC Commun.			3/8					1
A Unifit Video	6	7/8	6 7/8				13	15
N Western Union	7	1/8	7		1/8	1.79		172

Closing Closing Net Percent P/E Market  
Wed Wed Change change Ratio Capitali-  
Jan 23 Jan 16 zation  
(000,000)

## PROGRAMING

O Barris Indus	10	9	3/8		5/8	6.67	167	57
N Coca-Cola	63	1/8	63 3/4	-	5/8	0.98	14	8,359
N Disney	68	7/8	64	4	7/8	7.62	113	2,323
N Dow Jones & Co.	42	5/8	40 7/8	1	3/4	4.28	21	2,740
O Four Star	4	1/4	3 1/4	1		30.77	4	3
A Fries Entertain.	6		5 3/8		5/8	11.63	11	20
N Gulf + Western	30	3/4	29 3/4	1		3.36	9	2,151
O Robert Halmi	1	1/4	1 3/16		1/16	5.22	25	21
A Lorimar	30	1/2	31	-	1/2	1.61	15	216
N MCA	41		41 1/4	-	1/4	0.61	18	1,987
N MGM/UA	12	1/2	11 3/4		3/4	6.38	15	621
N Mizlou	3	7/16	3 3/16		1/4	7.84		15
N Orion	9	5/8	9 1/4		3/8	4.05	21	91
O Reeves Commun.	6	3/4	6 1/8		5/8	10.20	25	84
O Sat. Music Net.	6		5 1/2		1/2	9.09		41
O Telepictures	19		18	1		5.56	17	146
O Video Corp.	19	5/8	19 5/8				13	33
N Warner	23	5/8	21 3/4	1	7/8	8.62		1,432
A Wratheer	18	3/8	17 3/4		5/8	3.52		126

## CABLE

A Acton Corp.	4	7/8	4 3/4		1/8	2.63		29
O AM Cable TV	2	5/8	2 1/2		1/8	5.00		9
N American Express	38	1/2	38 3/8		1/8	0.33	20	8,292
N Anixter Brothers	18	3/8	17 3/8	1		5.76	22	334
O Burnup & Sims	8	1/2	7 5/8		7/8	11.48	121	76
O Cardiff Commun.		5/8	5/8				63	3
O Comcast	22	1/2	20 5/8	1	7/8	9.09	26	277
N Gen. Instrument	18	3/4	18		3/4	4.17	19	607
N Heritage Commun.	19	1/4	18 3/4		1/2	2.67	36	146
T Maclean Hunter X	25	5/8	23 1/4	2	3/8	10.22	36	944
A Pico Products	4	1/2	4 3/8		1/8	2.86	20	16
O Rogers Cable	6	1/2	6 1/4		1/4	4.00		146
O TCA Cable TV	16		15 1/2		1/2	3.23	31	107
O Tele-Commun.	24	3/4	24 5/8		1/8	0.51	80	1,035
N Time Inc.	45	3/8	43 1/2	1	7/8	4.31	16	2,753
N United Cable TV	33	3/8	32 1/4	1	1/8	3.49	56	367
N Viacom	37	1/4	35	2	1/4	6.43	15	504

## ELECTRONICS/MANUFACTURING

N Arvin Industries	21	7/8	21 1/8		3/4	3.55	6	165
O C-Cor Electronics	9		8 1/2		1/2	5.88	129	27
O Cable TV Indus.	3	7/8	3 7/8				23	12
A Cetec	8	1/8	7 3/8		3/4	10.17	10	18
O Chyron	10	3/4	10 3/4				20	99
A Cohu	8	3/8	8 1/4		1/8	1.52	9	15
N Conrac	13	3/4	14 1/2	-	3/4	5.17	13	84
N Eastman Kodak	71	1/4	72 3/8	-	1 1/8	1.55	14	11,746
O Elec Mls & Comm.	5	1/4	5 1/2	-	1/4	4.55		15
N General Electric	62	5/8	59 1/4	3	3/8	5.70	13	28,350
O Geotel-Telemet		5/8	5/8				7	2
N Harris Corp.	31		29 3/8	1	5/8	5.53	15	1,238
N M/A Com. Inc.	21	7/8	20 1/8	1	3/4	8.70	27	947
O Microdyne	5	5/8	5 1/4		3/8	7.14	16	26
N 3M	83	1/2	81 7/8	1	5/8	1.98	14	9,774
N Motorola	37	3/4	35 1/2	2	1/4	6.34	13	4,469
N N.A. Philips	40	1/8	38	2	1/8	5.59	10	1,152
N Oak Industries	2	3/4	2 5/8		1/8	4.76		45
A Orrox Corp.	2	3/4	2 3/4					6
N RCA	38	1/2	36 5/8	1	7/8	5.12	12	3,154
N Rockwell Intl.	32	3/4	31 5/8	1	1/8	3.56	11	4,871
N Sci-Atlanta	12		11 5/8		3/8	3.23	24	279
N Signal Cos.	35	5/8	33 5/8	2		5.95	15	3,885
N Sony Corp.	15	5/8	15		5/8	4.17	15	3,608
N Tektronix	60	1/2	59 3/8	1	1/8	1.89	10	1,164
A Texscan	5	3/8	5 1/2	-	1/8	2.27	8	36
N Varian Assoc.	39	1/2	40 1/4	-	3/4	1.86	15	852
N Westinghouse	29	7/8	26 7/8	3		11.16	11	5,230
N Zenith	21	5/8	21 1/4		3/8	1.768	478	

Standard & Poor's 400 198.68 191.01 7.67 4.02

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

for the previous 12 months as published by Standard & Poor's or as obtained by BROADCASTING'S OWN RESEARCH.

## FTC asked to require warnings before TV show

**Groups fear 'Dungeons & Dragons' cartoon series promotes game they say led to injuries and deaths of youths; want counterads required before CBS-TV program**

Two public interest groups have asked the Federal Trade Commission for regulations warning consumers of the possible "deadly effects" of the popular fantasy role-playing game, *Dungeons & Dragons*, and requiring counteradvertising before the CBS Saturday morning cartoon show of the same name.

The National Coalition on Television Violence and Bothered About D&D have asked the FTC to, among other things, require counteradvertising before the CBS cartoon program, *Dungeons & Dragons*—which CBS says is among its most popular cartoons—and "whenever D&D is being promoted"), warning that the D&D game "has

caused a number of suicides and murders." The groups are also requesting "immediate research funding by Congress into the impact of other violent games on players to help resolve any doubts and to guide public action."

At issue is a game manufactured by Lake Geneva, Wis.-based TSR. The game is based on medieval themes, fantasy and history. It is a "cooperative game," according to TSR corporate director of press relations, Dieter Sturm, in which the players take on the roles of "generic classes" of characters, such as fighters, elves or wizards and work through situations which are established by a "dungeon master" (the game's referee or story teller). There are an estimated three-to-four-million players in the U.S., with games lasting sometimes hours or even days; the players are primarily males, aged 10-24.

According to a joint press release by the

NCTV and BADD, however, the "game *Dungeons & Dragons* has been a major factor in causing at least nine suicides and murders...." Said BADD founder Pat Pulling: "The large majority of the information in D&D manuals is violence-oriented" and "consists of detailed descriptions of killing, including satanic human sacrifice... and curses of insanity. Much of the material comes from demonology including witchcraft, the occult and evil monsters." The D&D cartoon, the groups allege, is an introduction for "millions of children" to "this violent game."

(Pulling founded BADD after the death in 1982 of her son, Irving, who was involved in the game the last six months of his life and who shot himself hours after a D&D curse was placed on him during a game conducted at his local high school. His mother said that following her son's death, an investiga-

## Super Bowl gives ABC its first weekly win

With its Sunday night ratings lifted to the heavens by its Super Bowl coverage, ABC won its first week of the prime time ratings in the 1984-85 television season. Based on A.C. Nielsen figures, ABC researchers said Super Bowl XIX was the third highest-ranked Super Bowl in homes delivered (39,390,000 per average minute), and tied with last year's Super Bowl as the fifth highest-rated of all time.

For the 17th week of the prime time season, ended Jan. 20, ABC averaged a 20.2 rating and 30 share, compared to 17/26 for CBS and 16.5/25 for NBC. In addition to winning Sunday, ABC won Wednesday. NBC won Monday, Tuesday and Thursday, while CBS captured Friday, and Saturday.

The combined network rating/share totaled 53.7/81—the highest level this season, and an increase over the previous week's record. But the higher levels are probably attributable to the Super Bowl ratings. ABC's weekly 20.2 rating was the highest weekly average of any network this season.

The number of homes using television (HUT) were also at their

highest level of any week this season. The HUT level averaged a 66.9, up 2% over the comparable week a year ago. It was the second week in a row that HUT levels showed an increase over their comparable year-ago levels. In all but three of the past 17 weeks, HUT levels have been flat or under their comparable periods last year.

ABC's premiere of *MacGruder & Loud*, following the Super Bowl, lifted that show into the top 10, averaging a 22.8/38 at 10-11 (NYT). Two of CBS's regular Sunday night shows accustomed to a top-10 finish—*60 Minutes* and *Murder, She Wrote*—were knocked down by the Super Bowl to the 43d and 46th positions, respectively.

Among other new series, CBS's *Crazy Like a Fox*, which follows *Murder, She Wrote* in the Sunday 9-10 (NYT) time period, pulled an average 18.4/26 for its fourth telecast and ranked 24th among 67 ranked shows. ABC's *Streethawk*, on its third outing, achieved a 16.3/26 in its Friday 9-10 (NYT) time period. And NBC's *Berenger's*, the new serial drama from Lorimar, dropped two rating and five share points below its previous two telecasts. It drew a 9.5/15, ranking 65th.

Rank □ Show □ Network □ Rating/Share

1.	Super Bowl XIX	ABC	46.4/63
2.	Super Bowl, post game	ABC	30.8/43
3.	Cosby Show	NBC	27.9/40
4.	Dynasty	ABC	27.0/39
5.	A Team	NBC	24.0/34
6.	Family Ties	NBC	23.9/34
7.	MacGruder & Loud	ABC	22.8/38
8.	Simon & Simon	CBS	22.5/33
9.	Not My Kid	CBS	21.6/33
10.	The Execution	NBC	21.4/32
11.	Hotel	ABC	20.9/34
12.	Riptide	NBC	20.7/30
13.	Cheers	NBC	20.6/30
14.	Knots Landing	CBS	20.4/33
15.	Magnum, P.I.	CBS	20.2/29
16.	Kate & Allie	CBS	19.8/28
17.	Webster	ABC	19.5/30
18.	Highway to Heaven	NBC	19.5/28
19.	Newhart	CBS	19.3/28
20.	Night Court	NBC	19.1/28
21.	Scarecrow & Mrs. King	CBS	18.8/27
22.	9 to 5	CBS	18.6/29
23.	Remington Steele	NBC	18.5/30

Rank □ Show □ Network □ Rating/Share

24.	Crazy Like a Fox	CBS	18.4/26
25.	Who's the Boss?	ABC	18.1/26
26.	Benson	ABC	17.7/28
27.	Hill Street Blues	NBC	17.6/29
28.	Hardcastle & McCormick	ABC	17.6/25
29.	Facts of Life	NBC	17.5/25
30.	TV Bloopers and Prac. Jokes	NBC	17.5/25
31.	Inaugural Gala	ABC	17.4/37
32.	Trapper John, M.D.	CBS	17.3/28
33.	Any Which Way You Can	CBS	17.1/28
34.	Cagney & Lacey	CBS	17.1/27
35.	Three's a Crowd	ABC	16.6/24
36.	Street Hawk	ABC	16.3/26
37.	Hearst/Davies Affair	ABC	16.2/24
38.	Fall Guy	ABC	15.9/23
39.	TV's Game Show Moments	ABC	15.9/23
40.	Miami Vice	NBC	15.1/26
41.	Diffrent Stokes	NBC	15.1/23
42.	Bugs Bunny Special	CBS	14.8/23
43.	60 Minutes	CBS	14.6/19
44.	Gimme A Break	NBC	14.4/22
45.	Airwolf	CBS	14.3/22
46.	Murder, She Wrote	CBS	14.1/19

Rank □ Show □ Network □ Rating/Share

47.	Matt Houston	ABC	13.8/23
48.	Gimme a Break	NBC	13.8/21
48.	Double Trouble	NBC	13.8/21
50.	20/20	ABC	13.7/22
51.	St. Elsewhere	NBC	13.6/22
52.	Charles in Charge	CBS	13.3/20
53.	Jump	NBC	13.3/19
54.	Women of San Quentin	NBC	13.2/20
55.	V	NBC	12.8/20
55.	Love Boat	ABC	12.8/20
57.	Hunter	NBC	12.6/20
58.	E/R	CBS	12.5/18
59.	Knight Rider	NBC	12.5/16
60.	Jeffersons	CBS	12.4/18
61.	Alice	CBS	11.6/17
62.	Revenge of the Pink Panther	CBS	11.1/17
63.	Who Will Love My Children?	ABC	10.3/15
64.	Punky Brewster	NBC	9.9/13
65.	Berenger's	NBC	9.5/15
66.	Silver Spoons	NBC	9.1/12
67.	Call to Glory	ABC	8.8/14

\*Indicates premiere episode



tion—which included psychiatric evaluations, testimony of other students, and “multiple writings” by her son which mentioned several of the game’s characters—made it “pretty hard to deny” that there was a link between the death and the game. Irving’s parents subsequently filed a lawsuit against TSR, as well as the school in Hanover county, Va., where the game was played with teachers participating.

Sturm said that there has been “conclusive evidence,” however, that the deaths cited by NCTV and BADD “had nothing to do with D&D” and that for the past “five or six years,” TSR has followed an 18 point code of ethics, prohibiting, among other things, “lurid” scenes with excessive bloodshed, violence and gore. He said also that the CBS cartoon (which is co-produced by Beverly Hills-based Dungeons and Dragons Entertainment Corp.—the “sister organization” of TSR—and Marvel Productions Ltd.), develops each character’s basic skills, and shows how the individuals work together to solve a problem.

Carolyn Ceslik, director of children’s programs at CBS Entertainment, said the Saturday morning cartoon has “the Dungeons & Dragons title,” but it is based on its own concept. The cartoon revolves around six children who get on a Dungeons & Dragons ride in an amusement park, which then takes them “into the next realm.” A “dungeon master” (“a good guy,” Ceslik said), appears to the children sporadically throughout each episode to guide the children on their subsequent adventures as they make their way

**On tap.** More than 4,000 people will assemble in Washington next week for the 42d annual convention of the National Religious Broadcasters, which will feature Equal Rights Amendment opponent Phyllis Schlafly, and a debate between the Rev. Jerry Falwell and Senator Edward Kennedy (D-Mass.) on “Religion and Politics.” President Reagan, who has spoken at the NRB’s last three conventions, has been invited to address the group Feb. 4, and Ambassador Jeane J. Kirkpatrick and the Rev. Billy Graham will speak Feb. 6.

Also scheduled to appear will be the Baton Rouge-based television evangelist, Jimmy Swaggart, pollster George Gallup Jr. and FCC Chairman Mark Fowler. Recording artist Big John Hall will serve as song leader. The three-day event, beginning Feb. 3 at the Sheraton Washington hotel, will include more than 50 workshops ranging from broadcast sales, international broadcasting, counseling by phone and a session on “Bloopers and Blessings in Christian Broadcasting.” There will also be discussions on commercial and noncommercial owners and operators, contemporary technology and black broadcasters.

NRB ’85 will also be the site of Media Expo ’85, an exhibit of broadcast equipment and related communications services for religious broadcasters, which according to NRB convention organizers, has already surpassed last year’s registration of 302 booths. Highlights of the Expo, NRB said, will be “the new trends” in religious broadcasting, including videoconferencing, stereo broadcasting and “innovative production techniques.”

back home. Sturm said the cartoon has been praised for portraying the female characters equal to their male counterparts.

According to NCTV and BADD, although the cartoon “contains some prosocial behavior and is, often, not as intense as the game, it still averages over 50 acts of violence per hour. It promotes fantasies of violence and teaches the use of violence as normal problem-solving behavior.”

Peggy Charren, president of Action for Children’s Television, said the cartoon “doesn’t do much for the game or children’s television,” adding, however, that she didn’t think the program would “go so far as to get children to play the game, never mind getting [children] involved in creepy activi-

ties.” Charren added that ACT’s concerns “don’t relate to the special problems of kids who are generally too sophisticated to watch the cartoons.”

As for required counteradvertising before the D&D cartoon, Charren said that while some “countermessages are terrific, in this case, maybe the countermesssage would be more damaging than the program. I’m not sure what it would say—what, ‘Watching Dungeons and Dragons can lead to suicide’? It’s like [saying], ‘Don’t put peas up your nose.’”

Pulling, who said she receives about 10-15 letters daily from parents of children playing the game, said she has also written to President Reagan for his help. □

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## Study shows press is responding to public demands

**Citizen's Choice study talks to people across the country about the media's job and finds it is responding to criticism**

A citizens commission organized to look into the status of the media in American society has concluded that the press—print and broadcast—has its faults but that the mechanism for improvement lies not in government action or even in an official watchdog, but in the press's accountability to the public—in its response “to the invisible hand of public pressure.” And the mechanism, it adds, is working.

The report of the Citizen's Choice National Commission on Free and Responsible Media is not a scientific examination of the question posed in the title: “Responsibility & Freedom in the Press: Are They in Conflict?” Rather, the findings are based on impressions gained in seven public hearings held across the country in 1983 and 1984, and in the conversations the 34 members of the commission had with the 82 witnesses and speakers.

The commission was sponsored by the

Citizen's Choice, the lobbying arm of the U.S. Chamber of Commerce but, according to the report, was not connected with that lobbying work. The study—by businessmen, academics, government officials, news executives and practicing journalists—was said to have been undertaken as “a public service in line with Citizens's Choice work as a leader in formulating debate on important issues facing Americans.”

Thomas J. Donohue, former president of Citizen's Choice, said in a preface that the idea for the study grew out of a discussion he had with journalist friends in the spring of 1983. There was agreement, he said, that public criticism of the press was growing and included such complaints as bias, imbalance, inaccuracies, sensationalism, invasion of privacy, lack of access, arrogance, shallow reporting and obsession with bad news. The purpose of the study that grew out of the discussion, Donohue said, was to examine those attitudes and the current state of the media.

The report focused on four issues it says received particular attention in the hearings: Is access to the press fair? Do the media treat issues with sufficient depth? Where is the line between freedom of the press and the right to privacy? Are the media biased? In answer, the report was not unkind to the media.

It said that “the business demands of the press may make it impossible for people to find the ideal of freedom of expression fulfilled in the mass media alone” but that “the ideal is clearly alive and well.” Although the press has a duty to be “accurate and fair,” the task of providing the depth of information needed “to facilitate wise decision making may be beyond the press's capability—or responsibility.”

The report said that “there is no clear line between the freedom of the press and the right to privacy, but there are sensitivities in many cases that can be explored and taken into account.” It added that criticism of the press has spurred a “thoughtful dialogue” between press and public on the privacy issue. The fourth question is not answered. Instead, the report says that “if bias is inevitable, what may be more important than trying to eliminate it “is acknowledging and correcting it when it does appear.”

At bottom, the report suggests a kind of Adam Smith approach to the question of keeping the press responsible. It says the First Amendment would prohibit government action, while an official watchdog is not needed, either inside or outside the press. But the media, it says, “can't escape responsibility to public thought and judgment. It's the air they breathe.” It adds that the “mechanism of informal public opinion is working,” that the commission, in its hearings, discovered that a substantial

amount of “self-questioning” is going on among members of the media. “Journalists may not be criticizing each other enough to satisfy some critics,” it says, “but they are criticizing themselves. The press is responding, if you will, to the invisible hand of public pressure.” □

## Group W establishes broadcast journalism fellowship at Columbia

**Program, designed for study of business, economics reporting, believed to be first specifically for broadcast journalists**

Station group owner and MSO Westinghouse Broadcasting and Cable Inc. has established what it claims is the first business and economics journalism fellowship designed specifically for broadcast journalists. Called the Westinghouse Scholarship, the award will be administered through Columbia University's Graduate School of Journalism as part of its 1985-86 Walter Bagehot Fellowship Program in Economic and Business Journalism.

The Bagehot fellowships, established in 1975, were founded to advance working journalists' knowledge of economics, business and finance. The program admits up to 10 journalists annually.

“This is the first time a scholarship of this stature has been focused specifically on the field of broadcasting,” explained Group W's corporate communications vice president, Jane Hartley. “This program fits right into our long-standing commitment to development of high broadcast standards.”

Bagehot Fellowship director Chris Welles said this was the first time a corporate donation has been made to the program earmarked for such a specific kind of journalism. Historically, he noted, Bagehot fellows include no more than one broadcaster annually while the overwhelming majority have been print journalists. Welles said the “full value” of the Westinghouse Scholarship, including tuition, living stipend and administrative costs, was about \$30,000.

Hartley added that Group W Chairman Daniel L. Ritchie and television station group President Lawrence P. Fraiberg, along with the company's senior management, believe there is a need for “more expertise” among Fifth Estate journalists in the reporting of economic and business news. Each of the Group W-owned television and all-news AM radio stations has established local economic and business beats for its reporters, Hartley said, and the establishment of the

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Westinghouse Scholarship is hoped to boost similar efforts elsewhere.

According to Welles, Bagehot fellows must carry four courses per semester, most taken at Columbia's Graduate School of Business. In fact, he added, the Bagehot program is one of the few journalism fellowship programs in the country where the

courses are accredited and fellows can leave with enough credits to place them "halfway to an MBA."

Applicants for the Westinghouse Scholarship are required to be full time broadcast journalists with a minimum of four years experience and whose work "regularly appears" on U.S. television. There are no pre-

vious educational requirements, and a "special effort" will be made to seek qualified minority applicants. Deadline for applications is April 5, 1985, for the academic year 1985-86. For information, contact Chris Welles, director, The Bagehot Fellowship, Graduate School of Journalism, Columbia University, New York, N.Y. 10027. □

## Business

### Exploring the options of 12/25%

**New television ownership limits will allow networks, other group owners to pursue stations in many of the top markets; some deals are already in the works**

The FCC's new multiple ownership rules (BROADCASTING, Dec. 31, 1984) will allow for a wide range of trading in television stations. Except for the three networks and Metromedia, just about any two groups could merge their television operations without exceeding the 12-station and 25%-coverage limit.

In the top 10 markets the new limits would allow, for instance, ABC to buy VHF stations in Boston and Washington, CBS to buy VHF outlets in San Francisco and Detroit or NBC to buy in Philadelphia and Houston. Beyond the 11th market any of the networks could purchase three V's; beyond the 18th market four V's and beyond the 25th market five V's. These speculations are based on the assumption that top-10-market VHF stations already owned by major groups are not for sale.

Metromedia, if it were to continue its recent switch to purchasing UHF stations could complete its hold on the top 10 markets by purchasing UHF stations in Philadelphia, San Francisco and Detroit and still be enough shy of the 25%.

After those companies, the drop-off is sharp enough in coverage so that most other group owners would have a difficult time reaching the 25% limit.

Chris-Craft, with 9.93% coverage now, could buy VHF's not already locked up by major group owners in four markets: San

Francisco, Boston, Washington and Dallas-Fort Worth, giving it 18.18% coverage for its 10 stations, or 6.82% short of the limit. It could then round out its group with U's in New York and Chicago, and still be 1.2% below the limit.

Or take Tribune Co., reported to be among those looking for stations. With 13.40% coverage, if it purchased all the top-10-market V's not already owned by the 20 most significant groups, the coverage of its group would still be 5.16% short of the 25% limit. (Washington, where Tribune owns cable properties that would be a bar to station ownership, is excluded here). It could then fill three of the four spots open in its portfolio and buy UHF's in Los Angeles (selling off smaller cable systems), Philadelphia and Detroit. This highly improbable round of station buying would give Tribune television stations in eight of the top 10 markets, five of them VHF.

What is for sale in the major markets? Besides the Gulf Broadcasting stations, there are reportedly about a dozen UHF facilities, including former STV operations, along with independents in Richmond, Va., and other cities.

Some deals are expected to be announced soon. One rumor has CBS buying its affiliate in Phoenix, now part of Gulf Broadcasting ("Closed Circuit," Jan. 21). NBC, it is also said, has a deal already set where on April 2, after the rulemaking goes into effect, it will announce an agreement to buy its affiliate in Dallas-Fort Worth from LIN Broadcasting. Taft is rumored to be negotiating for two stations in Texas. Oak Communications has supposedly already agreed to sell its Los Angeles UHF for \$35 million. There is always

the possibility of a merger between two major group owners as well.

Brokers are hard put to think of anyone who is not looking for stations. Except for RKO, which is currently having its ownership qualifications reviewed by the FCC, and Storer Communications, which, because of its recent bout with debt, is said not to be interested in buying now, everyone else is reported to be shopping.

Has the buying pressure led to increased prices? Most brokers say that question is hard to answer because there is not an exact standard used in transactions. The common measurement of whether a station sale is considered a good buy or not is the cash flow multiple: roughly speaking, the sta-



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#### Group Owners, Stations and Percent of Total TV Households Covered

ABC	5 VHF	20.76
CBS	5 VHF	20.59
Metromedia	4 VHF, 3 UHF	20.42
NBC	5 VHF	19.79
RKO General	3 VHF	13.53
Tribune	3 VHF, 2 UHF	13.40
KKR*	5 VHF, 1 UHF	12.60
Westinghouse	5 VHF	10.08
Chris-Craft	5 VHF, 1 UHF	9.93
Cox	5 VHF, 2 UHF	8.09

NOTE: Coverage according to Arbitron ADI's. \*KTLA-TV Los Angeles, plus stations formerly owned by Wometco. Seventh station, WSNL-TV Smithtown, N.Y., is satellite and not included in coverage total.

**Disney** net earning change does not include change in accounting for investment tax credits, which raised net earnings of prior year's first quarter to \$85.1 million. Increase in revenue and net earnings was "largely due" to newly-incorporated results of Arvida subsidiary, real estate development company. Worldwide television revenues, including The Disney Channel, increased to \$20.9 million from \$12.7 million in prior first quarter, "primarily due to The Disney Channel," according to company. Theatrical film rentals increased from \$14.1 million to \$20.4 million, while home video and nontheatrical revenue increased to \$36.9 million from \$19.7 million. □ **General Electric's** unaudited sales, adjusted for dispositions of mining and housewares operations in second quarter, were up 14% in fourth quarter and 10% for year. □ **Meredith** President and Chief Executive Officer Robert A. Burnett said that much of earnings improvement for second quarter could be attributed to company's 50%-owned printing operations and, to lesser extent, television operations. □ Operating revenue for **MGM/UA Entertainment Co.'s** television operations increased 11% to \$48.4 million. Operating profit margin for company declined to 8.8%, compared to 16.6% in previous year's first quarter. □ **Park Communications** reported year-end operating income, before depreciation and amortization, at \$35.5 million, up 15%, and operating cash flow at \$20.4 million, up 22%. Figures for fourth quarter were \$11.7 million, up 21%, and \$6.7 million, up 24%, respectively. Park stock (PARC) began trading on NASDAQ national market system last Tuesday. □ **United Artists Communications** net

## Fifth Estate Quarterly Reports

Company	Quarter	Revenue (000)	% change*	Earnings (000)	% change*	EPS **
Adams-Russell	First	\$30,103	19	\$2,164	30	\$0.35
Disney	First	\$426,530	41	\$32,189	258	\$0.95
General Electric	Fourth	\$7,980,000	7	\$652,000	13	\$1.44
	Year	\$27,950,000	4	\$2,280,000	13	\$5.03
Jones Intercable	Second	\$3,161	27	\$512	8	\$0.06
Rollins Commun.	Second	\$25,629	21	\$3,339	17	\$0.23
Meredith	Second	\$121,280	7	\$13,230	21	\$1.40
MGM/UA	First	\$170,863	-11	\$1,695	-85	\$0.03
Park Commun.	Fourth	\$30,049	15	\$5,089	25	\$0.55
	Year	\$106,398	13	\$14,053	26	\$1.53
Regency Elec.	Second	\$29,023	9	\$1,362	-40	\$0.13
United Artists						
Communications	First	\$96,392	18	\$2,080	298	\$0.21
Unitel Video	First	\$3,128	38	\$119,000	-57	\$0.05
Westinghouse	Fourth	\$2,888,700	11	\$160,600	17	\$0.91
	Year	\$10,264,500	8	\$535,900	19	\$3.04

\* Percentage change from same period year before. \*\* Earnings per share. Parentheses indicate loss. NM means not meaningful.

earnings include pre-tax gain of \$2,811,000 on disposal of property. □ Improved **Westinghouse** unaudited results for fiscal/calendar 1984 came from all four operating groups of company, including broadcasting and cable, which also improved performance in fourth quarter. Company's fourth-quarter operating profit rose from \$150.5 million to \$199.9 million. Fourth-quarter other income increased from \$700,000 to \$49.2 million for several reasons, including absence of losses from Satellite News Channel, sold during fourth quarter of 1983.

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tion's revenue minus reasonable operating expenses, divided into its sale price. But the simple term, cash flow, can take on a variety of meanings. Are the revenue and expenses 1984 numbers or projected 1985 numbers? If the latter, are those numbers guaranteed by the seller? Are commitments to purchase expensive programming several years hence considered a part of the price? Because of these qualifications, and the type of growth the market is experiencing, a station that sells for 10 times cash flow is not necessarily considered a good buy, any more than a station that sells for 15 times cash flow is a bad one.

Nonetheless, brokers say that station owners, aware of the buying pressure, are being bold in the multiples they are asking for. They are not necessarily getting those prices, however, and at least a few of the UHF stations reportedly have been sitting on the marketplace for more than a few months. □

**RCA donates business money.** The Columbia Business School last week announced a \$150,000 fellowship from RCA that will provide three students with full tuition and stipend over a four-year period. The school's dean, John C. Burton, said it is hoped RCA the fellows will specialize in telecommunications or international business, although that is not a stipulation of RCA. Among the more than a dozen Columbia Business School alumni at NBC are George Hooper, vice president, audience research, and Randall Bongarten, president, NBC Radio.



# Changing Hands

PROPOSED

**KJIM(FM) Arlington, Tex.** □ Sold by Jimmy Swaggert Ministries to Statewide Broadcasting for \$7.2 million, including a \$1-million consulting agreement and a \$1-million donation to Swaggert Ministries. **Seller** is Baton Rouge religious station group headed by Jimmy Swaggert, president. It owns four AM's and two FM's. **Buyer** is Pompano Beach, Fla.-based station group of three AM's and one FM, principally owned by brothers, Scott and Jordan Ginsburg. KJIM is on 94.9 mhz with 100 kw and antenna 717 feet above average terrain. **Broker: Blackburn & Co.**

**KNDE(AM)-KNTN(FM) [formerly KONG-AM-FM] Visalia, Calif.** □ Sold by H. Kandy and Stephen Rohde to a company to be formed for \$1,330,000, comprising \$400,000 cash and remainder note. **Sellers** also own KHSJ(AM)-KHYE(FM) Hemet, Calif. **Buyer** is owned by Thomas Quinn and Paul Almond, who have interests in KTRT(AM)-KHTX(FM) Carmelien Bay, Calif., and KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KNDE is on 1400 khz with 1 kw day and 250 w night. KNTN is on 92.9 mhz with 15.5 kw and

## Trouble for Telepictures

Citing foreign ownership considerations, the FCC Mass Media Bureau has informed Television Broadcasting Corp. that it won't approve the company's \$7.6-million acquisition (plus assumption of a bankruptcy claim and other considerations) of WKBM-TV Caguas and WSUR-TV Ponce, both Puerto Rico, from American Colonial Broadcasting Corp.—unless the company changes its plans to meet bureau concerns. (The stations are dark, and American is in bankruptcy.)

According to the bureau, Telepictures Corp. owns 49.04% of Television Broadcasting's voting stock; Video Tape Systems Inc.—a company owned by Radio Rochela, a Venezuelan holding company with broadcast interests—owns 24.04%; Joaquin A. Villamil, a San Juan real estate developer, owns 19.23%, and John Semack, a New York investor, owns 7.69%.

The bureau noted that Telepictures is 6.6% owned by aliens. That interest, combined with Video Tape Systems' 24.04% interest, would exceed the 25% limit on foreign ownership mandated by the Communications Act, the bureau said.

The bureau also questioned the propriety of proposals it said would give companies owned by Radio Rochela the potential for substantial, if not actual, control of American Colonial's programming. "Even if alien interests were not a factor in this case, the pervasive presence of Video Systems, its principals and subsidiaries in the operation of the two stations raises a substantial and material question of fact as to the party that is in control of the stations, particularly their programming," the bureau said.

A spokesman for Telepictures said the problems would be resolved. "We don't think it's anything that jeopardizes the application," the spokesman said. □

antenna 960 feet above average terrain. **Broker: Chapman Associates.**

**WLKK(AM)-WLUV(FM) Erie, Pa.** □ Sold by WERC Inc. to K&K Broadcasting Inc. for \$1.3 million, comprising \$1 million cash and \$300,000 consultancy agreement. **Seller** is subsidiary of Jamestown, N.Y.-based sta-

tion group of four AM's and three FM's and is owned by Simon Goldman. **Buyer** is equally owned by Jerome Koepfel, Baltimore physician, and Donald L. Kelly, former general manager of WMAR-FM Baltimore. WLKK is on 1260 khz full time with 5 kw. WLUV-FM is on 99.9 with 9.7 kw and antenna 400 feet above average terrain. **Broker: The Keith Horton Co.**

For other proposed and approved sales see "For the Record," page 100.

## Bottom Line

**Profit prophet.** Avnet Inc. Chairman and Chief Executive Officer Anthony R. Hamilton said that company's earnings for second quarter ending Dec. 30 will be lower than that for both first quarter (56 cents) and for second quarter of last year (60 cents). Hamilton told Cleveland security analysts that earnings per share would likely be below 50 cents per share and possibly below 40 cents, and attributed decline to several factors, including lower semiconductor sales.

□

**Shelf for book purchase.** Gulf + Western filed "shelf registration" statement with Securities and Exchange Commission covering offerings, "from time to time," of up to \$500 million of debt securities. Specific terms of offering(s) would be determined at time of sale. Company said net proceeds of offering(s) would be "added to working capital and used for general corporate purposes, which may include refinancing of all or a portion of the approximately \$475 million recently borrowed by G + W under revolving credit facilities in connection with the acquisition of Prentice-Hall Inc."

□

**New deal.** Cohu Inc. has completed purchase of Broadcast Microwave Services Inc. James W. Barnes, Cohu's president and chief executive officer, said BMS products include microwave links between studio and transmitter sites, small microwave units for electronic newsgathering applications and automatic tracking systems for helicopter newsgathering. BMS was acquired for 50,000 shares of Cohu stock, which closed on transaction date of Dec. 10, 1984, at 6%.

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## Stations' effort in alcohol awareness focus of survey

**NAB, NRBA query TV, radio on use of PSA's and station participation in community activities related to issue**

The broadcasting industry's national public service campaign against alcohol abuse and drunk driving appears to be picking up steam. According to reports issued by the National Association of Broadcasters and the National Radio Broadcasters Association, the electronic media are airing public service announcements, participating in community projects and producing public

affairs programs devoted to the issue.

NAB's findings are based on 606 questionnaires completed by its members and nonmembers. (Only 29% of the 1,027 TV and 1,054 radio stations NAB queried responded.) The broadcasters were asked for information concerning their alcohol-related programming and community activities from April through September of 1984.

The results:

- Nine out of 10 (92%) broadcasters responding to the questionnaire aired alcohol-related public service announcements.
- Half of those stations produced their

own alcohol-related PSA's for broadcast.

- More than 80% aired stories on their local newscasts.
- More than 40% participated in a variety of alcohol-related community activities.
- More than 65% aired full-length public affairs programs.
- More than 20% broadcast editorials on the subject.

The report also revealed that among the television broadcasters who responded, half said their station aired at least 170 PSA's during the six-month period. The average value of the air time (price per spot) used for those PSA's, they estimated, was between \$70 and \$125. Furthermore, the study found TV stations in the top 50 markets tended to air more editorials on the subject of alcohol abuse than those in smaller markets. "The average across all markets revealed that nearly one of every four stations aired an editorial between April and September."

Among the 4,000 radio broadcasters sampled by the NRBA, about 800 (or 20%) responded. Of those, 98% have run PSA's in the past 12 months, with the stations reporting a total commercial value of all PSA's, programming and promotions of \$128,871,918, NRBA President Bernie Mann told attendees of the Radio Advertising Bureau's Managing Sales Conference in Dallas, Jan. 27.

The survey asked radio broadcasters to estimate the average number of alcohol-related PSA's per week, public affairs programming and on-air and off-air promotions during the past 12 months; to give a specific percentage breakout by daypart, as well as calculate the total commercial value of time used. (The results "were cross-indexed and tabulated by market size in quantifying the national averages and total," the NRBA said.)

Among the findings:

- Those stations running PSA's averaged 24 spots per week with 26% of the spots running in drive time, 24% in midday, 25% at night and 25% on weekends. (This was cross-tabulated with the total number of PSA's run on any subject over the past 12 months, which showed that 19% were alcohol-related and valued commercially at \$97,901,249, the NRBA said.)
- About 59% ran an average of three hours per month in alcohol-related public service programming, 25% in drive-time, 24% at midday, 11% at night and 37% on weekends. The total commercial value of alcohol-related programming on radio for those surveyed during 1984 was \$19,915,150.
- In alcohol-related promotions, 22% provided an average of 91 hours on-air and 41 hours off-air in the past 12 months. The total commercial value of on-air promotions the past 12 months was \$36,440,107. □

**Lottery review requested.** In joint filing, National Latino Media Coalition, Black Citizens for Fair Media, Telecommunications Research and Action Center, National Association for Better Broadcasting and League of United Latin American Citizens have asked FCC to reconsider decision to permit use of lotteries for awarding grants in any service when comparative proceedings for licenses result in ties (BROADCASTING, Dec. 10, 1984). Groups said FCC had acted with "clear and flagrant disregard" for congressional intent in authorizing use of tie-breaker lotteries without awarding diversity and minority preferences. In a separate petition for reconsideration, Youth News, Oakland, Calif., which trains high school students as news reporters, raised similar concerns. "Any lottery for the purpose of issuing a license is subject to Section 309 (i) of the Communications Act, which requires that preferences be applied," said Youth News, which was represented by the Media Access Group.

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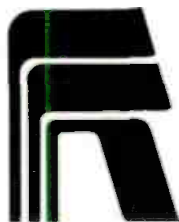
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## Intelsat wants say in orbital slot talks

The director general of the International Telecommunications Satellite Organization has described that global system as the means of achieving the most cost-effective and efficient use of the geosynchronous orbital arc in the provision of global satellite service. Richard R. Colino offered that assessment in a speech in Honolulu in which he indicated Intelsat would seek to play a key role at the WARC-ORB (World Administrative Radio Conference to establish pro-



Colino

cedures for allocating orbital slots) in Geneva next summer.

Colino, who was addressing the seventh annual conference of the Pacific Telecommunications Council, said that Intelsat, as the world's largest common-user telecommunications system, could go "a long way to guaranteeing service access to the geosynchronous orbit." A key question to be resolved at the conference is how orbital space can be found to accommodate what are expected to be demands by Third World countries for access to the geosynchronous orbit. "In a practical sense," Colino said, it is probably at least as important to have guaranteed access to service as to an orbital slot "that may cost hundreds of millions of dollars to effectively utilize."

He was not suggesting that Intelsat is the sole "guarantor" of geosynchronous orbital arc access for developing country service requirements, Colino said. But, he added, he does say Intelsat "is perhaps the world's best hope for achieving and maintaining cost-effective, reliable and globally interconnected satellite service, which also allows the best optimization of the use of the geosynchronous arc." At the same time, he managed a criticism of the proposals in the U.S. for private international satellite systems that would offer alternatives to Intelsat. Those systems, he said, are designed "to maximize corporate profits and are targeted only for heavy-density streams." Their aim,

**Board nominees.** Members of the National Association of Broadcasters will be asked next month to choose among the candidates contending for the 13 radio and six television board seats up for election. The nominees were selected by an earlier elimination process and the final ballot will be mailed to members Feb. 8. The results will be announced March 7. Candidates running for the radio board are: (District 1—Connecticut, Vermont, Maine, Massachusetts, New Hampshire and Rhode Island), James D. Asher Jr., WJDA(AM) Quincy, Mass., and Robert Gold, WPOR-AM-FM Portland, Me.; (District 3—Pennsylvania), Dick Dianorea, WFBG-AM-FM Altoona, Pa., and Jerry Lee, WEAZ(FM) Bala Cynwyd, Pa.; (District 5—Kentucky and West Virginia), Dale B. Miller, WAJR(AM) Morgantown, W.Va., and Bayard Walters, WKCM(AM) Hawesville, Ky., and WWKY(AM)-WFM(FM) Winchester, Ky.; (District 7—Florida, Puerto Rico and Virgin Islands), Alan Mejia, WEKO(AM) Cabo Rojo, Puerto Rico, and George Hyde Jr., WQBA-AM-FM Miami; (District 9—Georgia and Alabama), L.M. George, WGPC-AM-FM Albany, Ga., and \*Clyde Price, WACT-AM-FM Tuscaloosa, Ala.; (District 11—Ohio), \*David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio, and John Schaller, WUOD-FM Dayton, Ohio; (District 13—Michigan and eastern Wisconsin), \*Kenneth MacDonald, WSAM(AM)-WKQC(FM) Saginaw, Mich., and Ron Shannon, WGMZ(AM)-WWCK(FM) Flint, Mich.; (District 15—Tennessee and Arkansas), Fred Baker, KFSM(AM)-KISR(FM) Fort Smith, Ark., and William O. Barry, WAMB(AM) Nashville; (District 17—Illinois), Roger Coleman, WRAM(AM) Monmouth, Ill.; Joseph Dorton, WGCI(FM) Chicago; George A. Lipper, WLRB(AM)-WKAI(FM) Macomb, Ill.; Gene McPherson, WVLN(AM)-WSEI(FM) Olney, Ill., and Dean Phelps, WIVS(AM)-WXET(FM) Crystal Lake, Ill.; (District 19—northern Texas and Oklahoma), \*Bev Brown, KGAS(AM) Carthage, Tex., and G. Harold Wright, KRPT-AM-FM Anadarko, Okla.; (District 21—Minnesota and North and South Dakota), Paul C. Hedberg, Hedberg Broadcasting Group, Blue Earth, Minn., and Jerry Papenfuss, Result Radio Group, Winona, Minn.; (District 23—Alaska and northern California), Tom Busch, KNOM(AM) Nome, Alaska, and \*Thomas L. Young, KVON(AM)-KVYN(FM) Napa, Calif., and (District 25—Oregon and Washington), \*Gary Capps, KGRL(AM)-KXIQ(FM) Bend, Ore., and Donald Harris, KYXE(AM) Selah, Wash.

On the television side, 12 candidates are vying for six seats: Edward G. Aiken, KMPH(TV) Fresno, Calif.; \*Leslie G. Arries Jr., WIVB-TV Buffalo, N.Y.; Margo Cobb, WLBZ-TV Bangor, Me.; William Duhamel, KOTA-TV Rapid City, S.D.; Frank Flynn, WCTV(TV) Tallahassee, Fla.; Harry Hoth, KRDO-TV Colorado Springs, Colo.; \*Wallace Jorgenson, WBT(TV) Charlotte, N.C.; \*Peter A. Kizer, The Evening News Association, Detroit; \*Michael McCormick, WTMJ-TV Milwaukee; Benjamin D. McKeel, Nationwide Communications Inc., Columbus, Ohio; Harold Protter, WNOL-TV New Orleans, and Cyril E. Vetter, WRBT(TV) Baton Rouge.

\*Denotes incumbents seeking re-election.

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he added, is not the conservation of the orbital arc or the consolidation of resources to "benefit all countries of the world."

Colino also made clear Intelsat's concern that the global system's needs are considered during the WARC-ORB's deliberations. Re-

gardless of the particular plan adopted, he said, "we sincerely hope that the process clearly recognizes and protects the orbital location necessary for Intelsat to maintain its established international, regional and domestic services." Colino said that any one of

seven planning methods that are under consideration "could accommodate Intelsat's longer-term operational needs."

Colino was not the only Intelsat official to address the conference in Honolulu. John Crispin, director of business planning, delivered a paper that said—contrary to much conventional wisdom on the issue—satellites have a number of important advantages over fiber optic cables as a medium of communication. He said a study comparing the capacity and cost of such cables and state-of-the-art Intelsat VI satellites shows that the satellites cost less on a per-circuit, point-to-point basis. He also claimed two other advantages for satellites over fiber optic cables—they provide for extensive connectivity through a single facility and the cost of their service is distance insensitive.

The PTC is an international nongovernment, nonprofit organization, based in Honolulu, whose member countries are involved in the development of Pacific telecommunications. □



**Presidential welcome.** Much of the activity during the National Association of Broadcasters winter board meeting in Palm Springs, Calif., two weeks ago was devoted to the courting of congressional leaders (BROADCASTING, Jan. 21). But perhaps one of the highlights of that gathering was a dinner honoring former President Jerry Ford. Pictured (l-r): NAB Joint Board Chairman Gert Schmidt, senior vice president for broadcasting and entertainment, Harte-Hanks Communications, Jacksonville, Fla.; his wife, Christine; Ford and his wife, Betty; Martha Dale Fritts, wife of NAB President Eddie Fritts, and Fritts.

## Washington Watch

**Voting hours.** Representative Ron Wyden (D-Ore.) introduced measure last week calling for establishment of uniform poll closing hours for presidential elections ("Closed Circuit," Jan. 7). Legislation would institute 15-hour voting day from 8 a.m. to 11 p.m. EST and 5 a.m. to 8 p.m. PST.

□  
**Second opinion requested.** Meredith Corp., licensee of WTVH-TV Syracuse, N.Y., has petitioned FCC to reconsider finding that it was in violation of fairness doctrine (BROADCASTING, Jan. 21).

□  
**Renewals granted.** Despite objection by public interest group, FCC has granted renewals for Gannett Co.'s KPNX-TV and Meredith Corp.'s KPHO-TV, both Phoenix. In informal objection, Arizona Center for Law in Public Interest had alleged, among other things, that employment of women at stations evidenced failure of affirmative action. FCC said stations' employment of women in "upper-level" jobs fell short of equal employment opportunity processing guidelines. But both stations have EEO programs that "should lead to increases in the percentages of females being considered," FCC said.

□  
**Conditioned renewal.** FCC has renewed, subject to reporting requirements, licenses of Auburn Broadcasting Co. for KAH(AM)-KHYL(FM) Auburn, Calif., and Palomas Broadcasters Corp. for KOWN-AM-FM Escondido, Calif. Alleging violations of equal employment opportunity rules, National Black Media Coalition had petitioned to deny.

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## INTV begins quest for Land successor

**Search committee has been established to fill shoes of first president who's retiring at year end**

The search is under way to find a new president for the Association of Independent Television Stations (INTV). INTV's current chief, Herman Land, is slated to retire at the end of this year, and the association's board has officially begun looking for a successor.

INTV is taking a different approach than most trade associations in its hunt for a president. It is throwing the selection process "wide open" by soliciting candidates in an ad placed in this issue of BROADCASTING. The ad says INTV is: "Seeking seasoned pro who understands needs and concerns of independent TV stations and can operate effectively in both sales and regulatory-legislative areas. Should be self-starter, good administrator, highly motivated, able to work in tandem with board, growing constituency."

Land said the intent of the ad is to "flush out whatever talents we can." The board, he explained, considered a number of options in filling the post. There was some discussion of creating two organizations, or two independent divisions, Land reported. (Land, whose career with INTV spans 12 years, has experience in both marketing and legislative matters.) But the consensus was "to continue the present pattern. We need someone who has to be a jack of all trades," he said. He stressed the importance of finding a president who is able to handle "FCC issues, sales problems, advertising questions, programing needs, etc."

A search committee, Land said, has been established by the board and will screen the candidates. INTV Chairman Eugene McCurdy, WPHL-TV Philadelphia, is heading



the committee. It also includes INTV vice chairman Charlie Edwards, KTVT(TV) Fort Worth, Tex.; Hal Protter, WNOL-TV New Orleans; Kevin O'Brien, WTTG(TV) Washington; Bob Wormington, KSHB-TV Kansas City, Mo., and Land.

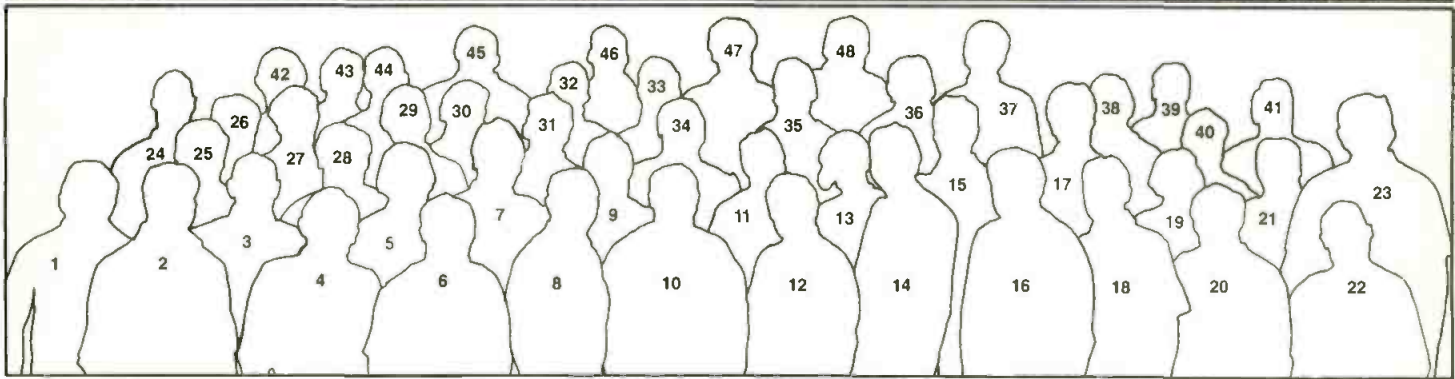
There is no deadline for the search process, Land said. "The plan is to come to a conclusion sometime in 1985," he explained. A few contacts, he continued, have already been made.

And there are two current INTV executives who have stated an interest in the position: Jim Hedlund, vice president for government relations in Washington, and Howard Kamin, vice president for marketing, New York. "They're both fine. They're both great," Land said. □

**Wometco go-ahead.** The FCC has upheld staff action approving the \$400-million sale of Wometco Enterprises Inc.'s six television stations to a group of investors led by Kohlberg Kravis Roberts & Co. (KKR) (BROADCASTING, April 16, 1984). It also approved the \$1.75-million sale of Wometco's sole radio station, WLDS(FM) Asheville, N.C., to Wise Radio Inc.

A Wometco stockholder had sought to block the sales, contending, among other things, that pending suits alleging security violations and fraud by Wometco raised questions about the applicant's qualifications. The stockholder said those allegations should have been explored in a hearing. The commission, however, said the applications had been granted subject to whatever action the FCC decides to be the appropriate after the pending lawsuits are resolved. There is no reason to hold an FCC hearing on the allegations, it said.

KKR is the investment banking firm that bought KTLA(TV) Los Angeles from Gene Autry and The Signal Companies for \$245 million in 1982 (BROADCASTING, Nov. 1, 1982). Wise Radio is co-owned by A&P Radio Associates and Basic Media. A&P is owned by a group of 10 Washington-area investors. Basic Media is owned by N. Eric Jorgenson, who also owns co-located WISE(AM). The radio station, part of a grandfathered combination with WLOS-TV Asheville, had to be sold individually since those sorts of combinations lose grandfathered status when sold.



**Board portrait.** The National Association of Broadcasters board of directors in front of the Sheraton Plaza hotel where they met for their annual winter meeting two weeks ago. On hand were: (1) Roy Mapel, KIML(AM) Gillette, Wyo.; (2) Glenn Mahone, Sheridan Broadcasting Network, Pittsburgh; (3) John Hyde, KDHL-AM-FM Faribault, Minn.; (4) Dean Sorenson, CCR(AM)-KNEY(FM) Pierre, S.D.; (5) William Rollins, Suburban Radio Group, Concord, N.C.; (6) David Palmer, WATH(AM)-WXTQ(FM) Athens, Ohio; (7) John David, KFSB(AM) Joplin, Mo.-KDBQ(FM) Pittsburg, Kan.; (8) Peter Kizer, Evening News Association, Detroit; (9) Gary Capps, Capps Broadcasting Group, Bend, Ore.; (10) Eddie Fritts, NAB; (11) Robert Munoz, KCIK(TV) El Paso, Tex.; (12) Gert Schmidt, Harte-Hanks Communications Inc., Jacksonville, Fla.; (13) Donna Zapata, WHAS-TV Louisville, Ky.; (14) Jerry Holley, Stauffer Communications Inc., Topeka, Kan.; (15) Leslie Arries, WVB-TV Buffalo, N.Y.; (16) William Turner, KCAU-TV Sioux City, Iowa; (17), Eugene Jothery, CBS Radio Division; (18) Ted Snider, KARN(AM)-KKYK(FM) Little Rock, Ark.; (19) Sally Hawkins, WILM(AM) Wilmington, Del.; (20) Edward Giller, WFBG-AM-FM Altoona, Pa.; (21) William Hansen, WJOL(AM)-WLLI-FM Joliet, Ill.; (22) Robert Fox, KVEN(AM)-KHAY(FM) Ventura, Calif.; (23) Robert McConnell, CBS, Washington; (24) William Faber, WFLA(TV) Tampa Fla.; (25) Kenneth

MacDonald Sr., The MacDonald Broadcasting Co., Saginaw, Mich.; (26) Jack Clements, Mutual Broadcasting System, Arlington, Va.; (27) Thomas Young, KVON(AM)-KVYN(FM) Napa, Calif.; (28) Ray Lockhart, KOGA-AM-FM Ogallala, Neb.; (29) Ben Hoberman, ABC Radio, New York; (30) Wallace Dunlap, Westinghouse Broadcasting & Cable Inc., Washington; (31) Raymond Saadi, KTI(AM) Thibodaux-KHOM(FM) Houma, both Louisiana; (32) Paul Olson, KLEM(AM)-KZZL(FM) Le Mars, Iowa; (33) Wallace Jorgenson, Jefferson Pilot Broadcasting, Charlotte, N.C.; (34) Bev Brown, KGAS(AM) Carthage, Tex.; (35) Crawford Rice, Gaylord Broadcasting Co., Dallas; (36) Charlie Jones Jr., Cosmos Broadcasting Corp., Greenville, S.C. (37) William O'Shaughnessy, WVOX(AM) New Rochelle, N.Y.; (38) Eugene Cowen, ABC, Washington; (39) William Poole, WFLS-AM-FM Fredericksburg, Va.; (40) Randall Bongarten, NBC Radio, New York; (41) Clyde Price, WACT-AM-FM Tuscaloosa, Ala.; (42) Michael McCormick, WTMJ-TV Milwaukee; (43) James A. Asher Jr., WJDA(AM) Quincy, Mass.; (44) Gregory Stone, WSOC-TV Charlotte, N.C.; (45) Willie Davis, KACE(FM) Los Angeles; (46) John Dille III, WTRC(AM)-WYEZ(FM) Elkhart, Ind.; (47) Jerry Lyman, RKO General Inc., Washington, and (48) Walter May, WPKE(AM)-WDHR(FM) Pikeville, Ky.





# TELECASTINGS



## Network moves

NBC-TV last night (8-10 p.m. NYT, Jan. 27) was scheduled to premiere *Code Name: Foxfire*, a light, action-adventure series starring Joanna Cassidy. The program, from Universal Television, will join the Friday night schedule (8-9 p.m. NYT) beginning Feb. 8. The current series in the time slot, *V*, moves to 9-10 p.m. NYT beginning Feb. 1. *Hunter*, now seen at 9-10 p.m. on Friday, goes on hiatus with a return planned "as early as mid-March," according to NBC Entertainment President Brandon Tartikoff.

CBS-TV has ordered six episodes of *Double Dare*, a new, one-hour, action-adventure series "spiced with humor" that the network expects to add to its schedule beginning in April. The program, from Terry Hughes Productions in association with Warner Bros. Television, stars Billy Dee Williams as a wealthy "San Francisco sophisticate" who becomes an undercover operative for the city's police department. Terry Hughes is producing *Double Dare*, which co-stars Ken Wahl as Williams's "partner in intrigue."

## Mini news

CBS-TV will begin production next month of a new six-hour mini-series, *Kane & Abel*, to be broadcast during 1985-86 prime time season on the network. Peter Strauss and Sam Neill will star in title roles as "two powerful business tycoons who become obsessed by their attempts to destroy each other." The program, based on best-selling novel by Jeffrey Archer, is a Schreckinger Communications production in association with Embassy Television, with screenplay by Robert W. Lenski. Fern Field and Stanley Kallis are producers.

In a separate development, CBS-TV has ordered production beginning in March of *Alice In Wonderland*, four-hour mini-series from Irwin Allen Productions in association with Columbia Pictures Television and Procter & Gamble Productions. The program, for which an air date has not been announced, will be based on the Lewis Carroll classics, "Alice In Wonderland" and "Through The Looking Glass." The fairy tale adventure is to be written by Paul Zindel,

directed by Harry Harris, and produced by Irwin Allen.

NBC-TV, meanwhile, has signed Stefanie Powers and Barry Bostwick to star in *Deceptions*, a four-hour mini-series from Louis Rudolph Productions and Consolidated Productions Ltd., in association with Columbia Pictures Television. Production of the romantic adventure, based on Judith Michaels' novel of the same name, began earlier this month in Europe. Writer-director of *Deceptions* is Mel Shavelson, with William Hill serving as producer and Louis Rudolph as executive producer. No air date has been set.

## In the marketplace

Turner Broadcasting System has ordered 13 new episodes of *History in the Company of Women*, a series of 90-second vignettes highlighting influential women. The series has been distributed by Turner since January 1984. TBS has also relicensed the original 52 episodes of the program, produced by World Communications, Inc. of Carlsbad,



**On the air.** Two new commercial independent television stations signed on the air within days of each other in Tucson, Ariz., giving the 85th ranked ADI its fifth and sixth stations. KOTU-TV, channel 18, owned and operated by the Catholic Diocese of Tucson, began broadcasting Dec. 31, 1984, and was followed on the air on Jan. 5 by KPOL-TV, channel 40, owned by J. P. Communications Inc. The two new stations join three network affiliates and another independent in the market. Both of the new outlets are relying heavily on old network series and movie packages. KOTU, which is promoting itself as "The Family Channel," is running such old off-network series as *That Girl*, *Ben Casey*, *Andy Griffith*, *Mary Tyler Moore*, *The New Dick Van Dyke Show*, *I Love Lucy*, *Eight is Enough* and *Bob Newhart*.

KPOL-TV also is broadcasting several off-network series—*Voyagers*, *Switch*, *Movin' On*—but in addition has bought first-run shows, such as



*Heathcliff*, *Tales From The Darkside*, *Inspector Gadget*, *Star Search* and *Solid Gold*. KOTU is represented by Independent Television Sales. KPOL-TV is represented by Avery-Knodel. Tucson's first independent, KZAZ-TV, was recently bought by the Providence Journal Co. from owners Gene Adelstein and Edward Berger for \$6 million (BROADCASTING, Oct. 8, 1984).

(Left photo) In the KPOL-TV studio are (l-r): Frank Idaspe, vice president and general sales manager; David Reaban, vice president and general manager; David Polan, station manager (and son of owner Julius Polan), and Julius (Jay) Polan (seated), president.

(Right photo) KOTU executives (front row, l-r) Robert L. Nordmeyer, general manager, and the Rev. Michael Bucciarelli, chief engineer. Standing (l-r) Mauricio D. Mendez, general sales manager; Fred Allison, program manager, and Rudy Casillas, production manager.



Calif. The segments have been sponsored by No-Nonsense Fashions Inc. *American Caesar*, a five-hour television biography of General Douglas MacArthur, has cleared stations serving 90% of U.S. homes, according to Turner Program Services, the syndication arm of Turner Broadcasting System. Among stations scheduling the special are: KTVU(TV) Oakland-San Francisco, WPHL(TV) Philadelphia, WLVI-TV Boston, WKBD-TV Detroit and WPGH(TV) Pittsburgh. The stations have a March 3-31 broadcast window for one prime time and one fringe airing of *American Caesar*, which premieres March 3 on WTBS and Metromedia's independent stations. The prime time first run is a 50-50 barter split. The two-part drama is also available on a three-year basis for cash.

**Hot Potato**, a half-hour game series from Barry & Enright Productions, has been placed in syndication by Colbert Television Sales. The show's 115 episodes will be offered in 74 U.S. markets in which the program did not air during 1983-84 network broadcast on NBC-TV.

### Making deals

Best-selling author Danielle Steel has entered a long-range agreement with ABC-TV for dramatization of her work for television. The network disclosed two of Steel's books, "Thurston House" and "Crossings," are already in script development, with another, "Wanderlust," also in development. The productions represent the first dramatizations of Steel's work, according to ABC, which estimates 50 million copies of Steel's 18 novels are in print.

Independent producer Christopher Chesser has signed with Mercury Entertainment Corp., Los Angeles-based production company. Chesser will develop television and theatrical projects for the firm, beginning with an action-adventure motion picture for ABC-TV. He will continue with films in progress at Embassy and 20th Century Fox studios.

### Keeps them dancing

The National Endowment for the Arts has granted \$300,000 to KTCB-TV Minneapolis-St. Paul, for the dance component of a television program, *Alive from Off Center*, which is scheduled to air on the Public Broadcasting Service next summer. According to the NEA, co-producers of the series, KTCB-TV and Walker Art Center, said that the series's goal will be to show the "best work" of established post-modern choreographers with emphasis on the work that lends itself to television.

### Struck out

Major League Baseball club owners have rejected a bid by Gaylord Broadcasting to acquire a majority interest in the Texas Rangers baseball team. Gaylord, which owns KTVT(TV) Fort Worth, among other stations, would have also acquired rights to Rangers games (now broadcast by KXAS-TV Fort Worth). Gaylord needed the approval by 10



**Barrier breaking.** Organizers say it is the first cultural exchange of television programming between the U.S., through Group W-owned KPIX(TV) San Francisco, and the People's Republic of China, through Shanghai Television. Each night this week (Jan. 28-Feb. 1), KPIX will feature on its locally produced *Evening Magazine*, a series focusing on Chinese life styles, which was filmed during a 10-day visit by KPIX's *Evening Magazine* to Shanghai, China. The KPIX crew was the guest of the city's major broadcast outlet there, Shanghai Television. In return, a six-member crew from Shanghai Television traveled to San Francisco where, as a guest of KPIX, they spent 11 days taping stories on such American phenomena as singles-oriented health clubs and commuter traffic jams. The stories taped in San Francisco and the Bay Area will be broadcast by Shanghai Television Feb. 20 in a one-hour special to celebrate the kickoff of the Chinese New Year.

"We didn't realize that in today's global village not every country has seen television stories produced from the U.S.," said Arthur Kern, KPIX vice president and general manager. According to Kern, the head of the Chinese delegation told him this was the first time China has ever sent a full television crew to the U.S. He termed the exchange "historically important." And in Shanghai, where nearly every family owns a TV (a set costs an average worker nearly a full year's salary), the potential audience is 60 million viewers, said KPIX.

The exchange was hatched by Matt Chan, *Evening Magazine* associate producer, who said he pitched the idea after a delegation of Chinese broadcasters from Shanghai toured San Francisco television stations last year. During its November visit, KPIX's *Evening Magazine* stayed clear of political stories, focusing instead on a day in the life of an "upper-middle-class" Shanghai family, visiting local scenic attractions, exploring the city's night life, sampling its cuisine and following San Francisco Mayor Dianne Feinstein on her tour of the city. (San Francisco and Shanghai are "sister cities," a project that accounts for about 40 cultural exchanges annually.)

In addition to health clubs and traffic jams, the Shanghai crew tour filmed reports on the Silicon Valley, Stanford University in Palo Alto, local tourist attractions and Chinatown's new McDonald's restaurant. One of the Chinese television crew's favorite stops, KPIX officials said, was an American supermarket (above), a sight unseen in China. It appears the good will fostered by the exchange will continue. Group W senior management, Kern said, has been invited to visit Shanghai Television to "broaden the relationship." Chan is emphatic: "We're already planning our next story."

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owners but received it from only nine. There were reports that the majority feared that independent KTVT would become a superstation if it got the Rangers rights—adding fuel to the existing MLB-superstation controversy.

## Healing helper

A new monthly publication, *Physicians TV Guide*, will be mailed in February to approximately 150,000 doctors in the United States. The 7-by-8½-inch guide will list the regularly scheduled programming (broadcast, cable, satellite and videocassette) of six major medical video services—CMESat, Home Continuing Medical Education (HCME), Hospital Satellite Network (HSN), Lifetime, MDTV and Network for Continuing Medical Education (NCME). A typical issue will contain a color-coded monthly calendar, news briefs and features. The guide will be published by Visual Information Systems Inc., a New York-based company involved in pro-

duction of educational videocassettes for health care professionals. Free distribution will be supported by advertisements from the Roche Laboratories division of Hoffman-LaRoche Inc., Nutley, N.J. Physicians who do not receive the initial issue may write to *Physicians TV Guide*, 15 Columbus Circle, New York 10023.

## 'Dial' deal

Public Broadcasting Communications has signed a marketing services agreement with East/West Network, an inflight magazine company, covering the monthly public television publication, *Dial*. PBC, as publisher, will continue to have control and final approval over all editorial content and policy. PBC is an arm of WNET(TV) New York and represents a 14-public station consortium under which *Dial* operates. The East/West Network will be responsible for *Dial's* marketing, research, sales, promotion, manufacturing and distribution.

## Aural use

The Public Broadcasting Service and ME-TRACOM Inc. have signed a five-year data distribution agreement to use aural subcarriers (portions of the television signal) to transmit weather data via PBS's satellite facilities. The venture will be coordinated by PBS Enterprises, a for-profit unit of PBS, with net revenues used to reduce PBS operating costs to its member stations.

## Another contract

The New York Board of Estimates approved a fourth contract for noncommercial WNYC-TV New York's commercial lease-time program (BROADCASTING, Jan. 14). Under the program, the station will lease part of its daytime schedule to commercial broadcasters who may in turn carry paid advertisements. The new contract is with New York-based Nippon Television Inc., for \$1,400 an hour, Monday through Friday at 11-11:35 p.m., for a total of \$308,000 annually.

# For the Record

As compiled by BROADCASTING, Jan. 16 through Jan. 23, 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

### Applications

■ KQAK-FM San Francisco (98.9 mhz; 4.3 kw; HAAT: 1,450 ft.)—Seeks assignment of license from Golden Gate Radio Inc. to San Francisco Associates for \$6,400,000, comprising \$3.5 million cash, \$2.4 million note, payments beginning 4 years after closing and proceeding for 6 years at 12%, \$1.9 million of which is convertible to limited partnership, and \$500,000 noncompete agreement. Seller is subsidiary of Broadcast Associates Inc., headed by Frederick C. Mezey, president. It also owns WGGG(AM) Gainesville, Fla. Buyer is equally owned by Ivan Braiker and James Ireland. Braiker owns 29% of Highsmith Broadcasting which owns KLHT(AM)-KZZU(FM) Spokane, Wash., and KRPM(FM) Tacoma, where Braiker is general manager. Ireland owns 49.9% of KMZQ(FM) Henderson, Nev. Filed Jan. 16.

■ KEEH(TV) Des Moines, Iowa (ch. 63; ERP vis.: 5,000 kw; aur. 500 kw; HAAT: 1,998 ft.; ant. height above ground: 1,993)—Seeks assignment of CP from Des Moines Central Communications Ltd. to Linton Broadcasting for \$24,966.91 cash. Seller is owned by Jack Price and Douglas Jones. They have no other broadcast interests. Buyer is owned by Linda F. Estevez, and her husband, Anthony. They are app.'s for new TV's in San Juan, P.R. and Mayaguez, and also have purchased a CP for new TV in Davenport,

Iowa. Filed Jan. 18.

■ WMRQ-FM Brookhaven, Miss. (92.1 mhz; 3 kw; HAAT: 285 ft.)—Seeks assignment of license from 21st Century Broadcasters Inc. to Rural Broadcasting Co. for \$140,000, comprising \$40,000 cash, and remainder note at 12% over 12 years. Seller is owned by James D. Miller and family who have no other broadcast interests. Buyer is owned by B.F. Gerald who also owns co-located

WCHJ(AM). Filed Jan. 11.

■ KBCQ Roswell, N.M. (1020 khz; 50 kw-U)—Seeks assignment of license from Sky Corp. to Sudbrink Broadcasting Inc. for \$600,000. Seller is New York-based station group of six AM's and four FM's headed by Dennis Israel, president. Buyer is Fort Lauderdale, Fla.-based station group of three AM's and one FM owned by Robert W. (Woody) Sudbrink (70%), and his wife Marion (30%). Filed Jan. 11.

■ WJYR(FM) Myrtle Beach, S.C. (92.1 mhz; 3 kw; HAAT: 326 ft.)—Seeks assignment of license from Rawley Communications Corp. to Myrtle Beach Broadcasting Ltd. for \$1.7 million. Seller is owned by David Rawley Jr., who also owns WINH(AM)-WGMB(FM) Georgetown, S.C., and WJYW(FM) Southport, N.C. Buyer is owned by Don McCoy, president, and Doug Grim, general manager. McCoy owns WDLF(AM)-WGNE-FM Panama City, Fla. Grim was formerly Southeast regional manager for Arbitron. Filed Jan. 11.

## Summary of broadcasting as of December 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,716	418	4,134
Educational FM	1,172	173	1,345
Total Radio	9,642	761	10,403
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	365	252	617
Educational VHF TV	114	2	116
Educational UHF TV	176	31	207
Total TV	1,194	311	1,505
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

\* Includes off-air licenses.

## Facilities Changes

### Applications

#### AM's

#### Tendered

■ KBB1 (1250 khz) Homer, Ark.—Seeks CP to change freq. to 890 khz; increase day and night power to 10 kw, and change TL. App. Jan. 15.

■ WNUY (840 khz) Scottsboro, Fla.—Seeks mod. of CP to change city of lic. to Mims, Fla. App. Jan. 14.

■ WCSL (1590 khz) Cherryville, N.C.—Seeks CP to increase power to 1 kw; change TL, and make changes in ant. sys. App. Jan. 15.

■ WBJA (1540 khz) Guayama, P.R.—Seeks CP to add night service with 250 w and make changes in ant. sys. App. Jan. 15.

■ KLVR (1340 khz) Herber City, Utah—Seeks CP to change freq. to 1210 khz and increase day power to 5 kw. App. Jan. 14.

■ KBBO (1390 khz) Yakima, Wash.—Seeks CP to increase day and night power to 5 kw and change to DA-2. App. Jan. 14.



accepted

■ WKSN (1340 khz) Jamestown, N.Y.—Seeks CP to increase nighttime power to 500 w. App. Jan. 15.

## FM's

accepted

■ WRSA (96.9 mhz) Decatur, Ala.—Seeks CP to change HAAT to 1,030 ft. App. Jan. 15.

■ KNVR (96.7 mhz) Paradise-Chico, Calif.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 328 ft., and make changes in ant. sys. App. Jan. 14.

■ KCRP (105.5 mhz) Rosamond, Calif.—Seeks mod. of CP to change HAAT to 328 ft. App. Jan. 14.

■ KBCO (97.3 mhz) Boulder, Colo.—Seeks mod. of CP to make changes in ant. sys. App. Jan. 14.

■ WHYI-FM (100.7 mhz) Fort Lauderdale, Fla.—Seeks nod. of CP to change TL; change ERP to 100 kw; change HAAT to 1,006 ft., and make changes in ant. sys. App. Jan. 4.

■ WYAY (106.7 mhz) Gainesville, Ga.—Seeks CP to change HAAT to 1,156 ft. App. Jan. 14.

■ KBZE (97.5 mhz) Agana, Guam—Seeks mod. of CP to change HAAT to 485 ft. and make changes in ant. sys. App. Jan. 15.

■ WBGW (97.1 mhz) Bangor, Me.—Seeks mod. of lic. to install new transmission sys. App. Jan. 17.

■ WUFN (96.7 mhz) Albion, Mich.—Seeks CP to change ERP to 1.5 kw. App. Jan. 14.

■ KFUD-FM (99.1 mhz) Clayton, Mo.—Seeks CP to change TL and change HAAT to 1,009 ft. App. Jan. 16.

■ KZLS (97.1 mhz) Billings, Mont.—Seeks CP to change ERP to 85 kw and change HAAT to 370 ft. App. Jan. 15.

■ KZMT (101.1 mhz) Helena, Mont.—Seeks CP to change ERP to 89 kw; specify HAAT at 1,900 ft., and make changes in ant. sys. App. Jan. 14.

■ WPLJ (95.5 mhz) New York—Seeks mod. of CP to change ERP to 6.9 kw and change HAAT to 1,335 ft. App. Jan. 14.

■ WHFM (98.9 mhz) Rochester, N.Y.—Seeks CP to change TL; change HAAT to 339 ft., and make changes in ant. sys. App. Jan. 15.

■ KDEP (97.7 mhz) Durant, Okla.—Seeks mod. of CP to change TL and make changes in ant. sys. App. Jan. 15.

■ WHPA (104.9 mhz) Hollidaysburg, Pa.—Seeks CP to change ERP to 0.411 kw. App. Jan. 15.

■ WCRN (105.5 mhz) Tamaqua, Pa.—Seeks mod. of CP to change SL to Pottsville, Pa. App. Jan. 16.

■ WOQI (93.3 mhz) Ponce, P.R.—Seeks CP to change TL; change ERP to 15.5 kw; change HAAT to 2,472 ft., and make changes in ant. sys. App. Jan. 5.

■ KTUX (98.9 mhz) Carthage, Tex.—Seeks mod. of CP to change SL to U.S. Rt. 79 between Bethany, Tex., and Greenwood, La. App. Jan. 16.

■ WJRR (98.1 mhz) Rutland, Vt.—Seeks mod. of lic. to install new transmission sys. App. Jan. 17.

■ WJCK (95.1 mhz) Christiansburg, Va.—Seeks CP to change TL; change HAAT to 816.72 ft., and make changes in ant. sys. App. Jan. 15.

■ KGDN (95.9 mhz) Ephrata, Wash.—Seeks CP to change ERP to 1.5 kw and change HAAT to 459.2 ft. App. Jan. 14.

## TV's

accepted

■ WLTK (ch. 16) Somerset, Ky.—Seeks MP to change ERP to vis. to 1,169.2 kw, aur. 116.92 kw; change HAAT to 141.63 ft.; change TL, and make changes in ant. sys. App. Jan. 15.

■ \*WTVI (ch. 42) Charlotte, N.C.—Seeks MP to change ERP to vis. 1,393 kw, aur. 139 kw; change HAAT to 460 ft.; change transmitter, and make changes in ant. sys. App. Jan. 14.

■ WGGF (ch. 59) Lebanon, Pa.—Seeks MP to change from ch. 59 to ch. 55. App. Jan. 16.

■ KJTL (ch. 18) Wichita Falls, Tex.—Seeks MP to change ERP to vis. 2,820 kw, aur. 282 kw; change HAAT to 1,080 ft.; change TL, and make changes in ant. sys. App. Jan. 15.

## Actions

## AM's

■ KURM (790 khz) Rogers, Ariz.—Granted app. to change

daytime TL. Action Jan. 8.

■ WKEL (1450 khz) Rockford, Ill.—Granted app. to increase nighttime power to 1 kw. Action Jan. 8.

■ KMAP (1370 khz) South St. Paul, Minn.—Granted app. to change city of lic. to Center City, Minn., and change TL. Action Jan. 9.

■ KYKK (1110 khz) Humble City, N.M.—Granted app. to change city of lic. to Hobbs, N.M. Action Jan. 9.

■ WAQX (1490 khz) Syracuse, N.Y.—Granted app. to increase nighttime power to 1,000 w. Action Jan. 8.

■ WKCE (1230 khz) Harriman, Tenn.—Granted app. to increase nighttime power to 1 kw. Action Jan. 8.

## FM's

■ WOOF-FM (99.7 mhz) Dothan, Ala.—Granted app. to change TL; change ERP to 100 kw, and change HAAT to 983.672 ft. Action Jan. 9.

■ KNBZ (99.7 mhz) Wasilla, Alaska—Granted app. to change TL; change ERP to 51 kw; change HAAT to minus 157 ft., and relocate SL outside of community of lic. Action Jan. 9.

■ KNTF (93.5 mhz) Ontario, Calif.—Granted app. to specify SL within community of lic. Action Jan. 10.

■ KXGO (93.1 mhz) Arcata, Ga.—Granted app. to change ERP to 92.6 mhz and change TL. Action Jan. 9.

■ \*WMVV (90.7 mhz) McDonough, Ga.—Dismissed app. to change TL. Action Jan. 6.

■ WBLM (107.5 mhz) Lewiston, Me.—Granted app. to install new transmission sys. Action Jan. 11.

■ KWWF-FM (95.7 mhz) Mexico, Mo.—Granted app. to change TL and change HAAT to 995.375 ft. Action Jan. 11.

■ KOOZ (106.3 mhz) Great Falls, Mont.—Granted app. to change ERP to 100 kw and change HAAT to 275 ft. Action Jan. 8.

■ WGLD-FM (100.3 mhz) High Point, N.C.—Granted app. to change TL and change HAAT to 1,046.32 ft. Action Jan. 11.

■ WFJA (105.5 mhz) Sanford, N.C.—Granted app. to change ERP to 2.25 kw and change transmission line. Action Jan. 11.

■ WYMF-FM (103.9 mhz) Beaver Creek, Ohio—Granted app. to change ERP to 1.15 kw and change HAAT to 522 ft. Action Jan. 8.

■ WRR (101.1 mhz) Dallas—Granted app. to change TL and change HAAT to 1,510 ft. Action Jan. 14.

■ KBUC-FM (107.5 mhz) San Antonio, Tex.—Granted app. to operate formally authorized facilities as aux. Action Dec. 31.

■ WKLC-FM (105.1 mhz) St. Albans, W. Va.—Granted app. to install new transmission sys. Action Dec. 31.

■ WKZZ (100.1 mhz) Lynchburg, Va.—Granted app. to change TL; change HAAT to 647 ft., and make changes in ant. sys. Action Jan. 11.

■ \*WRPN-FM (90.1 mhz) Ripon, Wis.—Granted app. to specify SL/TL at Ripon College Campus Harwood Memorial Union, Ripon, Wis., and make changes in ant. sys. Action Jan. 10.

■ KZMQ-FM (100.3 mhz) Greybull, Wyo.—Granted app. to change TL; change ERP to 25 kw, and change HAAT to minus 31.62 ft. Action Jan. 11.

## TV

■ KTVJ (ch. 14) Boulder, Colo.—Granted app. to change HAAT to 1,372 ft. and change TL. Action Jan. 11.

## In Contest

The Review Board made the following decisions:

Bloomington, Ind. (Channel 63 Inc. and Bloomington 63 Ltd.) TV Proceeding. Scheduled oral argument for Feb. 8 on exceptions to the initial decision of ALJ John Frysiak granting app. of Bloomington 63 for new UHF TV station of ch. 63 at Bloomington and denying app. of Channel 63. Each party has 20 minutes for argument. Channel 63 may reserve part of its time for rebuttal. By letter, Jan. 9.

Poughkeepsie, N.Y. (Dutchess Communications Corp. and Hudson Valley Communications Co.) FM Proceeding. Scheduled oral argument for Feb. 1 on exceptions to the initial decision of ALJ Byron E. Harrison granting the app. of Hudson Valley for a new FM station at Poughkeepsie and denying the app. of Dutchess Communications. Each party has 20 minutes for argument. Dutchess Communications may reserve part of its time for rebuttal. By letter, Jan. 3.

Cuero, Tex. (J.B. Broadcasting of Texas and Gobbler Communications Co.) FM Proceeding. Scheduled oral argument for Jan. 25 on exceptions to the initial decision of ALJ James F. Tierney granting the app. of J.B. Broadcasting for a new FM station at Cuero and denying the app. of Gobbler Communications. Each party has 20 minutes for argument. Gobbler Communications may reserve part of its time for rebuttal. By letter, Dec. 31.

ALJ John H. Conklin made the following decisions:

Commerce City, Colo. (Essential Communications Co., et al.) AM Proceeding. Granted joint request for settlement agreement; dismissed apps. of Essential and Kath Broadcasting Inc.; granted Mountainview Broadcasting Co.'s app. for new AM station at Thornton, Colo., and terminated proceeding. By order, Dec. 31.

Honolulu (Alan Adams, et al.) FM Proceeding. Granted request by Kenneth S. Hayashi Corp. and dismissed his app. By order, Jan. 3.

ALJ John M. Frysiak made the following decision:

Vero Beach, Fla. (De Beau Broadcasting Inc., et al.) FM Proceeding. Granted motion by family Radio South Inc. and dismissed its app. with prejudice. By order, Jan. 4.

ALJ Joseph P. Gonzalez made the following decisions:

Bakersfield, Calif. (Rose Development Co., et al.) FM Proceeding. Granted motion for summary decision by J. and R. Communications and resolved air hazard issue in its favor. By MO&O, Jan. 3.

Framingham, Mass. (Fairbanks Communications Inc., et al.) AM Proceeding. Granted joint request for settlement agreement by Fairbanks, Radio Wage Inc., and Tolland County Broadcasting Inc.; granted motion by Tolland and dismissed its app. with prejudice; granted Fairbank's app. to operate on 1200 khz at Framingham, and granted Radio Wage's app. to operate on 1200 khz at Leesburg, Va. By order, Dec. 31.

ALJ Byron E. Harrison made the following decision:

Visalia, Calif. (Community Educational Television Inc. and



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Diocese of Fresno Education Corp.) ED-TV Proceeding. Granted joint request for settlement agreement; dismissed Community's app. with prejudice; granted Diocese's app. for new educational TV station on ch. 49 at Visalia, and terminated proceeding. By order, Dec. 31.

ALJ Walter C. Miller made the following decisions:

Boston (RKO General Inc., et al.) AM & FM Proceeding. Granted request by Rita F. Hurwitz and dismissed her AM & FM apps. with prejudice. By order, Jan. 3.

Highlands, N.C. (Mountain-High Broadcasters Inc. and CBI, Inc.) AM Proceeding. Granted joint request for settlement agreement; dismissed Mountain-High's app. with prejudice; granted CBI's app. for new AM station at Highlands, and terminated proceeding. By MO&O, Jan. 8.

ALJ Joseph Stimer made the following decisions:

Bakersfield, Calif. (Caballero Spanish Radio Inc., et al.) FM Proceeding. By separate orders, granted motion for summary decision by Kern Communications Co. and resolved

air hazard issue in its favor; granted motion by Caballero and dismissed its app. with prejudice. By MO&O & Order, Jan. 8.

San Luis Obispo, Calif. (Sainte Broadcasting Corp. and Raul and Consuelo Palazuelos, et al.) TV Proceeding. On the Judge's own motion, added issues to determine whether San Luis Obispo Telecasters is financially qualified and whether it misrepresented facts or was lacking in candor, and to determine its basic and/or comparative qualifications. By MO&O, Jan. 4.

Fort Lauderdale, Fla. (RKO General Inc., et al.) FM Proceeding. Granted motion by Spanish Radio for South Florida Inc. and dismissed its app. with prejudice. By order, Jan. 8.

Belmont, N.C. (Scott Neisler, et al.) TV Proceeding. By separate orders, granted motion by Piedmont Crescent Broadcasting Co. and dismissed Acts of Metrolina Inc.'s app. with prejudice; granted motion by Piedmont and dismissed Jimmy Allison's app. with prejudice; granted motion by Wander Broadcasting of Belmont for summary decision and resolved air hazard decision in its favor. By orders, Jan. 3 & MO&O, Jan. 8.

## Call Letters

### Applications

Call Sought by

#### New FM's

- \*KATB Alaska Educational Radio Foundation, Anchorage
- KKMX-FM Radio Colorado Northwest, Hayden, Colo.
- WKXQ Berrey-Price Communications, Rushville, Ill.
- \*KPAE Port Allen Educational Broadcasting Foundation, Erwinville, La.
- WVRD Humphreys County Broadcasting Co., Belzoni, Miss.
- \*WUCI-FM Uhuru Communications Inc., Binghamton, N.Y.
- \*KWHG Heritage Educational Foundation of Wyoming, Gillette, Wyo.

#### New TV

- WCFN Midwest Television Inc., Springfield, Ill.

#### Existing FM's

- WXMJ WCKO Sconnix Broadcasting Co., Pompano Beach, Fla.
- WBSW WBYG Gene Milner Broadcasting Co., Kankakee, Ill.
- KKBB KIAE Mile Hi Broadcasting, Aurora, Neb.
- KKBH KAOC-FM Crossroads Broadcasting Inc., Port Lavaca, Tex.

#### Existing TV

- WYMT-TV WKYH-TV Kentucky Central Television Inc., Hazard, Ky.

#### Grants

Call Assigned to

#### New AM

- WPSL St. Lucie Radio Corp., Port Saint Lucie, Fla.

#### New FM's

- \*KTIQ Burney Educational Broadcasting Foundation, Burney, Calif.
- \*WIWF Kosciusko Educational Broadcasting Foundation, Kosciusko, Miss.
- KHBN Haynes Communications Co., Socorro, N.M.
- KLSF Westwind Broadcasting, Amarillo, Tex.

#### Existing AM's

- WUSA WLPD Mid-America Broadcasting Co., Mishawaka, Ind.
- WADA WCCS Bello Broadcasting Co., Shelby, N.C.
- KLEV KJCH Cleveland Broadcasting Co., Cleveland, Tex.

#### Existing FM's

- WNNK WNNK-FM Keymarket Communications of Pennsylvania Inc., Harrisburg, Pa.
- KBYZ KYSX Capitol Cities Communications Inc., Bismark, N.D.
- KONX-FM KYTN Red River Assoc. Grand Forks, N.D.
- WPBF-FM WPBF-FM WPBF Inc., Middletown, Ohio
- KAND-FM KXCL Kan-D-Land Inc., Corsicana, Tex.
- KYND KZRQ Roy E. Henderson, Seabrook, Tex.
- KMGI KRAB KRAB-FM Inc., Seattle

#### Existing TV

- WSYM-TV WFSL-TV WTMJ Inc., Lansing, Mich.

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# Classified Advertising

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

## RADIO

### HELP WANTED MANAGEMENT

**Radio station manager.** Strong sales background, willing to sell on the street. St. Ignace, MI, 100,000 watt FM/5,000 watt AM. Call evenings EST, 517-321-1763.

**General manager.** Broadcasting group seeks full charge general manager. Large Midwest station. Position requires individual with sales, promotional & managerial skills. Excellent opportunity. Include experience, salary requirements, references in complete confidence. EOE. Resume to E. Anderson, VP Radio Operations, Park Communications, Inc., P.O. Box 550, Ithaca, NY 14850.

**Unlimited expense account.** Corner office on the 7th floor. Your own corporate jet. Sound too good to be true? It is! This is western Kansas — we don't even have a seven-story building! What we do have is a growing station that needs someone to take command of sales force, and have fun doing it! Let's take all that pressure and turn it into cash, okay? Resume to 10730 Pacific St., Suite 28, Omaha, NE 68114.

**General manager.** Community-oriented radio station near Minneapolis-St. Paul. Must have strong sales background plus experience in management, promotion, programming, fiscal management. Successful candidate will be capable of building, leading and motivating superior sales force. Beautiful community, growing area. Excellent opportunity for intelligent, creative broadcast executive. Reply in strict confidence with resume, salary history, philosophy of management and sales to Box B-119. Midwestern applicants preferred; not mandatory. EOE.

**Growing south Texas** group looking for experienced general manager with proven sales background, & understanding of successful programming concepts. Results are the name of the game with excellent rewards & outstanding potential for selected candidate. Must be available first quarter '85. Send resume, track record, references to Box E-91. EOE.

**KFSK, Petersburg,** Alaska, community-licensed public station seeks general manager. Supervises all activities. Serves as financial officer, development director. Represents KFSK before national and state organizations and funding sources. Supervises eight full-time staff. Administers grant programs, capital projects. Minimum five years' experience in public broadcasting with two years in senior management position; demonstrated skills in administration and financial management. Minimum four-year degree, preferably BA or BS in communications or business. Position available Spring '85. Salary range \$30-\$35K, DOE. Cover letter, resume, salary history, references to Manager Search, KFSK, Box 149, Petersburg, AK 99833. Applicants will receive acknowledgement. Do not phone. Equal opportunity employer.

**Sales manager.** Elmira/Corning, NY area. Need take-charge leader to direct staff of 3. Carry own list. Salary, commissions, override. Resume to Box E-122. EOE.

**General manager.** Religious/two-way talk, Washington, DC metro. Must have experience in local sales, team leader. If you know who Dobson, Swindoll, Landorf, LaHaye, and Dino are, then let's talk. Opening is immediate. New station. Contact Dick Marsh, VP, Universal Broadcasting Corp., 3844 E Foothill Blvd., Pasadena, CA 91107, 818-577-1224. EOE.

**General manager.** Class C FM/AM with CP to increase power to 10,000 watts. Consistently tops in ratings & billing. Need "tiger" street salesperson, community leader, promotional whiz, super motivator. Salary + percentage of profits. Possibility of ownership if you perform. 9 to 5 Mon.-Fri. types need not apply. Complete resume to Bill Harrell, Box 1638, Laredo, TX 78044. EOE.

**Number 1 station,** top 100 Southeast market, owned by fast-growing chain, needs GM due to promotion within company. Must have solid sales experience, ability to lead/motivate, be bottom line oriented in competitive market. Salary plus override. Excellent facility. Reply in confidence to Box E-145.

**Sales manager.** Northwest Arkansas, 200,000 population, progressive market. #1 rated station. Hardworking, talented, cooperative staff. Part of successful & expanding group that tries to promote management from within. Desire applicants who are genuine, ambitious, stable, aggressive, with at least 5 - 10 years' radio sales experience, preferably with some background in a leading, promotional & aggressive radio station, maybe in comparable sized market, perhaps successful salesperson or sales manager whose potential is restricted. Please send complete resume with real earnings to Doug Whitman, KKIX, PO Box 1104, Fayetteville, AR 72701. EOE.

**GM/SM** for group with one station in upper Midwest and four stations in the South. Low guarantee, very generous incentives based on performance, so only hard workers with fresh ideas need apply. Box E-130.

**Station manager.** Small Midwest radio station. Strong sales background, ability to totally manage all aspects of radio station. Resume/details to Box E-146. EOE.

**NE's fastest growing** mkt. (Atlantic City, NJ) & top combo WIIN/WFPJ want to hire general sales mgr. Send info to Allan Roberts, 22 Hilltop Rd., Longmeadow, MA 01106.

### HELP WANTED SALES

**Seeking aggressive** local street salesperson for Westchester County/White Plains, NY. Premier FM station - WZFM. Upgrade yourself to an excellent local radio market. Earn top dollars with heavy commission plan. Must be available for personal interview at own expense. Call John Zanzarella, 914-747-1071. EOE.

**Sales manager.** Young/rapidly growing corporation. Plan/hire/train/sell. Stock incentive part of salary/benefits package. Phone/write 406-873-5621, 4 N. Central, Cut Bank, MT 59427.

**Radio sales.** Leading central California AC FM seeks experienced professional with strong new direct business development skills. Sun, fun, and opportunity awaits right person! Resume to GSM, KOSO, 2121 Lancaster Dr., Suite 1, Modesto, CA 95355.

**Starke, FL,** WPXE AM, FM small market growing area. Strong sales record necessary. Salary plus commission negotiable. Ruth Dickerson, 904-964-5001.

**Sales manager.** KFAM, Utah's first 50,000 watt radio station in 50 years, accepting applications for position of sales manager. Good starting salary, commission, benefits, opportunity to advance. Resume with salary background to Rick Barlow, 1171 South West Temple, Salt Lake City, UT 84101 EOE.

**Account executive** for fast-paced, growing southern Colorado market. One year broadcast sales required. Complete resume to Gary Buchanan, KIDN Radio, P.O. Box 293, Pueblo, CO 81002. EOE, M/F.

**Salesperson.** Adirondack tri-lakes area, upstate NY. Sales and/or radio experience preferred, motivation & professionalism required. Resumes to RGR, Box 179, Gouverneur, NY 13642. EOE.

**Sales manager.** Small Midwest market. Totally develop local sales and handle national sales. Resume to Box E-147. EOE.

**General sales manager.** Exciting Atlantic Coast beach market. AM/FM combination AOR/AC. Excellent opportunity. Develop/lead sales staff. Resumes to Gil Dunn, WWTR, P.O. Box 717, Ocean City, MD 21842.

**Southwest combo** needs experienced salesperson. Terrific opportunity if you're hardworking team player. References will be verified. Resume to Vern Batterson, KEZC/KJOK, PO Box 228, Yuma, AZ 85364. EOE/MF.

**Beautiful Ozarks** - AM/FM combo needs motivated sales rep. Sell, write copy, service. Draw, commission, benefits. Resume to KDMO-KRGK, Box 426, Carthage, MO 64836. EOE/MF.

### HELP WANTED ANNOUNCERS

**Upstate NY AM/FM** seeks air-ready talent. Strong production skills. T&R to Box 649, Oneonta, NY 13820.

**Can you talk?** Do you enjoy live telephone interaction? Can you be controversial, fun, glib, do it all live? Then this major market station wants you. EOE. Resume to Box B-9.

**PD announcer.** Energy, ideas, production, talent. Department head. Don Kern or Manager, WGUS-AM-FM, Augusta, 803-279-1380.

**Immediate opening** for experienced country announcer. 4-track production and some technical experience helpful. Fantastic opportunity, versatility the key. T&R to Bill Elliott, Program Director, WILE, P.O. Box 338, Cambridge, OH 43725.

**Wakeup entertainer.** Mature, outgoing professional, enthusiastic about participating in community organizations and events. Resume, tape, cover letter to Manager, WCLH-1450, 99 West 1st, Corning, NY 14830. EOE.

**Wilmington's dominant CHR** has immediate opening for dynamic, humorous & informative evening entertainer who can have fun without screaming. Good pay, excellent benefits. First class state of the art operation. T&R to Steve Michaels, PD, WSTW, 2727 Shipley Road, Wilmington, DE 19803. EOE.

**Announcer.** Beautiful music, CBS affiliate. First class license. Night shift. Resume/tape to KWFT, P.O. Box 420, Wichita Falls, TX 76307. EOE.

**Morning person** with operations skills. Medium-sized Midwest FM needs professional with proven track record to lead Transtar A/C to top. Great signal. Excellent organization, benefits, opportunity. Production and promotion know-how a must. Detailed resume, references, salary requirements to Box E-113. EOE.

**Gospel, bluegrass, country,** adult contemporary block programming. 4 professional announcers who'll also sell. Excellent opp'ty. for ownership. Chattanooga area. 615-756-7635.

**Southeast Georgia's #1 FM.** Modern country, personality, full-time. Openings in March for morning drive & afternoon drive. Must be experienced and professional. Resume/tape to Jim Jennings, WQCW-FM, P.O. Box 1989, Waycross, GA 31502.

**PD/air shift.** Well-established small market AM station, northern Illinois. Degree preferred, but experience counts. Resumes to Box E-149. EOE.

**Announcer/production.** Small market AM daytime, Illinois. Experienced only. Resumes to Box E-150.

**Special person** who makes listeners feel excited, happy, and enthusiastic about his/her fun radio station. Bright, up voice, with warm, caring style. Live AM country; alive-sounding FM adult rock. Exceptional pay available for exceptional person. Let's prosper together. T & R to Dennis Brown, KSTC, Sterling, CO 80751. EOE.

### HELP WANTED TECHNICAL

**Chief engineer:** AM/FM, central Illinois. Position for experienced engineer. Resume/salary requirements to Box E-95. EOE/M/F.

**Chief engineer** needed. KLIK-KTXY, P.O. Box 414, Jefferson City, MO 65102. Good compensation plan. Tom Thies, 314-634-2950.

**Chief engineer** for 2 AM directional stations. Must have strong background in AM and maintenance of equipment. Great locations in Northeast to work in. Resume to Gary James, Ware Communications, P.O. Box 210, Ware, MA 01082.

**Chief engineer.** KBIU/KLOU, FM class C/AM stereo. Full charge experienced engineer. Keep us on air with cleanest, best sound in town. Resumes/references: Albert Johnson, 311 Alamo, Lake Charles, LA 70601.

### HELP WANTED NEWS

**News reporter.** Aspen, CO. Previous experience helpful. Should be self starter & comfortable generating local news in sophisticated community. Send resume, tape, writing samples to KSNO, 620 E. Hopkins, Aspen, CO 81611, Attn: Pat Bingham.



**AM/FM.** Small market outside Chicago needs reporter/anchor. Six day week, \$900 mo. Good opportunity to learn/grow. Communications/journalism degree required. Resume to Box E-105.

**News and sports** person capable of producing creative, exciting promotions and series. Immediate opening for experienced go-getter. Big shoes to fill. T&R to Dave Wilson, Operations Manager, WCMJ, 4988 Skyline Dr., Cambridge, OH 43725.

**AM/FM combo seeks** news anchor/reporter for one-person news department. Must have prior broadcast experience. Tape/resume to Mary Tinsley, WJJS/WLGM, 8th & Church Sts., Lynchburg, VA 24504. EOE.

**Self motivated,** go getter for AOR station. Must know how to make the most of short newscasts. Tape/resume to Rick Singer, Goodrock 107, P.O. Box 9217, Canton, OH 44711.

**Street fighter!** Adult contemporary FM, Mystic, CT seeks aggressive reporter and afternoon anchor. Two years' experience required. Tape/resume to Rochelle Berliner, News Director, WORQ, P.O. Box 97, Mystic, CT 06355. Replies confidential. EOE.

**Rocky Mountain** regional class C FM seeks committed broadcast journalist for news director. Gathering, writing, presentation skills musts. We look for dedication & enthusiasm. With us, your future is unlimited. Tape/resume to David Elliot, Ass't. Prog. Dir., Box 1111, Eagle, CO 81631.

**News director.** Will co-host AM "magazine;" write, edit, deliver news; organize, manage, budget for 3-person (plus stringers) department. Tremendous management opportunity for working newscaster at Vermont's "station of the year," WCFR. Cassette/resume to WCFR, Box 800, Springfield, VT 05156. EOE/MF.

#### HELP WANTED PROGRAMING PRODUCTION AND OTHERS

**Take charge operations** manager/morning personality. Must be people oriented, motivational self-starter. Must be creative and promotion minded. This is once in a lifetime opportunity. State of the art facilities, #1 rated Midwest class C powerhouse, top compensation package, and opportunity to grow and develop can be yours if you qualify. Absolutely no air check now, but rush full, complete resume along with detailed written statement of your management/motivation philosophies to Box E-112. EOE/MF.

**Graduate assistants.** Miami University, 1985-'86 academic year, four graduate assistant positions, 20 hr./wk. Duties: WMUB, NPR affiliate, work toward Master's degree, mass communication. Need operations, production, promotion people. Bachelor's degree, 2.5 GPA required. Stipend \$4,500 plus fee waiver. Additional \$1,000 summer '86 stipend probable. Qualified only. No phone calls. Contact William L. Utter, GM, WMUB, Miami University, Oxford, OH 45056.

**Program director** and air staff (including news) for New England class B AC FM. EOE. Resumes to Box E-148.

**Program director**-NYC vicinity A/C seeks PD with major market experience. Strong music & research background and ability to motivate essential. Replies held in strict confidence. Resumes to Box E-153. EOE, MF.

#### SITUATIONS WANTED MANAGEMENT

**General manager.** Strong in sales and management. 18 years all phases. PO Box 532462, Grand Prairie, TX 75053.

**Broadcast executive** in top 10 market seeks opportunity in religious or secular broadcasting. 14 years' successful management experience. Record of proven accomplishments in areas of managing people, sales, marketing/promotion, and community service. Write Box E-87.

**Attention** group owners, presidents, vice presidents. Are you looking for a GM who's very strong in sales, has run successful radio stations in top ten markets, & has experience in these formats: CHR, A/C, AOR, country, news/talk. I would like to hear more about your opportunity. Write Box E-101.

**VP/GM** with present employer over 10 years as sales mgr./general mgr. seeks turnaround deal with earnings to be determined by sales commissions. Young. Business degree. Family man. Have strong personal and station earnings history. Station(s) must have income potential. Box E-106.

**Ambitious manager** with strong administrative background and effective sales experience. Prefer equity position. Chr. family man. Excellent references. Michael Davis, 915-366-6161, Box 6373, Midland, TX 79711.

**Lady general manager** looks for new challenge. "Hands-on" experience all phases of operations. Box E-126.

**Hardworking manager.** 25 yrs. small, medium, large mkt. Sells, programs, motivates, makes money. Box E-129.

**Attention: Virginia.** Experienced general manager seeks equity situation in small/medium market. Excellent references. Box E-136.

**GSM ready to hire,** train, lead staff to higher billings. Great organizational/people skills. Excellent track record in highly competitive rustbelt market. Excellent references. Prefer top 20 market. Let's be fabulous together! Box E-139.

**General manager.** Over 30 years experience. Prefer Southeast. \$35,000 minimum. Box 6007, Spartanburg, SC 29304.

**Business manager.** Ready to organize your office & financial affairs. Experienced in radio sales, continuity, business dept. before recently receiving M.B.A. Write Box E-155.

**Whadda ya want?** Sales? Quadrupled sales present position! Experience? 25 yrs. small & top 10 mkt. Versatility? Sells, programs, manages! You want & need me. Box E-156.

#### SITUATIONS WANTED SALES

**Top pro sales team** looking for Westward home. Husband and wife offer the right station a billing potential in five figures per month, plus great management talents in both sales and programming. We're perfect for station needing GM or SM & increased energy and direction. Presently at top five station in top 50 market. If you have a permanent growth opportunity anywhere in California, we need to talk. Box E-110.

**3 yrs.' radio sales** experience, medium mkt. '84 sales 400,000; with 100,000 new business. Seeking growth position with aggressive station or group. Box E-162.

#### SITUATIONS WANTED ANNOUNCERS

**Can I talk?** Well prepared, bright, up personality searching for major market talk slot. Can do silly & serious and have been doing both for several heavy talkers as relief. Metro area not important; quality of operation and people are. Long radio credential list and some TV. Will consider all opportunities because I love to work. 617-877-8700.

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

**Vacation relief DJ** available. Anywhere, USA. College, license, experience. Will accept minimum. Please specify format. Box E-99.

**Experienced female announcer** with first class license seeks position in medium market station. Box E-119.

**Recent Connecticut** School of Broadcasting graduate seeks F/T on-air shift. Willing to relocate. For T & R, call 212-697-1484, leave message for Greg Morey.

**Beautiful music announcer** from Bonneville's KOIT, WRFM, also KJOI. Prefer major market. 602-266-9229.

**Broadcast associate** with commercial and non-commercial experience. Looking to join your staff. Dependable male. Professional sound. Box E-135.

**Dedicated, easygoing female** personality. New in town but not in radio. Over three years, mostly medium market, commercial experience. Interested in any format in Richmond, VA area. 804-745-3788.

**Female announcer** - news, sports, production, public affairs experience. Ready for work. Lynn, 203-874-2152.

**British male,** 28, no experience. Seeking OJT. Rock or talk/news preferred. Take a chance on talent. Roger, 312-386-1160.

**Desire small/medium** market announcing/production. Experienced. Broadcast trained. Family T/R available. Mark, 402-463-6943, nights, CST.

**Personality with great** voice and many years in the business. Looking to relocate. Adult contemp. and oldies expert. Experienced P.D. You need this one; best of all, I'm available. Box E-158.

#### SITUATIONS WANTED TECHNICAL

**Chief engineer.** AM and/or FM. FCC ticket since 1951. Former CE Boston, Miami, Houston, Nondrinker. Heavy theory. Available now! Present CE class B California. M. Gottesman, 3377 Solano Ave., #312, Napa, CA 94558.

**Chief engineer,** 15 years' experience with FM & AM studio and transmitters. Looking for position in Eastern or Central market. Will relocate. 804-233-1545.

**Chief engineer** looking for same or technical director position, coastal USA. 20 years' experience includes FM, AM, DA, studio, transmitter, full prof of AM directional. 206-884-2147, Dan.

**16 years' 1st phone** engineer, announcer, farm news, production, more. Prefer assistant engineer. Will consider all offers. Midwest. 319-634-3852 before 9:30 or after 5:00 CST.

#### SITUATIONS WANTED NEWS

**Sports director/sports** broadcaster position desired. Experienced sports broadcaster desires to relocate for career advancement. Sports oriented, good delivery, attractive appearance, traditional, ambitious, knowledgeable, any location considered. B. A. communications. 419-865-0765.

**National award-winning** sportscaster looking to move up to large market or with team. Many other talents. Will relocate. Call Dick, anytime, 614-373-6946; 373-0056.

**Caught in radio** rights switch. NFL PBP announcer seeks freelance pro or college football for '85. Box E-96.

**Dynamic female news/sportscaster.** Looking for position, medium to large market, West Coast. Tracy, 805-546-9188.

**Experienced sportscaster** in areas of PBP, commentary, interviewing, writing. Interested in relocating immediately. Mike, 312-652-2452, for more info.

**Sports/news** position sought. Solid PBP all sports, creative writer, conversational, committed professional. 201-763-5587.

#### SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Programming professional** with operations manager experience. Ten years includes most formats, automation, first phone. Promotional/managerial skills, aggressive. Thom, 601-868-1504.

**Two decades of** experience. Seeking station, operations management or programming. Competitive markets. Country, A/C, information. Station not yet to potential perfect. 619-561-3856.

**Allow me to PD** your FM. I'll guarantee you #1 spot in the market. 13 years' experience. Michael, 904-752-7254.

## TELEVISION

#### HELP WANTED MANAGEMENT

**Ready for the fast lane?** Progressive growing TV group needs top general manager to replace general manager who's retiring. We prefer 3-5 years' experience. Station located in growing, medium size market. Send resume in confidence to Box E-58. EOE/MF.

**General sales mgr.** Hands-on manager. Medium mkt., SW. If you demonstrate success in this mkt., will have opportunity to move up to top 50 mkt. Excellent salary/benefits with multi-operator. Resume to P.O. Box 27206, Houston, TX 77027.

**General manager.** New UHF independent seeks strong, aggressive experienced GM. New station with CP in SF Bay area. Must have good references. Resume to Ed Lau, 4 Embarcadero Cir., Suite 303, San Francisco 94111.



**TV manager.** Excellent financial package, benefits, unusual opportunity. Bilingual (Spanish/English) required. Resume: Media Division, Harvest Personnel Service, Box 50505, Columbia, SC 29250.

**Promotion manager.** Midwest NBC affiliate needs individual to create, write, produce promotional material for station. Prior experience a must. Resume/salary requirements to David Roberson, General Manager, KSNV-TV P.O. Box 2700, Topeka, KS 66601, 913-582-4000. EOE.

**Director of programming and production** (program manager). Mid-sized public TV station with 5-year-old broadcast center, impressive Nielsen figures, and award winning production department searching for candidate who has successful track record in public TV programming and production to manage staff of 18. Should have experience establishing, justifying, and executing long range programming goals; performing program scheduling using modern research techniques; interpreting national and regional trends in public broadcasting and determining their impact on local service; providing leadership to department and integrating with other departments. Bachelor's degree, prior supervisory production and programming experience required. Starting salary \$24-27,000, plus good fringe benefits. Resumes to Ken Jarvis, WNPB-TV, P.O. Box TV-24, Morgantown, WV 26507. Deadline Feb. 15, 1985. AA/EOE.

#### HELP WANTED SALES

**Top independent station,** Sunbelt market, seeks experienced account executive. 3 years in TV sales preferred. Send resume to Box E-10. EOE.

**New business development.** Top 10 Sunbelt affiliate seeks aggressive self-starter with proven track record in retail sales development. Knowledge of vendor programs, co-op, production helpful. Resume to General Sales Manager, P.O. Box 11, Houston, TX 77001. EOE.

**Local sales manager.** Seeking motivated individual ready to move up and lead aggressive sales team. We are 1 of the fastest growing independents in the country, led by strong broadcast group. Resume/letter to General Sales Manager, WRGT-TV, 45 Broadcast Plaza, Dayton, OH 45408.

**Local cable ad sales leader** seeks dynamic individual to sell five hottest networks in cable TV. Additional revenue from selling high quality production services. Draw/commission/excellent benefits package. Call Phill Rock, 314-727-6810; send resume to Continental Cablevision, 7330 Olive Street Rd., St. Louis, MO 63130. EOE/M/F.

**Account executive.** TV sales. Self starter. Minimum one year experience calling on direct accounts and agencies. Resumes to Local Sales Manager, WOKR-13, P.O. Box L, Rochester, NY 14623. Equal opportunity employer.

#### HELP WANTED TECHNICAL

**Video maintenance engineer.** Minimum 3 years' experience maintaining/repairing studio cameras, GVG switcher, master control equipment, 1" and 2" VTR's, extensive experience with 3/4" Sony VCR's. Knowledge of digital and analog theory a must. Contact Bob Martin, 408-998-7344; send resume to BAI, 1310 N. Fourth St., San Jose, CA 95112.

**Chief engineer.** Hands on chief. Full power UHF independent TV. On air 1 year. New equipment. RCA Transmitter. Salary based on experience. EOE. Contact Mr. Butler, WKCH-TV, Box 3809, Knoxville, TN 37927, 615-971-4343.

**Maintenance engineer.** Southeast affiliate. Broadcast experience in maintenance of studio cameras, VTR's, ENG, switcher, film chains, etc. Reply: Personnel Director, WSET-TV, Box 11588, Lynchburg, VA 24506. EOE.

**Chief engineer.** New UHF independent, SF Bay area, seeks experienced, highly qualified CE with experience in facility design and construction and engineering management experience. Must have good references. Resume to Ed Lau, 4 Embarcadero Ctr., Suite 303, San Francisco 94111.

**TV maintenance engineer.** Immediate opening at progressive station, Billings, Montana. Must be able to diagnose and repair studio and ENG equipment with limited supervision. Resume to Ron Jacobson, CE, KTVQ, Box 2557, Billings, MT 59103. EOE.

**ETV network systems engineer.** Responsible for technical operation of four VHF and one UHF transmitters and ten station microwave system. Direct transmitter supervisors and microwave technician, operate preventive maintenance program, responsible for transmitter proofs of performance. Degree and five years' TV experience required. Send letter of application, resume, salary history, three references to: AETN Personnel Office, P.O. Box 1250, Conway, AR 72032. Job description available by mail. Application deadline: February 1, 1985. AA/EOE.

**TV maintenance engineer.** 1 of the nation's leading TV production centers seeks qualified maintenance engineer with strong electronics background. Thorough knowledge of TV camera, VTR, switching, audio, digital effects, computer editing, terminal systems. Secure future with tremendous growth potential for right candidate. Resume to Scene Three, Inc., 1813 8th Ave. South, Nashville, TN 37203, Attn: Mike Arnold, Chief Engineer.

**Maintenance engineer.** CMX-edit suite. Sony 2000's, Ampex 4100, Chyron, Quantel. Good salary and benefits with established company. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

**CMX editor** for post-production facility. Good salary and benefits with established company. Experience required. Southern Productions, 900 Division St., Nashville, TN 37203, 615-248-1978.

**Downtown Chicago based video/film post production house** needs video maintenance person to assist chief engineer. Must be capable of repairing to component level professional video equipment such as Grass Valley, Sony, Rank, CMX, Bosch. Maintenance experience must be verifiable. Beginners please do not apply at this time. Resume/salary requirements to Box E-115.

**Maintenance engineer/supervisor.** Experienced in studio systems, 3/4", microwave, RF systems. General license. Group owner. Four-season vacation area. Resume to C. E., WYNY-TV, 100 Market Square, Burlington, VT 05401.

**Iowa VHF network affiliate** seeking experienced engineer. RF and microwave experience needed. General license a must. Transmitter work primary duty, with some studio maintenance. Salary commensurate with experience. KIMT-TV, Box 620, Mason City, IA 50401, Attn: Personnel Director. 515-423-2540.

**Senior videotape editor.** Operates/adjusts 1" Sony VTR's, Sony BVE-5000 computer-assisted editor, stereo sound board. Responsible for post-production editing of in-house & contract work. Qualifications: four years broadcast technical training or experience in video and stereo audio editing with computer. Salary commensurate with experience. Letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by Feb. 15, 1985. Equal opportunity/affirmative action employer.

**Senior TV maintenance engineer.** Provides maintenance and technical support for all KUAT equipment/facilities, such as 1" Sony VTR's, Thompson ENG cameras and 3/4" VCR. Vidfont CG, Sony BVE-5000 computer editor, Grass Valley switchers. Qualifications: successful completion of technical training at trade or vocational school. Two years of same kind of work experience. First or general FCC license desirable. Salary commensurate with experience. Letter of interest/resume to Employment Office, University of Arizona, 1717 E. Speedway, Tucson, AZ 85721. Application/resume must be received by Feb. 15, 1985. Equal opportunity/affirmative action employer.

**Manager** (fulltime/weekends/nights), on air origination. Qualifications: minimum 3-5 years' TV master control experience and previous supervisory work a must. Candidate must demonstrate proper technical skills, in addition to displaying proper organizational management and leadership skills. Knowledge of national feed distribution and satellite communications a plus. Resume/salary requirements to Director, 35 N. Tyson Ave., Floral Park, NY 11001.

**Supervisor** (fulltime/flexible hours/some weekends) of dub and quality control. Qualifications: minimum 3-5 years' videotape/film transfer experience. Candidate must display thorough knowledge of 3/4" and 1" tape formats, including machine operation. Ability to work under pressure, meet deadlines, supervise staff of video technicians on revolving schedule a must. Resume/salary requirements to Director, 35 N. Tyson Ave., Floral Park, NY 11001.

**Master control/maintenance engineer.** Responsible for coordination and quality control of international and domestic feeds in small but fast-paced TV news production facility; also some computerized 1" and 3/4" editing. Familiarity with broadcast-quality audio and video systems essential; will involve ongoing maintenance of VTRs, routing switcher, and complete video system including digital equipment as well as emergency repairs. Successful applicant will be involved in final design and installation phase of brand-new production facility. FCC license/SBE certification desirable. No beginners, please. Resume/salary requirements to Box E-127.

**Videotape editors.** Experience with 1" and 3/4" computerized editing systems required; may also handle incoming and outgoing feeds, master control operation and video duplication. Must be able to handle pressured news production environment, work well with people under tight deadlines. Shift work. Some nights/weekends required. Thorough knowledge of broadcast quality video production essential. No beginners, please. Resume/salary requirements to Box E-128.

**Assistant chief engineer.** Major market UHF TV station. Requires strong technical and administrative background. Work with excellent equipment lineup, soon to be relocated to new building. Pay commensurate with background and experience. Resumes to Mr. Peirce, WQTV, 390 Commonwealth Ave., Boston, MA 02215. Equal opportunity employer.

**Maintenance engineer.** SW major market independent seeks maintenance engineer with 5+ years experience in TV broadcast or production maintenance. Thorough knowledge of editing systems & digital equipment a must. Resume to KTXH-TV, Department E, 8950 Kirby, Houston, TX 77054. EOE.

**Chief engineer.** Excellent opportunity to operate/maintain health care satellite network. Responsibilities include maintenance/repair of studio, control room, transmission and duplication equipment; maintenance of FCC log and supervision of technical staff. Qualified individual will possess electronic engineering or equivalent degree of 5 years' related experience. First class or general FCC license required. Strong transmitter & maintenance experience. Resume with salary history/requirements to Personnel Department, Center for Health Affairs, 746-760 Alexander Rd., CN-1, Princeton, NJ 08540-0706. Equal opportunity employer, M/F/H/V.

**Commercial photographer.** Three to five years' commercial field production required. Responsible for video recording of commercial, promotional, & public service material. Must have proven expertise in lighting techniques and will be responsible for post-production editing. Resume/salary requirements to Personnel, WGHP-TV, Box HP-8, High Point, NC 27263. EOE.

**Mtce. eng.** Will repair LDK6 cameras, VPR's 2, 3, & 80, ACR-25, VR 2000, Harris 9100 microprocessor remote control of AM-FM-TV, 16 Ikegami cameras 77-83's, over 70 Sony 3/4" VTR's, 3 frequency agile ENG trucks, 3 rotatable ENG pickup systems, RS 422 machine control, RS 232 routing SWR system, FM stereo with digital SCA, AM stereo Motorola. Will be using Spectrum analyzers 7L5, 7L13, Digital storage scope sound technology 1500. Experienced in all the above desirable. Not an entry level position. First or gen FCC license mandatory. EOE. Resume to J.D. Weigand, KFMB TV/AM/FM, P.O. Box 80888, San Diego, CA 92138.

#### HELP WANTED NEWS

**Anchor.** NBC affiliate, N.E. 6 & 11 PM news. Men and women. EOE. Resumes to Box E-98.

**Co-anchor/producer** for top-rated early & late newscasts, weekdays. Two years experience required, more preferred. Tape & resume to Dan Schillinger, KEVN-TV, Box 677, Rapid City, SD 57709.

**Anchor/reporter.** Two openings at news-oriented CBS affiliate. Small market, but news leader with top product, largest staff. Need experienced co-anchor on early news with field reporting. Other is experienced general reporter. Tape/resume to Bob Bartlett, KTAB-TV, Box 5676, Abilene, TX 79608.

**News producer.** Must have strong news judgement, writing, & people skills. Work as part of market's top news team, producing 6:00PM and assisting on local 10:00PM news. CBS affiliate. Strong emphasis on local news. Jack Keefe, WIFR-TV, Box 123, Rockford, IL 61105. EOE.



**General assignment reporter.** Two years' commercial TV experience. Top 50 market, sunny South. Resume to Box E-104. EOE.

**Reporter/field producer.** Opening in Tokyo bureau for English-language weekly magazine show seen on US cable. Heavy reporting and production skills essential. Japan experience and language desirable. Resume/tape to TeleJapan USA, Inc., 964 Third Ave., Third Floor, New York, NY 10155.

**Reporter/weathercaster.** Do morning weather cut-ins and general assignment reporting. Reporting skills and weather training essential. EOE. Resume to Jerry Fisher, WBBH-TV, 3719 Central Ave., Fort Myers, FL 33901.

**Mature anchor.** Early and late weekday newscasts. Strong ties to Midwest. Must have excellent reporting skills. Must relate to people. Minimum 5 years' experience as primary anchor. No beginners. Send letter/resume by Feb. 15 to Box E-117. EOE.

**Assistant news director.** Anchor/report for NPR newscasts and public affairs show. Will also do some reporting, editing, and shooting for daily TV newscast. B.A. journalism/communications; M.A. desirable. Two years' experience in news. Must be good administrator & leader who works well with students and community. Crisp delivery; strong writing/production skills. Salary \$14,767 year. Deadline Feb. 8, 1985. First letter/resume to Personnel Dept., Texas A&M University, College Station, TX 77843. Tape to Sheila Detrick, News Director, KAMU-TV/FM, Texas A&M University, College Station, TX 77843.

**Anchor/reporter.** Midwest TV. Tape & resume to WTWO, P.O. Box 299, Terre Haute, IN 47808, Attn: Mark Allen. EOE.

**TV Sports director/anchor.** Must have on-air experience anchoring, field reporting, shooting. Broad knowledge all sports. Resume/tape to Personnel Director, WTKR-TV, P.O. Box 2988, Meridian, MS 39302. Equal opportunity employer.

**Sports director.** Southeast VHF network affiliate needs energetic, imaginative sports anchor/reporter. Must have minimum three years' on-air experience to blend with top rated anchor team. Salary \$15-20K. Resume to Box E-157.

**News producer.** Immediate opening for qualified producer with minimum 2 years' experience. Must have good writing skills/good news judgement. We're looking for someone who places high priority on local news and local issues which affect our viewers. Salary depends on experience. Tape/resume to Ed Scripps, KJRH-TV, Tulsa, OK 74101.

**Looking for the best in news talent/management?** Contact Steve Porricelli, Primo People, Inc., Box 116, Old Greenwich, CT 06870, 203-637-3653.

**Reporter/producer.** Aggressive, enterprising person for combo job. Commercial experience a must. Audition tape to News Director, KTVB-TV, 1007 W. 32nd Ave., Anchorage, AK 99503. No phone calls. Equal opportunity employer.

#### HELP WANTED PROGRAMING PRODUCTION & OTHERS

**Senior producer** - public affairs. Responsible for locally produced public affairs programming plus related staff and activities. Bachelor's degree in broadcast journalism, mass communications, radio and TV or film plus five years TV production experience or equivalent. Salary \$26,146 minimum. Apply by February 15 to Personnel Coordinator, University Television, Box 83111, Lincoln, NE 68501. EOE/AA.

**Production manager/TV coordinator.** Strong manager/coordinator of production staff for award-winning public broadcast teleproduction facility. Demonstrated management and instructional TV experience. B.A. required, M. A. desired. \$20,000 minimum salary. Resume to Rosemary Jacobson, Director, UW-Stout Teleproduction Center, Menomonie, WI 54751.

**Program director.** Are you currently working in program department doing all the work and receiving little credit? This is an opportunity to show what you can do. We're group owned UHF independent seeking take charge individual to research, schedule, and negotiate product. Must have minimum 3 years' independent programming experience. Resume/salary to Box E-140. EOE.

**Market leader** seeks versatile, creative producer/director with emphasis on news. Must have ability to call fast-paced, dual anchor block, with DVE/ADO. Resume, tape, salary requirements to WTOL, Production Manager, P.O. Box 715, Toledo, OH 43695. EOE/M/F.

**Field producer.** Good Company needs that special field producer who can work creatively with our reporter. Reporter has great sense of humor & loves to try the unusual. Field producer must also be skilled with logistics of live remotes. Ideal candidate has at least a year's field producing experience, some shooting & editing skills. Please send letter, resume, and tape to Good Company, KSTP-TV, Attn: Mimi Pizzi, Dept. FP, 3415 University Ave., St. Paul, MN 55114. Equal opportunity employer, M/F.

**Assistant promotion manager.** Minimum two years' experience in TV station promotion department. Knowledge of and experience using current audio video production techniques. Successful candidate will spend over 50% of time writing/producing on-air news promotion. Administrative ability. Candidate must be capable of both supervising/motivating others; should possess significant self-organizational traits. If you want to work in 20th market, live in California, and create for CBS affiliate, send resume/reel to Richard Kertzman, KXTV, P.O. Box 10, Sacramento, CA 95801. EOE. Belo Broadcasting Company.

**TV Producer.** Binghamton, NY. Strong writing and visual ability; strong news and public affairs experience. Must have significant working TV experience. Able to work well with people and tight budgets. Excellent growth potential. No tapes or calls. Submit letter of application and resume only to Director of Broadcasting, WSKG Public TV/Radio, Box 3000, Binghamton, NY 13902. AAEEOE.

**#1 station,** Southeast market, seeks all-purpose individual with hands-on experience in all aspects of news, on-air, and commercial production. Must be highly motivated and ready to work. Tape/resume to Charlie Thompson, Operations Manager, WCSC-TV, P.O. Box 186, Charleston, SC 29402. EEO/M-F.

**Videotape editor.** KQVR-TV, Outlet's ABC affiliate, 20th market, seeks creative, highly motivated individual with extensive CMX-340X experience. Proficiency with Quantel DPE5000 plus Quantafont Q8 is desirable. Tape/resume to Lou Galiano, Production Manager, KQVR-TV, 1216 Arden Way, Sacramento, CA 95815. EOE/M/F.

**Creative director.** Create commercials at #1 station, 20th market, in new, in-house post production facility. We're looking for highly skilled individual in commercial production with minimum five years' TV production experience. Must have strong creative writing and concept skills; producing & directing experience in studio, location, and post production and in assisting account execs. with sales development. Practical knowledge of equipment operations a must. Resume/tape to Jim Strader, Production Mgr., KCRA-TV, 310 Tenth St., Sacramento, CA 95814. EOE/M/F.

**TV-radio editor**—3-5 years' experience writing, editing, shooting TV footage and on-air experience. Person will direct three-person staff in preparation of university programming for TV and radio, doing some actual preparation & extensive talent work. Sports included. Resume tape required. Background in Mississippi broadcasting helpful. Minimum salary \$19,000. Tape/resume to Dr. W.G. Gilmer, University Relations, Mississippi State University, Mississippi State, MS 39762. Must be postmarked by Feb. 15.

**Promotion writer/producer.** Minimum two years' experience in TV station promotion department. Knowledge of and experience using current audio video production techniques. Working knowledge of capabilities & use of various special effects generators. Understanding of & strong interest in news as end product. Successful candidate will write/produce some or all local newscast material. Close personal understanding of requirement for teamwork; must be deadline oriented. If you want to live in California, work in 20th market, be writer/producer for CBS affiliate, send resume/reel to Richard Kertzman, KXTV, P.O. Box 10, Sacramento, CA 95801. EOE. Belo Broadcasting Company.

**Producer/director.** Top rated CBS affiliate, medium Florida market, looking for person with three years' experience directing news shows/managing personnel. Must have commercial experience; be able to technically set up video equipment. Must have valid drivers license. Resume/salary requirements to Box E-161. EOE.

**Director of broadcasting.** Aggressive station, medium market. Responsible for supervising programming, production & engineering. Looking for strong leader with good production background. Please state salary requirements. Resumes to WNIN-TV, 9201 Petersburg Road, Evansville, IN 47711. EOE.

#### SITUATIONS WANTED MANAGEMENT

**GM of profitable LPTV** looking to move to full power in top three market. Box E-62.

**Owner selling profitable radio station:** anxious to return to TV in sales management position. Fourteen years' sales experience. Excellent references. Prefer Southeast. Steve Logan, 912-427-4555.

**Business manager.** Five years' network TV operations, planning, analysis. Accounting, contracts, business plan experience. Hardworking. MBA, engineering degrees. NE only. Box E-160.

#### SITUATIONS WANTED SALES

**Sales,** sales management. Direct, agency, new business "go-getter". Relocate? Yes! TV or radio. 317-251-8698.

#### SITUATIONS WANTED TECHNICAL

**3 years' experience** TV operations, light maintenance, general radio telephone license, member SBE, broadcasting degree, available now. 817-665-9405.

**Female, 7 years video** operations, 3 major market broadcast, seeks operations position (summer or permanent), California. General class license, some maintenance/supervisory experience. Efficient, dedicated. Please reply Box E-154.

#### SITUATIONS WANTED NEWS

**News director,** executive producer. Excellent credentials. Deep, extensive experience. Box E-92.

**General assignment reporter.** '84 BA TV news. 3 years PBS affiliate experience. Can shoot, edit; seek opportunity in exchange for hard work! Dependable, community oriented, sense of humor. Excellent references. T&R: Sara, 206-842-5836.

**Creative reporter/producer.** Good ratings, multiple awards. Superior writing/production skills. Pete, 919-724-3447.

**Anchorman, 40,** experienced, reporting & producing capabilities, likable on-air & off. Box E-108.

**Correspondent/reporter/anchor.** 10 years' network experience seeks reporter/producer position. Major market only. Write Box E-114.

**Meteorologist.** 5 years TV experience. Colorgraphics, AMS seal. Personable, understandable style. Looking to move up. Box E-116.

**Devastate your competition** with new face that seduces and news delivery that produces. Potential anchorwoman with 18 months on-air employment as newscaster, writer, reporter. Box E-118.

**Double opportunity.** Anchor, producer, reporter experienced in both TV sports and news. 5 years' experience. Hispanic. 206-789-5342.

**Meteorologist** looking for right beginning. Creative forecaster, TV/radio background. Seeks fulltime, stable start. Computer graphics, AMS, NWA. Professional tape available. Ronn, 303-399-4615.

**Sports person** — two years in small market, looking to move up. Excellent anchor/writer, very knowledgeable all sports. Ron, 517-356-6783.

**Veteran sportscaster** whose energetic delivery, timely commentary, entertaining participatory features & solid production skills can truly provide the winning edge. 12 years' experience. Available immediately. 203-673-2231.

**Looking for sports anchor/reporter** who can deliver the day's events in enlightening manner unlike the competition? Knowledge is key. Here's your ticket. 912-681-6535.

**Talented sports director** toiling in unrewarding medium market. Seven years TV experience. Creative. Excellent writer. Great references. Energetic, yet comfortable, delivery. Seeking top 40 position. Box E-159.

## SITUATIONS WANTED PROGRAMING PRODUCTION & OTHERS

**Cameraman.** 14 years' experience including 3 years in Middle East and Europe for ABC News. Will relocate. Contact David Owens, Box 203, Augusta, KS 67010. 316-775-2575.

**Producer/director.** Currently directing evening and late news in low 30's market. 7 years' directing experience. Ready for your big market challenge. Box E-138.

**Experience wanted!** Boston U grad seeks challenging entry level position. Interested in all aspects of TV production. Will relocate. Robert Parnigoni, 350 Tremont St., Barre, VT 05641.

## ALLIED FIELDS

### HELP WANTED MANAGEMENT

**Director of computer operations.** Expanding national company in broadcast production seeks experienced technician/engineer with background in computer programming, graphics, equipment maintenance & system design. Through knowledge of Apple products preferred. Must be based in Houston or willing to relocate & enjoys travel. Salary negotiable. All inquiries confidential. Letter/resume to P.O. Box 271349, Houston, TX 77277.

### HELP WANTED INSTRUCTION

**Broadcast news.** Search reopened. Tenure track position. Ph. D. preferred, experience in TV news, potential as successful teacher and researcher. Rank/salary dependent upon qualifications. Deadline for application: February 1, 1985. Send letter of application/curriculum vita to Dr. Larry Lorenz, Chairman, Department of Communications, Loyola University, New Orleans, LA 70118. Loyola University, an affirmative action/equal opportunity employer.

**Instructor/assistant professor.** Teach broadcast management, news, broadcast advertising/sales, media law, broadcast copywriting. 12 hours per semester, possible supervision of campus radio station, and/or internship program. M. A. required, Ph. D. preferred, teaching & broadcast industry experience desired. Salary competitive. Letter, resume, transcripts, 3 letters of reference to Dr. June Smith, Head, Department of Speech, Communication & Theatre, Box 275, WTSU Station, Canyon, TX 79016, 806-656-3248. EOE.

**Graduate assistants with professional experience** in broadcast journalism needed to help teach classes in TV & radio news while earning an MA in journalism. Full fee waiver plus minimum \$550 monthly stipend for nine months. Contact Director, School of Journalism, Ohio State University, Columbus, OH 43210.

**Broadcasting.** Assistant/associate professor. 9-month tenure-track position beginning August 16, 1985. Principal responsibilities teaching basic TV production and writing for TV-radio, with additional expertise and interest in teaching EFP, basic radio, introduction to broadcasting, advanced TV, possibly other related courses. Ph. D. plus professional and teaching experience preferred. Master's degree with professional and teaching experience required. Established and recognized program with well-equipped facilities. Salary commensurate with qualifications. Minorities and women encouraged to apply. Letter of application, resume, list of at least 3 current references by March 1, 1985, to Office of Academic Affairs, Broadcasting Search, Western Kentucky University, Bowling Green, KY 42101. Affirmative action/equal opportunity employer.

**Radio/TV position.** Reposting. University of Central Florida seeks assistant professor in area of radio/TV. Position will be available in Fall, 1985. This is tenure track and Ph.D. is required, although A.B.D.'s will be considered if Ph.D. is near completion. Primary teaching area: broadcast journalism/Eng. & TV studio production. Ability to teach broadcast management/sales, broadcast regulations, or R/TV advertising, desirable. Professional media experience preferred. Salary depends on degree and experience. The University of Central Florida, an equal opportunity/affirmative action employer. Contact Dr. Raymond W. Buchanan, Department of Communication, University of Central Florida, Orlando, FL 32816.

**Ithaca College.** TV - radio department in School of Communications has opening for assistant/associate professor. Teach courses in following areas: telecommunications technology and economics, computer applications in media, research methodologies. This is new position in growing program. Ph. D. or near in communication and successful teaching required. Will also provide leadership in program development. Screening begins Feb. 15, 1985; however, applications accepted until position is filled. Send applications to Dr. Ben Crane, Chairperson, Media Generalist Search Committee, Department of TV - Radio, School of Communications, Ithaca College, Ithaca, NY 14850, 607-274-3242.

**Telecommunications.** Temporary full-time teaching position for person with strength in broadcast commercial writing. Secondary strength in film history or esthetics helpful. Will teach 16 hours of telecommunications each quarter; perform other related duties as assigned. Candidates should have baccalaureate degree or equivalent of extensive and significant professional writing experience. Non-tenure track position for one academic year. Employment beyond that is not promised and should not be assumed. Resume, names of 3 references, official transcripts to Dr. John Kurtz, Chairman, Department of Telecommunications, Ball State University, Muncie IN 47306. Applications must be postmarked by April 1, 1985. Ball State University practices equal opportunity in education and employment.

**The Newhouse School** of Public Communications, Syracuse University, plans to make two faculty appointments in department of TV, radio, and film, effective Sept. 1, 1985. Department has graduate & undergraduate programs emphasizing telecommunications media management; video, audio, and film production; writing for nonprint media. Applicants should have demonstrated interest in creative work or research appropriate to field of expertise. Master's degree with significant professional or teaching experience acceptable; Ph. D. preferred. Academic rank and salary are commensurate with qualifications. Vita/letter of application by Mar. 1, 1985, to Chairman, TCM Search Committee, Newhouse School of Public Communications, 215 University Place, Syracuse, NY 13210. Syracuse University, an equal opportunity/affirmative action employer.

**Journalism,** University of South Carolina. College of journalism has openings for two full-time, tenure-track faculty positions beginning Aug. 15, 1985. (1) Communication theory/research. Ph. D. with established research/teaching record in communication theory and methodology. Should be competent to also teach in one of following skills areas: advertising, broadcasting, communication law, news editorial, or public relations. Strong statistical and computer background required. Specific teaching duties will include graduate level research methods courses, another area, and supervising student theses & research projects. (2) Public relations. Mass communication Ph. D. with professional and teaching experience in public relations and mass communication. Should be competent to teach advanced courses in public relations (including management concepts and techniques) and support courses in advertising, writing skills, or mass communication. Teaching effectiveness in front of large classes important. Salary/rank for both positions open. Letter of application, vita, names of three references no later than Mar. 1, 1985, to Dr. Jack L. Hillwig, Search Committee Chair, College of Journalism, University of South Carolina, Columbia, SC 29208. Equal opportunity/affirmative action employer.

### HELP WANTED TECHNICAL

**Programmer,** very skilled in VIC-20 and/or C-64. Machine language knowledge a must! May work at home! Contract work & may lead to part ownership in broadcast software firm. Broadcast engineer preferred, but optional. M. Gottesman, 3377 Solano Ave., #312, Napa, CA 94558.

### 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, FM transmitters, TV studio equipment, microwaves. Millions in equipment purchased annually. Quality Media, 404-324-1271.

**Used C-type 1" videotape.** Cash for lengths of 30 minutes or longer. Will pay shipping. Call collect. Carpel Video, Inc., 301-845-8888.

**Used TV broadcast tower** needed (900 - 1000 feet) to support UHF antenna and 6 & 1/8" transmission line. Minimum 7-foot face. Call 314-436-2424; send availabilities/specifications to P.O. Box 924, St. Louis, MO 63188.

### FOR SALE EQUIPMENT

**AM and FM Transmitters**—used, excellent condition. Guaranteed. Financing available. Transcom, 215-379-6585.

**New TV start-ups** - fast, cost effective construction. Top-quality equipment at bargain prices. We will write your business plan, help you with financing. Quality Media, 404-324-1271.

**Top quality equipment** - lowest prices - satisfaction guaranteed. Most brands new and used. Quality Media, 404-324-1271.

**New UHF transmitters** - our new "Silverline" transmitters are unbeatable for quality and price. Quality Media, 404-324-1271.

**UHF transmitters** - 2 available, 30KW or 55KW; low price; immediate delivery. Call Quality Media Corporation, 404-324-1271.

**55KW UHF TV transmitter,** GE. Excellent condition; available now. Also, other AM-FM-TV transmitters; major production gear. We buy & sell. Many spare tubes & parts for transmitters. Ray LaRue, 813-685-2938.

**Transmitter/communications building** - fiberglass. With heater, air conditioner, and electrical. Never used. 8' x 10' x 8'. Rick Santich, 216-696-6900.

**Videocassettes, half price!** Master stock quality U-matic videotapes. Chyron evaluated, cleaned, de-labeled, & erased. Satisfaction guaranteed! Albums included. 3/4" tape prices: 60 minutes \$12.49; mini field 20 minutes \$7.49; 30 minutes \$9.49; 10 minutes \$6.49. C-type 1" and 2" quad tape also available. Free, fast delivery to North America. Call collect, Carpel Video, Inc., 301-845-8888.

**1000 foot solid 10 foot face tower** can be extended to 2000 foot. Perfect for panel FM or TV. Jim Tiner, Tiner Associates, 214-739-2828.

**Used broadcast TV equipment.** Hundreds of pieces wanted & for sale. Please call System Associates to receive our free flyer of equipment listings. 213-641-2042.

**10KW, 3KW & 2.5KW FM,** RCA BTF-10E (1974) on-air w/exciter, CCA 3000DS (1974) on-air, mint cond., Harris FM 2.5K on-air, exc. cond., power increases dictate sale. Call M. Cooper/Transcom Corp., 215-379-6585.

**Model 4TRK MCI JH110,** Ruslang cabinet, 2 Scully 280 2TRK, Ruslang cabinets, TEAC model 5 console, Ampex 351 W/Autotech C-7 electronics, sound workshop series 30 console 16X8. Make offers. Sound Hound, Inc., 45 W. 45th St., NY, NY 10036, 212-575-8664.

**Video media edit controller.** 250 event memory for interface with Hitachi 200 (modifiable), SMPTE reader, brand new. \$10,000. Walter, 313-355-2901.

**Shintron model 375** (brand new) production switcher. \$9,500. Microtime, Inc., 800-243-1570, Bob McAll.

**RCA TR-70C,** RCA film equipment, BVH-1000As with Slo-mo, VPR-2B, Hitachi HR-100 1" portable, Sony 500 1" portable, new demo Grass Valley 1600 switchers, TK-780 cameras with triax, TK-76C cameras with triax. Media Concepts, 919-977-3600.

### RADIO PROGRAMING

**Radio & TV Bingo.** Oldest promotion in the industry. Copyright, 1962. World Wide Bingo, PO Box 2311, Littleton, CO 80122. 303-795-3288.

### MISCELLANEOUS

**Business plans** - A five year financial plan for your new TV station will help cinch your financing. Quality Media, 404-324-1271.

**Space segment.** Satcom 4. 7:00am-7:00pm. Fully protected. \$200 per hour. M. Sherwood, 800-245-4463.



**FM broadcast opportunity.** 689 markets to receive new FM allocations. Call the experienced broadcast communication consultant for details. D. B. Communications, Inc., 4401 East-West Highway, Suite 404, Bethesda, MD 20814, 301-654-0777.

#### CONSULTANTS

**Wanted: clients!** Twenty-year veteran of broadcast field seeking clients for his own consulting firm. Put me to work for you! Prefer to work with adult contemporary and all-news stations. Charles A. Carney, Box 2005, Kalamazoo, MI 49003, 616-345-6424.

## RADIO

### Help Wanted News

#### WMBD NEWSWATCH!

300,000 metro needs news pro to join our 15-person AM/FM/TV news department as radio reporter/anchor. We offer good pay, solid benefits, excellent facilities, chance to advance. We need contemporary writer/reporter/thinker that lives news and loves to dig. Send tape, resume, writing samples: Duane Wallace, WMBD-AM-TV, 3131 University, Peoria, IL 61604. EEO/M/F.

### Help Wanted Management

#### VICE-PRESIDENT/GM

Need proven winner for top 25 mkt. Growing organization wants candidate that aspires to group leadership. EOE. Write Box E-142.

### STATION MANAGER CHRISTIAN RADIO GROUP

Mid-America Gospel Radio Network now accepting applications for station manager for Albuquerque, NM's new commercial Christian AM station, KXAK. The person we hire will have 2-4 years' experience in Christian radio; will have had exposure to sales, administration, accounting, logs, FCC requirements, on-air duties, general station activities.

- should be active member of Christian community.
- will be team player, capable of rapidly adapting to our marketing and administrative system.
- will be self-motivated, self-starting, self-disciplined, and effective organizer.

Interested applicants should be very sales-oriented; prior management level experience helpful. Our systematized administrative system frees our local managers to devote the bulk of their work day to sales of local time-strip and spot commercials.

Outstanding sales performance by our manager will earn her/him additional income through network's profit-sharing compensation plan. Thus, acceptable applicants must be very sales-oriented.

All responses treated confidentially. Resumes are now being accepted. Write to:

**George Spicer**  
**Mid-America Gospel Radio Network**  
**1817 N. Third St., Ste. 202**  
**Phoenix, AZ 85004**

## Help Wanted Technical

### COME BE OUR CHIEF!

Two stations, medium market, Mountain West, will pay \$20,000 to share an engineer. One is class IVAM & class C FM; the other is class III AM/DA-N. Both stations have engineering-oriented management. Helpful environment & clean air. Write Box E-102. EOE.

## Help Wanted Sales

### REGIONAL MANAGER RADIO FORMAT DIVISION

We're looking for someone with special talents & experience:

- Successful broadcast sales experience.
- Thorough knowledge of music programming.
- Station management experience.
- Effective communicative skills.
- Freedom to travel.
- Strong motivation to succeed.
- Desire to live and work in San Diego.

If you have all of the above, we're looking for you. We're Peters Productions, Inc. — creators of broadcasting success for over 14 years. Send complete, detailed resume to Director of Sales, Peters Productions, Inc., 9590 Chesapeake Dr., San Diego, CA 92123.

## Help Wanted Sales Continued

# REWARD

Our last GSM was so good that we transferred him to our new Atlanta station.

If you are one of America's best Sales Managers, you care about growth and advancement opportunities, job stability, and developing good people as much as you care about the kind of money you make.

14WFTQ has just that opportunity for the right person.

We are offering an expensive bottle of champagne as a reward for whoever helps us find our next Sales Manager. (Of course, if we hire you, you have to split the bottle with us.)

Look us up at the AMFAC this weekend or send resume to Gerardo Tabio or Richard Reis, WFTQ, 19 Norwich Street, Worcester, MA 01608.

All inquiries will be kept in strict confidence.

An Equal Opportunity Employer

**KATZ BROADCASTING COMPANY**  
America's Employee Owned Broadcast Group  
A SUBSIDIARY OF KATZ COMMUNICATIONS INC



Katz. The best.

## Help Wanted Programing, Production, Others

### PROGRAM DIRECTOR

We need programmer. WBAP/820 Dallas-Ft. Worth. Candidate must have successful track record. Send resume in confidence to Warren Potash, WBAP, One Broadcast Hill, Ft. Worth, TX 76103. A Capital Cities station. EOE. No calls.

## Situations Wanted Programing, Production, Others

**FREE**  
**FORMAT/CONSULTATION**  
(QUALIFIED STATION)  
A/C • CHR • GOLD  
**(619) 272-PLUS**

**SEEKING  
GENERAL MANAGER**

position small/medium market with future equity position. Young, energetic, experienced all phases. Call Ted, 914-356-7060 eves. 914-357-9425.

**TELEVISION****Help Wanted Management****ADVERTISING/  
PROMOTION  
MANAGER**

Major market Northeast cable system needs promotion manager. Candidate must possess strong creative & production skills, plus ability to manage promotion department. Experience with videotape editing essential. Resume/salary history to Box E-164.

EOE.

**CREATIVE  
SERVICES  
DIRECTOR**

We are seeking person to develop and execute campaigns in all media for number 1 news station. Minimum three years experience. EOE. Resume to Box E-151.

**PRESIDENT  
INTV**

Seeking seasoned pro who understands needs and concerns of independent TV stations & can operate effectively in both sales and regulatory-legislative areas. Should be self-starter, good administrator, highly motivated, able to work in tandem with broad, growing constituency. Contact Herman W. Land, Association of Independent Television Stations, Inc., 1200 18th Street, NW, Washington, DC 20036. 202-887-1970.

**ADVERTISING SALES  
\$50,000 + OPPORTUNITY**

We're a cable TV advertising network reaching over one-quarter million subscribers to ESPN, CNN, MTV, and USA in New Haven, Hartford ADI. Successful candidate will be high-energy individual with 3+ years' experience & outstanding track record in media sales, who's excited about selling cable advertising to Connecticut advertisers and agencies. If you're good, you'll easily exceed generous draw and quickly build commissions to \$50,000 or higher. Generous benefits package included.

Send resume and compensation history to general manager:

**Connecticut Cable Interconnect**  
**80 Great Hill Rd.**  
**Seymour, CT 06483**

**ACCOUNT EXECUTIVE**

WPDS-TV, fast growing Indianapolis indy, seeks local salesperson. Must work well with agencies & put heavy emphasis on development of new business. Resume to Beth Sullivan, P.O. Box 59, Indianapolis, IN 46206. EOE, M/F.

**TV/FILM REP****EXPD. W/ESTABLISHED ACCOUNTS  
INDUSTRIALS & SPOTS**

Unique award-winning prod. co. in Greenwich Vill. brownstone. Proven track record + current business a must. Good salary + commission + benefits. For confidential appointment, call Anita Jay, 212-966-4600.

**Help Wanted Technical****WPTF TV**

**DURHAM LIFE BROADCASTING, INC.**

Seeks an experienced (5-10 years) individual for **Studio Maintenance Manager.**

Contact: Chief Engineer  
919/832-8311  
Box 1511  
Raleigh, NC 27602

EOE

**CHIEF ENGINEER  
UHF TV**

Major market UHF Northeast independent seeks CE with min. five years recent experience overseeing operations, & maintaining/repairing transmitters, microwave, VTRs, cameras, switcher, other equipment. Send resume/salary history in confidence to Box E-94. AA/EOE.

**Help Wanted Programing,  
Production, Others****DIRECTOR  
GOOD COMPANY SHOW**

KSTP-TV seeks creative, take-charge director for our top-rated afternoon show, Good Company. The challenge is to make this studio-based live audience show sizzle. Lots of demonstration segments, studio musical performances, fashion shows, & audience participation. Director must also be experienced with tape-package production with digital effects. Right candidate has experience directing similar show and ability to inspire production team for top flight programs. Please send letter, resume, and tape to: Robert Sears, KSTP-TV, 3415 University Ave., St Paul, MN 55114. EOE/MF.

**COORDINATING PRODUCER**

Health Matters TV series needs responsible individual for studio supervision, guest coordination, and promotional activities. Must have strong interpersonal skills, organizing ability, highest professional standards. Although position is based in Allentown, extensive travel required to major TV markets. Qualified applicants are welcome to send resume/detailed salary history to James Pilversack, VP, Operations, Medstar Communications, Inc., 1305 S. 12th St., Allentown, PA 18103. No phone calls, please.

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IS AVAILABLE  
IN MICROFORM**

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Dept. P.R., Ann Arbor,  
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Classified  
Advertising**



## Help Wanted Programing, Production, Others Continued

### PM MAGAZINE CO-HOST

College degree and experience in TV reporting/writing/producing and on-air required, as well as experience in long form feature reporting. Will work as PM Magazine co-host with current female co-host. Will produce story segments for program. Skills should include story conception, reporting, writing, editing, etc. Resume/tape to:

**Jeff Deiana**  
PM Magazine Producer  
KFDM-TV  
P.O. Box 7128  
Beaumont, TX 77706

## ALLIED FIELDS

### Help Wanted Technical

## BROADCAST ENGINEERS/ TECHNICIANS

MCI/Quantel, world's leading supplier of digital video equipment and Emmy award winner for technology, has several outstanding career opportunities for engineers and technicians.

Immediate openings exist for a technical services engineer to be based in the New York metropolitan area, and test engineers, installation engineers, and technicians to be based at corporate headquarters in Palo Alto, California. Some positions require travel.

Your background ideally would include experience with digital video systems in live broadcasting or post production.

We offer an excellent starting salary, good benefits package, and plenty of room for advancement. Plus the prestige of being associated with the top company in an exciting industry.

Send your resume now to MCI/Quantel, P.O. Box 50810, Palo Alto, CA 94303. Or call George Hamilton (415) 856-6226. An equal opportunity employer.

## MCI/QUANTEL

The digital video people

## Help Wanted Management

### MANAGER MARKET RESEARCH SERVICES DIVISION

Frazier, Gross & Kadlec, Inc., a 40-year-old Washington, DC management consulting firm, has immediate opening for manager of newly-created market research services division.

You'll be responsible for design & implementation of custom qualitative and quantitative research projects for individual radio, TV, CATV, and new technologies clients, as well as communications industry studies and syndicated products. Administrative duties include budget preparation & control; staff supervision, hiring/firing; & marketing and promotion.

Send resume/salary requirements in confidence to:

**Susan Harrison**  
Vice President  
Frazier, Gross & Kadlec, Inc.  
4801 Massachusetts Avenue, NW  
Washington, DC 20016  
Equal Opportunity Employer

## Miscellaneous

### VENTURE CAPITAL DEBT FINANCING

For broadcasters  
**Sanders & Co.**  
1900 Emery St., Ste. 206  
Atlanta, GA 30318  
404-355-6800

## Consultants

### Docket 80-90 got your interest?

- Consultation & Turnkey Construction
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- Tower Site & Frequency Separation Surveys
- Tower Leasing & Management

**Call the specialists at  
TINER ASSOCIATES, INC.**  
8300 Douglas, Suite #612  
Dallas, TX 75225  
(214) 739-2828

## For Sale Equipment

### 1977 HUGHES 500-D HELICOPTER



Fully equipped. 2680 T.T., King avionics, low component times, fresh inspection. Some ENG equipment.

**\$170,000**  
(919) 821-8574 / 8688

## Wake Forest University Sports Network

Wake Forest University is a private co-educational college competing in the Atlantic Coast Conference and Division I-A of the NCAA. The school has a strong athletic tradition that complements one of the best undergraduate liberal arts programs in America, along with outstanding graduate, medical, and law schools. The Demon Deacons have won twenty-three A.C.C. titles in the past twenty-eight years and three men's national championships. In 1979, the Wake Forest football team participated in the Florida Tangerine Bowl following an 8-3 season and this year went 6-5 defeating in-state rivals North Carolina, N.C. State, and Duke. The basketball tradition is even deeper. The past four Deacon squads have all won 20 games or more each season and have participated in the NCAA Tournament three times and the National Invitational Tournament once, advancing to the NCAA Midwest Region finals last year.

Wake Forest has had a radio sports network broadcasting men's football and basketball throughout North Carolina and southern Virginia for over twenty years. This year, the network consists of fourteen AM radio stations broadcasting via a phone line hookup system. The Athletic Department is presently reviewing more modern methods of broadcast and network origination, affiliate relationships, network management and operational prospects for 1985-86.

If your company/station is interested in discussing the possibility of acquiring the franchise to operate the Wake Forest Sports Network, please contact:

**Dr. Gene Hooks**  
Athletic Director  
Wake Forest University  
P.O. Box 7265  
Winston-Salem, N.C. 27109  
(919) 761-5616

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weekly weekly, over 10,000 yearly. All market  
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Included: GM, SM, AE, PD, Annrs. Send  
resume today to Director, Media Division, Harvest  
Personnel Service, Box 50505, Columbia,  
SC 29250

### Wanted To Buy Stations

#### BUYER SEEKS RADIO STATION(S)

Our client, a media and financial professional,  
desires to purchase a broadcast station(s) in  
Pennsylvania, southern New Jersey, Maryland  
or Delaware. Send full particulars in strictest  
confidence to Gibbel, Kraybill & Hess Law  
Firm, P.O. Box 1521, Lancaster, PA 17603.

### SEEK TO INVEST

VP/general manager seeks to buy and  
actively manage into major market station(s)  
or into small group. Looking for  
turnaround situation. Background is  
sales, research, and administration. Box  
E-107.

### For Sale Stations



**Wilkins  
and Associates  
Media Brokers**

IL	AM	\$500,000	20%
VA	AM	\$150,000	30%
FL	AM	\$525,000	40%
MO	FM	\$325,000	15%
IN	AM/FM	\$500,000	25%
AR	AM/FM	\$335,000	20%
AL	AM/FM	\$250,000	25%
MI	AM	\$35,000	downpayment
TN	AM	\$35,000	downpayment

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## For Sale Stations Continued

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- I will eliminate the non-serious shoppers.
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- Will give you top references of stations I have handled the last 10 months — names and telephone numbers.
- Talk to them and determine if your property is in good hands.
- Will not take a station with highly inflated price and play games — We want top dollar, but not in game playing business. We waste both of our time. A realistic figure and sell it.
- Only stations in Wisconsin, NE Iowa, upper peninsula Michigan.
- With only 2 stations to handle, I'll work harder to sell your station, at lower rates, than any broker in the business.

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TELEVISION  
STATION  
FOR SALE**

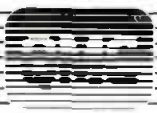
### WDZL-Miami Channel 39

Full-powered UHF station, on the  
air since 1982, available in one of  
the country's fastest growing  
markets. Here's a fine investment  
opportunity — an  
exciting business in a top  
location.

Contact Susan Jaramillo  
at (305) 493-7807

SE	LAR	AM	
CO	SM	FULL	\$750,000
TN	MED	DAY	\$125,000
WY	SM	FULL	\$525,000
		FULL	\$185,000
AL	SM	FM	
SBLT	LAR	A	\$190,000
		C	4.5 CASH
TOP 60		TV	
MN		UHF (CP)	\$150,000
ID		UHF (CP)	Great terms
MA		UHF (CP)	\$100,000
UT		UHF	\$7.5 MIL
		VHF (CP)	\$35,000
		LPTV	
MT		UHF	CP
UT		UHF	CP

Bill Kitchen / Dan Dunnigan  
(404) 324-1271



Quality Media  
Corporation

- 10 UHF TV CPs + 2 VHF TVs + 4 UHF TVs
- 100,000 watts covers central MS. Seller will guarantee billing at rate of \$720,000 annually for \$2.1 million. Terms.
- FM CP SWAL. Only station in county of 16,000. \$15,000.
- Daytimer Chattanooga area. Real estate: \$12,000 down. Some payments traded out.
- FMS: AL, CA, GA, IL, MI, MS, NM, PR, TN, TX, VA.
- Fulltimer near Knoxville. Real estate Super Terms. \$190,000.

BUSINESS BROKER ASSOCIATES  
615-756-7635 — 24 HRS.

### STAN RAYMOND & ASSOCIATES, INC.

Broadcast Brokers & Consultants

Thinking about buying or selling? We sincerely invite  
you to talk it over with us. Put our 35 years' experience  
to work for you. Specializing in Sunbelt properties.  
1819 Peachtree Rd., NE, Suite 714, Atlanta, GA 30309.  
404-351-0555.

### TOP RATED MICHIGAN METRO FM

Asking \$830,000, terms. Substantial discount for cash.  
Call Peter Stromquist, 319-359-4768.



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Absentee owner, for immed. sale. Class A FM. Almost  
new leased facilities. Major network affiliated. Perfect  
location: fast growing, small, west central Texas city.  
Booming mkts., oil, ranching, industry interstate hwy,  
lakes, jr. colleges. Experienced operator could earn  
payout in very few years. See & you'll buy. Only  
\$375K/best cash offer. 817-265-7771. Press mentions  
as possible home of new GM Saturn car assembly plant.

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BROADCASTING's  
Classified Advertising





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nationwide mergers & acquisitions

Location	Size	Type	Price	Terms	Contact	Phone
IN	Met	AM/FM	\$2000K	Terms	Burt Sherwood	(312) 272-4970
TX	Met	AM/FM	\$1900K	Cash	Bill Whitley	(214) 680-2807
OR	Med	AM	\$1200K	\$400K	Jim Mergen	(818) 366-2554
Rky Mtn.	Med	FM	\$950K	\$150K	Greg Merrill	(801) 753-8090
IN	Med.	AM/FM	\$710K	Nego	Burt Sherwood	(312) 272-4970
NB	Sm	FM	\$595K	Terms	Bill Lytle	(816) 951-3733
NB	Sm	AM/FM	\$560K	\$68K	Bill Lochman	(816) 951-3733
FL	Med	AM	\$350K	\$80K	Randy Jeffery	(305) 295-2572
PA	Med	AM	\$325K	Cash	Ron Hickman	(401) 423-1271
TX	Med	FM	\$250K	Terms	Bill Whitley	(214) 680-2807

For information on these and our other availabilities, or to discuss selling your property, contact Dave Sweeney, General Manager, Chapman Associates Inc., 1835 Savoy Dr., Suite 206, Atlanta, GA 30341. 404-458-9226.



## R.A. Marshall & Co.

Media Investment Analysts & Brokers  
Bob Marshall, President

Southeastern single station market AM/FM. Excellent growing market with no outside influence. Price is less than 8 X cash flow, with excellent terms. \$1.1 million.

508A Pineland Mall Office Center, Hilton Head Island, South Carolina 29928 803-681-5252

### RALPH E. MEADOR MEDIA BROKER

- Fulltime 5KW AM. Excellent opportunity. Real estate included. \$1,250,000.
- Class C FM/class IV AM. Excellent equipment, good medium small market. Priced to sell at \$1,250,000.
- Class C FM CP. Ready to build. 1000 ft. tower & ant. on site. Excellent small NW Kansas market. Call for details.
- Fulltime AM class IV. Suburban market. Fine for owner-owner. \$265,000.
- Class A FM. Small market. Excellent equipment with real estate. Above average small market station. \$565,000.
- Terms may be available to Qualified Buyers.

Ralph E. Meador  
Media Broker  
P.O. Box 36  
Lexington, MO 64067  
816-259-2544

### SUNNY FLORIDA 5KW

Only station in growing county. Latest equipment, new building, 11 acres. Needs owner-operator TLC. Other interests require my time. Immediate sale. Low down, unusual financing. Call Jay, 304-472-1460.

### PRICED FOR QUICK SALE

S.C. Resort Station 1,000 watt-AM/PSR. Beautiful resort fishing area near coast. Bargain price for less than \$90,000 cash. Call Anna, 803-854-2119.

### Hogan - Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS  
SERVING SINCE 1953  
16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
818-986-3201

### TWO RADIO STATIONS FOR SALE OR LEASE

500 watt AM/3000 watt FM. NE Iowa. Call Steve Goldin, 319-895-8444.

### COMBO GROSSING 900K

over 1/2 volume on Spanish programming. Very dominant facilities, good med. mkt. Asking \$2 mil, will negotiate. John Mitchell, 1939 Bayou, Shreveport, LA 71105, 318-868-5409.

## H.B. La Rue

Media Broker

RADIO-TV-CATV-APPRAISALS

- West Coast: 44 Montgomery St., 5th Floor, San Francisco, CA 94104. 415-434-1750.
- Atlanta Office: 6600 Powers Ferry Rd., Suite 205, Atlanta, GA 30339. 404-956-0673. Harold W. Gore, VP.
- East Coast: 500 E. 77th St., Suite 1909, New York, NY 10021. 212-288-0737.

### JAMAR RICE CO.

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William R. Rice  
William W. Jamar  
(512) 327-9570

950 West Lake High Dr., Suite #103 Austin, TX 78746

## Dan Hayslett

& Associates, Inc.

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### OREGON

FM/AM combos, \$600,000 to \$1 mil. AM stand alones, \$500,000 to \$900,000. Good terms. Jerry Dennon, The Montcalm Corporation, 206-622-7050.

### MUST SELL NOW!

(Broker) class A FM CP, small market, Oklahoma. Sacrifice for \$15,000 cash. Community of about 15,000 pop. M. Gottesman, 3377 Solano Ave., #312, Napa, CA 94558. No calls!

### HAWAII TV STATION FOR SALE

Courtesy to brokers. 808-244-5179; 805-929-4480.

### MAJOR COLORADO SKI RESORT

Class C FM, major ski resort, will increase power by next Summer. Seeking investor to participate with us in this expansion. 303-247-2240; P.O. Box 2455, Durango, CO 81302.

## For Sale Stations Continued

### UPPER MIDWEST

Suburban fulltime AM station delivering good daytime signal to 1 million people and 600,000 at night. 20 plus acres of R. E. & loaded with excellent equipment. Asking \$675,000. Box E-131.

### MID-MICHIGAN CLASS A-FM/AM DAYTIMER

Land, bldg. and equipment part of package. Station in operation. CP for FM to go 328 feet. Box E-141.

### WEST VIRGINIA CABLE SYSTEM

Cable. 5,200 subscribers. For sale with rebuild nearly complete. Contact Box E-152.

### SUNBELT

Fulltime AM, small West Texas market. Owner retiring. \$50,000 down. Include qualifications in reply to Box E-134.

### MIDWEST FM

Excellent cash-flow facility in healthy top-100 Great Lakes market. 8 X cash flow. \$4.1 M cash. Ideal for group. Box E-143.

### CLASS C FM

+ AM combo. Exciting, growing SE mkt. Excellent growth potential. Serious, qualified buyers only. Write Box E-163.

### NE PENNSYLVANIA

AM/FM combo. Sep. prgs. Each profitable. Two growth stations in dynamic Poconos. \$1.1 M cash. Inquiry & credentials: Box E-137.

### CALIFORNIA FM

Proven cash flow growth. Coastal location. Valuable real estate available. Excellent facility. \$2 M cash. Box E-144.

**For fast  
Action Use  
BROADCASTING'S  
Classified Advertising**

## BROADCASTING'S CLASSIFIED RATES

All orders to place classified ads & all correspondence pertaining to this section should be sent to: BROADCASTING, Classified Department, 1735 DeSales St., N.W., Washington, DC 20036.

**Payable in advance.** Check or money order. 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 for the following Monday's issue. Orders, changes and/or cancellations must be submitted in writing. (**NO** telephone orders, changes and/or cancellations will be accepted.)

Replies to ads with Blind Box numbers should be addressed to: (Box number), c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using Blind Box numbers cannot request audio tapes, video tapes, transcriptions, films, or VTRs to be forwarded to BROADCASTING Blind Box numbers. Audio tapes, video tapes, transcriptions, films & VTRs are not forwardable, & are returned to the sender.

Publisher reserves the right to alter classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Publisher reserves the right to abbreviate, alter, or reject any copy.

**Rates:** Classified listings (non-display). Per issue: Help Wanted: 85¢ per word, \$15 weekly minimum. Situations Wanted (personal ads): 50¢ per word, \$7.50 weekly minimum. All other classifications: 95¢ per word, \$15 weekly minimum. Blind Box numbers: \$3 per issue.

**Rates:** Classified display (minimum 1 inch, upward in half-inch increments), per issue: Situations Wanted: \$40 per inch. All other classifications: \$70 per inch. For Sale Stations, Wanted To Buy Stations, & Public Notice advertising require display space. Agency commission only on display space.

**Word count:** Count each abbreviation, initial, single figure or group of figures or letters as one word each. Symbols such as 35mm, COD, PD, etc., count as one word each. Phone number with area code or zip code counts as one word each.



# Fates & Fortunes

## Media



Madden

**Ernest Madden**, VP and general manager, WEHT(TV) Evansville, Ind., named senior VP, Evansville division, for parent, Gilmore Broadcasting Corp.

**Ray Sasser**, station manager at WTQR(FM) Winston-Salem, N.C., named general manager. **Klee Dobra**,

station manager, co-owned WSJS(AM) Winston-Salem, named general manager. Sasser and Dobra succeed **Roger Stockton**, former general manager of both stations, who remains VP of licensee, North Carolina Radio.

**Stuart Powell**, assistant general manager, KSHB-TV Kansas City, Mo., joins KNXV-TV Phoenix as general manager.

**Wally Nelskog**, president, KIXI Inc., named general manager of its KIXI-AM-FM Seattle, succeeding **Dean Smith**, resigned. **Jim Hawkins**, station manager and local sales manager, KIXI(AM), named manager and general sales manager, KIXI-AM-FM.

**J.A. Skip Simms**, general manager, WNHT(TV) Concord, N.H., joins Wilson Communications' WWTW(TV) Cadillac, Mich., and co-owned WWUP-TV Sault Ste. Marie, Mich., as general manager of stations.

**Mark Steinmetz**, general sales manager, WLTE(FM) Minneapolis, joins KQRS-AM-FM Golden Valley, Minn., as VP and general manager.

**Peter Hitt**, general manager, Continental Cablevision, Jacksonville, Fla., joins Comcast Cable Communications, Bala Cynwyd, Pa., as group VP.

**Jim Tillery**, general sales manager, KCNN(AM)-KXXY(FM) Oklahoma City, named general manager.

**Gary Isaacs**, general sales manager, KJYO(FM) Oklahoma City, named general manager.

**Kevin Kidd**, customer operations manager, Cox Cable, Jefferson Parish, La., named general manager.

**Chris Kampmeier**, program director, TransCOM Communications' KLZI-FM Phoenix, named station manager of co-owned KUUT(FM) Orem, Utah.

**Darrell Blue**, operations and program manager, KXLY-TV Spokane, Wash., named station manager.

**Rene Evans**, business manager, KLZI(FM) Phoenix, named station manager.

**Brenda Bender**, assistant to president, KIRO Seattle, parent of KIRO-AM-FM-TV there, named assistant VP, office of president.

**R.W. (Skip) Schmidt**, general manager, KBRQ-AM-FM Denver, resigns.

**Vince Thomae**, division engineer, central division, United Cable Corp., Denver, named general manager of United's Tyler, Tex., cable system.

**Jacki Tamburrino**, assistant controller, WSTM-TV Syracuse, N.Y., named controller and treasurer.

**Kevin Senie**, assistant controller, Time Inc., New York, named controller.

## Marketing

Senior VP's elected group senior VP's, Doyle Dane Bernbach, New York: **Denis Crosley**,



Crosley



Freeman



Harkrader



Roberts

**Robert Freeman**, **Milt Harkrader** and **Grant Roberts**. VP's named senior VP's, management supervisors, DDB: **Lucille Cotugno**, **Barbara Monte** and **Nancy Wiese**.

**Judith Weiss** and **Alan Charles Honig**, VP's, Avrett, Free & Ginsberg, New York, named senior VP's.

**Cheryl Lodinger**, media director, Diener/Hauser/Bates, New York, named senior VP. **Frank Pascual**, account executive, McCann-Erickson, New York, joins D/H/B there in same capacity.

**Timothy Teran**, associate research director, Grey Advertising, New York, named VP.

**Margaret Mark**, VP, director of account research, Young & Rubicam, New York, named senior VP.

**Hu Dunn**, senior VP, business development, for WarrenAndersonAdvertising, Davenport, Iowa, named member of board of directors.

**Joel Goren**, management supervisor, Benton

& Bowles, New York, named VP.

**Nancy Esserman**, director of broadcast production, Burton-Campbell, Atlanta, named VP.

Appointments, marketing department, Lifetime cable service, Hearst/ABC-Viacom Entertainment Services, New York: **Saralee Hyman**, VP, marketing, Cabletelevision Advertising Bureau, New York, to director, marketing; **Erin McGrath**, consumer marketing coordinator, Nashville Network, Nashville, to manager, consumer marketing; **Jeffrey Raithe**, account supervisor, Kenyon & Eckhardt, New York, to manager, trade marketing, and **Janet Saville**, assistant promotion manager, to manager, conventions and meetings.

**Mark Plamondon**, account supervisor, Weightman Advertising, Philadelphia, named VP, senior account supervisor. **Jim Rock**, group supervisor, Weightman, named VP.

**Merritt Rose Jr.**, director of advertising sales, Cox Cable, Atlanta, named VP, advertising sales.

**Joan Kates**, from Parkson Advertising, New York, joins Ohlmeyer Advertising there as VP, director of broadcast traffic.

**William Drenttel**, **John Sloan** and **Erica Witnauer**, management supervisors, Saatchi & Saatchi Compton, New York, named senior VP's. **Boris Victor Damast**, creative director, D'Arcy MacManus Masius, New York, joins Saatchi & Saatchi Compton Inc. there as VP, deputy creative director.

**David Rimmer**, producer, weekend programming, East Coast, ABC Talkradio, New York, named operations manager, East Coast.

**Kim Schlotman**, manager of research and network information, Katz Television, New York, named director, programming research.

**Peter Chislett**, television sales research analyst, MMT Sales, New York, joins Katz there as manager of programming research.



Miraglia

**Anthony Miraglia**, VP and co-manager, Internet, McGavren Guild Radio, New York, joins CBS Radio National Sales there in newly created position of director of marketing. He reports to Edward Kiernan, VP and general manager of CBS Radio Representatives.

Appointments, Petry National Television: **Laura Dannofo**, **Andrew Secular** and **Jeffrey Rosenberg**, research planners, New York, to group research managers; **Dan Blumenfeld**, broadcast buyer, J. Walter Thompson, Atlanta, to account executive there; **Joan Dietz**, from WPXI(TV) Pittsburgh, to account executive, Chicago; **Mark Bohn**, from CBS-TV,

New York, to account executive there.

**Appointments, Christal Radio: Stacey Hill**, national and regional sales manager, WICC(AM) Bridgeport, Conn., to account executive, Dallas; **Elisa Hart**, from WRKS-FM New York, and **Daryl Leoce**, from R.J. Reynolds, New York, to account executives, New York.

**Janet Brav**, VP, media director, Ted Bates Advertising, New York, joins Foote, Cone & Belding there as VP, associate media director.

**Appointments, Seltel, New York: Frank Truglio**, national sales manager, to VP, national sales manager; **Ron Castelli**, account executive, to national sales manager; **Ben Kulikowski** and **Rosemarie Ferrara**, account executives, to New York sales managers of independent raiders and rebels sales teams, respectively; **Cynthia Huffman**, manager, Philadelphia sales office, to manager, affiliate team, Atlanta office, and **Dan Kirk Jr.**, from WXIA-TV Atlanta, to account executive, affiliate team there.

**Appointments, Blair Radio, Detroit: Rita Starr**, sales manager, to office manager; **John Chichester Jr.**, account executive, to sales manager, and **Ann Pantalone**, media supervisor, Group 243 Design, Detroit, to account executive.

**Elizabeth Herbert**, associate producer, special projects department, KDKA-TV Pittsburgh, joins Hallmark Advertising there as writer-producer.

**Mary Ann Gibson**, acting traffic supervisor, computer services department, KNTV(TV) San Jose, Calif., named traffic supervisor.

**Jon Crane**, senior account executive, Spiro & Associates, Philadelphia, joins Kalish & Rice there as account supervisor.

**Mary Gallatin**, assistant account executive, Foote, Cone & Belding, New York, named account executive.

**Brenda Carroll**, account executive, Fourth Allegheny Advertising, Pittsburgh, joins Hallmark Advertising there in same capacity.

**Jim Philpott**, from WNCT-TV Greenville, N.C., joins Harrington Righter & Parsons, Atlanta, as account executive.

**James Thompson**, general sales manager, KYW-TV Philadelphia, named VP, sales.

**Laurence Tompkins**, sales manager, NBC-owned WMAQ-TV Chicago, joins co-owned WRC-TV Washington as sales director.

**Jim Moyer**, regional sales manager, KCNR-AM-FM Portland, Ore., named general sales manager.

**Henry Balfanz**, station manager, KRVR(FM) Davenport, Iowa, joins WOC(AM) there as sales manager.

**Tim Bryan**, regional sales manager, KXXY(FM) Oklahoma City, named sales manager. **Larry Kindel**, account executive, KCNN(AM) Oklahoma City, (co-owned with KXXY(FM)) named sales manager.

**Marcy Cannon**, account executive, KOAA-TV Colorado Springs, named manager of Colorado Springs sales.

**James Arneson**, account executive, WCGV-TV Milwaukee, named local sales manager.

**Teddie Gibbon**, account executive, KXLY-TV Spokane, Wash., named local sales manager.

**Jack Peck**, account executive, KRBK-TV Sacramento, Calif., named local sales manager.

**Dianne Ingle**, regional affiliate director, NBC Radio Network, New York, joins KKBQ-AM-FM Houston as national sales manager.

**John Tyler**, from WKQX(FM) Chicago, joins WMET(FM) there as national sales manager.

**Bill Dunwoody** and **Eric Simon**, account executives, WPEN(AM)-WMGK(FM) Philadelphia, named managers of sales development.

**Chuck Dunning**, head of research, programming and promotion, XETV(TV) Tijuana, Mexico (San Diego), named assistant sales manager.

**Glodean Gates**, regional affairs director, KFWB(AM) Los Angeles, named account executive.

**Linda Laughlin**, marketing services department, WBAL-TV Baltimore, named account executive.

**Tom Feiweger**, from KTWS-TV Dallas, joins KSTS(TV) San Jose, Calif., as account executive.

## Programming

**Kim LeMasters**, vice president, motion picture production, Walt Disney Productions, Burbank, Calif., joins CBS Entertainment, Los Angeles, as VP, mini-series.

**Peter Baca**, manager of domestic television syndication, 20th Century Fox Television, Beverly Hills, Calif., named director of domestic television syndication. **Barbara Van Buskirk**, associate director, worldwide syndicated sales information, 20th Century Fox, Los Angeles, named director of domestic sales information.

**Pat Kenney**, VP and general sales manager, Lorimar, Culver City, Calif., named president, Lorimar Domestic Distribution. **Jack Allen**, VP, media sales, Orion Television Syndication, New York, joins Lorimar Distribution there as VP, sales, Eastern region.



Kenney



Boyer

**Phil Boyer**, who joined ABC Video Enterprises in November 1984 as VP ("Fates & Fortunes," Nov. 12), named VP, international development, responsible for new business opportunities, developing technologies and coordinating diverse international activities. Among current international projects are ABC's investment in Screen Sport, pay-cable sports network in United Kingdom, and ABC's consultancy arrangement with NHK of Japan. Boyer succeeds **James Shaw**, who retires after 21 years with ABC.

**Susan O'Connell**, from CBS, New York, joins ABC Radio Networks there as manager,

network programming.

**Appointments, MCA Home Video Inc., Los Angeles: Steve Rothman**, director of business affairs, to VP, business affairs, home entertainment group; **Phil Pictaggi**, VP, operations, to VP, operations and strategic planning, home entertainment group.

**Jay Goldberg**, director, program and talent contracts department, NBC, West Coast, Los Angeles, named VP, program and talent contracts.

**Gail Schenbaum**, director, current programming, Warner Bros. Television, Burbank, Calif., named director of program development. **Nancy Kendall**, manager of program development, Foote, Cone & Belding, joins Warner Bros. Television in same capacity.

**David Holman**, from ABC Sports, joins Columbia Pictures Television, Burbank, Calif., as director of live and tape production.

**John Matoian**, director of development Scholastic Productions, Los Angeles, named VP, program development.

**Michael Dragotto**, manager, pay television sales, Paramount Pictures Corp., Los Angeles, named director of pay television sales and administration.

**Steve Jenkins**, regional sales manager Westwood One Radio Network, Los Angeles named national sales manager.

**Kelly Gibson**, national marketing manager Sammons Communications, Dallas, joins The Weather Channel, Atlanta, as regional sales manager, affiliate sales and marketing department.

**Peter Chernin**, senior VP, original programming, Showtime/The Movie Channel, New York, named executive VP, programming.

**McAdory Lipscomb Jr.**, director of national accounts, Western region, Showtime/The Movie Channel, named regional VP, new Rocky Mountain region, Denver.

**Joshua Feigenbaum**, director of programming The United Stations, New York, joins Th Radio Company there as director of production.

**Joel Andryc**, acquisitions coordinator and story editor, Viacom Enterprises, Los Angeles, joins Earl Greenburg Productions there as director of development.

**David Jones**, air personality, KOST(FM) Los Angeles, resigns to form own show preparation firm, Showrep, Hollywood.

**Adrienne Benton**, from Primetime Entertainment, New York, joins Children's Television Workshop there as associate director, CTV International Television Group, responsible for all English-language sales to English and nonEnglish-speaking countries.

**Cheryl Quarantiello**, production supervisor The Completion Bond Co., New York production company, joins Chelsea Communications there as VP, production.

**Brian Anderson**, director of finance, Catholic Telecommunications Network of America, New York, named VP, finance.

**Jim Richards**, program director, XETRA-AM FM Tijuana, Mexico (San Diego), joins KYK(FM) St. Louis in same capacity.

**Larry Martino**, music director, WZKS-F



Nashville, named program director.

**Lanny Dyer**, supervisor, film department, KBBK-TV San Francisco, named film manager.

**Michael Mayer**, music director, WRIF(FM) Detroit, named program director.

**Patterson Denny**, associate director of program production, WTTW-TV Chicago, named director of program production.

**Robert Glasco**, production director-announcer, KLZI(FM) Phoenix, named program director.

**Barry Sheffield**, from WOR(AM) New York, joins WNNJ(AM) Newton, N.J., as program director.

**Kevin Fleming**, from WWDN(FM) Sumter, S.C., joins KGFI(AM) Los Angeles as program director.

**Charles Redden**, program and operations director, KNAN(FM) Monroe, La., joins WJLQ(FM) Pensacola, Fla., as program director.

**Pamela Nemeth**, TV specialist/producer-reporter, Connecticut Regional Community Colleges, Hartford, Conn., joins WFSB-TV here as *PM Magazine* co-host.

**Ron Bass**, from KCAU-TV Sioux City, Iowa, joins KTIV-TV there as senior producer-photographer for station's production subsidiary, Signal 4 Productions.

**Nick Young**, anchor-correspondent, RKO Radio Networks, New York, named co-anchor, *Newsweek on Air*.

**Ricki Franklin**, program consultant, home video division, Simon & Schuster, Los Angeles, joins noncommercial KCET-TV Los Angeles as executive producer.

## News and Public Affairs

**David Ulmer**, from WLAV-AM-FM Grand Rapids, Mich., joins WREC(AM)-WZXR(FM) Memphis as news director.

Appointments, Associated Press: **Robert Reid**, chief of Cairo bureau, to roving Middle East correspondent, remaining based in Cairo; **William Mann**, chief, Scandinavian services, Copenhagen, Denmark, succeeds Reid, and **Stephen Miller**, deputy director, AP-Dow Jones, London, succeeds Mann.

**Stephen Ruppe**, assignment editor, WBNS-TV Columbus, Ohio, joins KVOA-TV Tucson, Ariz., as news director.

**Susan Winston**, executive producer, Good Morning America, ABC, moves to news department to develop new news program.

Appointments, KXXV-TV, new TV in Waco, Tex.: **Don Marion**, from KTPX-TV Odessa, Tex., to news director; **Lee Williams**, from TVK(TV) Phoenix, to executive producer and weekend anchor; **Brett Johnson**, from TVT(TV) Fort Worth, **Deborah Tyler**, from VVFT-TV Gainesville, Fla., **Chris Benton**, from WQXI-FM Smyrna, Ga., **Paul Gately**, from WACO(AM)-KHOO(FM) Waco, and **Peter Mark**, from KRBC-TV Abilene, Tex., to reporters; **Richard Varr**, from WENY-TV Elmira, N.Y., to Temple, Tex., bureau chief; **Julia Iardge**, from KIIZ(AM)-KIXS(FM) Killeen,

Tex., to Kileen bureau chief; **Alton Patton**, from WAFF(TV) Huntsville, Ala., to public affairs director; **Gena McFarland-Parsons**, from KCEN-TV Waco, to producer; **Lisa Mayes**, from KCEN-TV, to editor; **Gene Bryant**, from KWTX(TV) Waco, and **Ray Pappas**, freelance photographer, to photographers.

**Dave Rose**, news director, KOAA-TV Colorado Springs, named director of news and operations. **Brian Warner**, executive producer, special events, KOAA-TV, assumes additional responsibilities as assistant news director.



Klein

**Gerard Klein**, assignment editor and senior reporter, WPEC(TV) West Palm Beach, Fla., joins WSTM-TV Syracuse, N.Y., as news director.

**Daryl Meyers**, news director for KXXY(FM) Oklahoma City, has been named news director of co-owned KCNN(AM) there.

Appointments, KIRO-TV Seattle: **Stew Robertson**, news operations manager, to manager of news, engineering and administration; **David Hunting**, supervising editor, succeeds Robertson; **Jay Cascio**, producer-host, *PM Magazine*, to weekend weather reporter, and **Steve Raible**, *PM Magazine* co-host and 4:30 p.m. anchor, to sports anchor, evening news.

**Phil Rogers**, news producer and manager, dayside desk, WBBM(AM) Chicago, named managing editor. **Rich King**, sportscaster, WBBM, named sports director.

**Jack Jones**, legislative reporter, South Carolina Network, Columbia, S.C.-based network supplying news and sports to 60 radio stations statewide, named managing editor.

**David Malm**, news photographer, WTMJ-TV Milwaukee, named assignment editor.

**Paul Rae**, news producer, WKYC-TV Cleveland, named head of Akron, Ohio, bureau.

**Les Simpson**, news director, WWGS(AM)-WCUP(FM) Tifton, Ga., joins WTIF(AM) there as state news editor.

**Donna Kelley**, weekend anchor-reporter, KXLY-TV Spokane, Wash., named 5 p.m. weekday co-anchor. **Elaine Murphy**, from KATU-TV Portland, Ore., joins KXLY-TV as 4:30 and 11 p.m. co-anchor.

**Dan Gray**, co-anchor, 5 and 10 p.m. news, KETV-TV Omaha, joins KMOX-TV St. Louis as co-anchor.

**Bill Sinrich**, reporter-producer, NBC Radio News, Washington, named reporter-producer, London bureau.

**Chuck Blitzer**, reporter-anchor, WABI-TV Bangor, Me., joins WVNY-TV Burlington, Vt., as reporter.

**Donald Ratajczak**, director, Economic Forecasting Project, Georgia State University, Atlanta, joins CNN there as economic analyst, *The Money Report*.

**Steve Krafft**, from WMAQ-TV Chicago, joins KTSP-TV Phoenix as consumer reporter.

**Bill Moller**, from WVUE-TV New Orleans, joins WESH-TV Orlando, Fla., as reporter.

# MAKING IT IN RADIO

Your Future In The Modern Medium  
by Dan Blume



A wealth of information for anyone who wants to know more about careers in radio broadcasting either as a professional or for personal knowledge. **MAKING IT IN RADIO** tells the inside story about the industry, explains the rewarding jobs and careers it offers, and shows how stations and networks operate. The rich traditions of radio, its unlimited future, the wonders of satellite transmission, and much more are covered. And 19 top professionals, including morning man Don Imus of WNBC, ABC sportscaster Don Chevier, and CNN anchorman Bob Cain, provide firsthand advice about careers in radio announcing, programming, sales, engineering, and management. They also discuss how one determines if a career in radio is for him or her, and, if so, how to prepare for the field, break into the business, and advance in the industry. 178 pages, comprehensive glossary, bibliography, index. \$9.95 (paper).

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**Debbie Bush**, from WIBW-TV Topeka, Kan., joins KGAN-TV Cedar Rapids, Iowa, as reporter.

**Jay Cascio**, reporter, *PM Magazine*, KIRO-TV Seattle, named weekend weather reporter.

**Mike Pechner**, meteorologist, KSFO(AM) San Francisco, joins KFYI(AM) (formerly KDIA) there as meteorologist.

## Technology

**Jay Trager**, assistant director, broadcast services, world systems business development, Comsat, Washington, named director.

**William Rowse**, VP, engineering, United Satellite Communications, joins Private Satellite Network, New York, as VP, engineering and network operations.

**Tom Beams**, VP, chief operating officer, Aurora Systems, San Francisco-based supplier of digital videographics systems and services, named president and chief executive officer.

**Nathaniel Ostroff**, VP and director, Comark Communications, Southwick, Mass., manufacturer of UHF television transmitters, named president.

**Douglas Neil**, VP, sales and marketing, Computer Systems Dynamics, joins Times-Fiber Communications, Wallingford, Conn., as Western regional sales manager, cable television division.

**John Colbert**, treasurer, M/A-COM Inc., joins American Satellite Co., Rockville, Md., as chief financial officer.

**Andrew Kadison**, from Northeast Video, joins VCA Teletronics, New York, as video editor.

**Richard Clevenger**, director of corporate engineering, Cox Cable, Atlanta, named VP, engineering.

**Edward Levy**, credit and collections manager, VCA Teletronics, New York, named assistant to treasurer.

**Marian Roach**, associate producer, CBS News, joins Videostar Connections, Atlanta-based satellite networking company, as West Coast sales manager.

**Jim Cope**, group chief engineer, Snider Broadcasting, Little Rock, Ark., joins WREC(AM)-WZXR(FM) Memphis as chief engineer.

**John Clay**, engineering manager, WSAZ-TV Huntington, W. Va., retires after 35 years with station.

**Peter Swanson**, from WHDH(AM) Boston, joins WBZ(AM) there as studio crew chief.

**Beverly Knickerbocker**, creative services director, MPW Advertising, Flint, Mich., joins WSMH-TV there as promotion manager.

**Ed Brown**, part-time air personality, WLQV(AM)-WCZY(FM) Detroit, named promotion and public relations manager.

## Promotion and PR

**Merrill Rose**, account manager, Needham Porter Novelli, Washington public relations firm, named VP. **Rebecca Squires**, director

of editorial and creative services, Carl Byoir & Associates, Washington, joins Needham Porter Novelli as account executive.

**Cheryl Barnes**, public information specialist, American Television and Communications, Denver, named manager, corporate public affairs projects.

**Joseph Postar**, VP, director of public relations, Potter Hazelhurst, East Greenwich, R.I., has left to form own firm, Postar Public Relations, based in Cranston, R.I.

**Susan Landess**, public relations director, KPIX(TV) San Francisco, joins Hilsinger-Mendelson, public relations firm, as manager of San Francisco office.

**Louise Alamo**, manager, advertising and publicity, Embassy Home Entertainment, Los Angeles, named director, advertising and publicity.

**Margaret Sandwick**, manager of public affairs, Lifetime, New York, named director of department.

**Dolores Finlay**, publicity and special events director, KHI-TV Los Angeles, resigns to become independent publicity consultant.

**Susyn Conway**, manager of marketing services, Computer Network Corp., Washington, joins GTE Spacenet, McLean, Va., as business promotion manager.

**William Moss**, from Boone and Company Public Relations, New York, joins Lippin & Grant there as account executive.

**Joyce Draganosky**, from WYTV(TV) Youngstown, Ohio, joins Silverman, Warren/Kremer, New York public relations firm, as account coordinator.

**Brad Foltyn**, on-air producer and media coordinator, WBAL-TV Baltimore, joins WBFF-TV there as promotion manager.

**Lydia Jones**, on-air promotion manager, WJLA-TV Washington, named acting director, advertising and promotion, succeeding Hank Price (see "Programing," above).

**Priscilla Morrissey**, research assistant, WQTV(TV) Boston, joins WJBK-TV there as sales research and promotion coordinator.

## Allied Fields

**Miles David**, former president of Radio Advertising Bureau, New York, and currently consultant to RAB, named president of newly formed American Values Center, New York. Center is nonprofit organization that describes its goal as "speeding up the distribution of knowledge about how communities are coping with critical social problems such as drug addiction, drunk driving, teen-age suicide and child abuse."

**Robert Hopkins**, managing director, RCA Jersey Ltd., Jersey Channel Islands, Great Britain, overseas subsidiary of RCA that manufactures television equipment, joins National Association of Broadcasters, Washington, as executive director of its U.S. Advanced Television Systems Committee.

**Brian Fontes**, social science analyst, policy analysis branch, Mass Media Bureau, FCC, Washington, named special assistant to FCC Commissioner James Quello. **Jack Richards**,

attorney, Private Radio Bureau, named legal assistant to Commissioner Mimi Dawson.

**Kim Picone**, from D'Arcy MacManus Masius, New York, joins Council for Cable Information there as manager, marketing. **Piper Parry**, public relations assistant, CCI, named manager, communications.

**Carl Smith**, president, Smith Electronics, Cleveland, will receive National Association of Broadcasters Engineering Achievement award at NAB's annual convention April 14-17.

**Paul Paolicelli**, manager, Washington bureau, NBC Stations Division, joins Audience Research & Development, Dallas, as senior consultant.

**Allan Schlosser**, director of public affairs, Consumer Electronics Group, Electronics Industries Association, Washington, named VP, Consumer Electronics Group.

**Wendell Wood**, publications editor, National Radio Broadcasters Association, Washington, named director of media and public affairs.

**Douglas Gibbons**, director of library services, Museum of Broadcasting, New York, named director of administration.

**Bernard Mann**, president, Mann Media, High-Point, N.C., named adjunct professor, department of speech, communications and theater arts, Wake Forest University, Winston-Salem, N.C.

## Deaths

**Hans Schmid**, 57, manager, technical quality control department, broadcast operations and engineering, ABC, New York, died Jan. 21 of heart attack while returning home from work. He had been with network for 23 years, beginning in 1962 as manager of engineering laboratories. He is survived by his wife, Maria.

**Erny Tannen**, 63, died of heart attack Jan. 15 in Philadelphia. He was partner with John Kluge (later founder of Metromedia) in purchase of WEEP(AM) Pittsburgh. He was also general sales manager at Metromedia's WTTG-TV Washington. He left Kluge operation and purchased, with two partners, WYRE(AM) Annapolis, Md., in 1963. He later was sole owner of WDMV(AM) Pocomoke City, Md., and of WEEZ(AM) Chester, Pa., all later sold. Most recently, Tannen had provided farm reports to radio stations for *Farm Journal* in Philadelphia. He is survived by son and daughter.

**George Faulder**, 64, retired president, radio division, Tracey-Locke Advertising, Dallas, died of cancer Jan. 14 in Memphis hospital. Faulder was former program director and station manager, WMP(AM) Memphis; general sales manager, KXOL(AM) Fort Worth, and general manager of WYDE(AM) Wheeling, W. Va. He is survived by his wife, Mary, three sons and daughter.

**Mike Meads**, 62, director of current drama, ABC broadcast standards and practices, West Coast, Los Angeles, died Jan. 5 of complications following stroke at his home in Los Angeles. Meads began his career at ABC in 1957 as broadcast standards editor. He was named director of current drama in 1982.



## Sunbelt's Carl Robinson: radio's successful strategist

In 1976, Carl Terrell (Terry) Robinson took the skills he had acquired as a marketing executive for the Miller Brewing Co. and applied them to the radio broadcasting business. The result: a successful radio station group and an expanding network operation. "His ability to conceptualize future trends is unequalled," says Robinson's partner, Bill Moyes. That farsightedness is characterized by his pioneering role in 24-hour satellite delivered radio programming.

At 37, Robinson is chairman, chief executive officer and co-founder of Sunbelt Communications Ltd., Colorado Springs, a group operator of seven radio stations and two subsidiaries: The Research Group, a radio research company headed by Moyes, another Sunbelt founding partner, and the Transtar Radio Networks, a satellite-delivered programming service.

In Robinson's domain is the radio group: KFYE(FM) Fresno, Calif., which is being sold to Affiliated Broadcasting for \$6.7 million; KQEO(AM)-KZZX(FM) Albuquerque, N.M.; KVOR(AM)-KSPZ(FM) Colorado Springs; KMGW(FM) Minneapolis-St. Paul (formerly KGBB(FM)); and KMGJ(FM) Seattle (formerly KRAB(FM)).

Robinson also oversees the day-to-day operation of three 24-hour formats offered by the Transtar Radio Networks—adult contemporary, light contemporary and country. Robinson says network revenues are expected to double this year, pushing Transtar into the black.

Robinson caught the entrepreneurial bug while still in graduate school. He spent most of his undergraduate career majoring in political science at Dartmouth College, with an eye on law school. But in his last year, he decided to pursue a business degree, acquiring an MBA in marketing and finance from Dartmouth's Amos Tuck School.

It was during the first year of graduate school that he met Moyes, who was a disk jockey for the campus radio station, WDCR(AM) Hanover, N.H. Robinson said he walked by Moyes' room at college and heard him practicing his announcing. "That's when I decided it would be fun to get to know this guy," he says. The two have remained close friends ever since.

According to Robinson, what helped them decide to go into business together was a course they both took on entrepreneurship. "At that time, we talked about the possibility of going into the radio station ownership business," said Robinson. Why radio? Robinson had worked on a promotion project in his second year of graduate school for the newly formed Sconnix Broadcasting Group of Laconia, N.H. "I saw what they were doing [starting up a station group], and it looked very exciting," he says.

So exciting, in fact, that it was only four



CARL TERRELL ROBINSON—chairman and chief executive officer, Sunbelt Communications, Ltd., Colorado Springs; b. May 3, 1937, Rye, N.Y.; AB, political science, Dartmouth College, Hanover, N.H., 1969; MBA, marketing and finance, Amos Tuck School, Dartmouth, 1972; assistant brand manager, 1972; manager, college marketing, 1973-74, and brand manager, 1975-76, Miller Brewing Co., Milwaukee; present position since 1976; m. Peggy Ann Willard, June 19, 1971; children—Matthew, 4; Patrick, 3 months.

years after Robinson's graduation from business school in 1972 that Sunbelt became a reality. But those four years, says Robinson, provided necessary seasoning: "We decided that some experience was needed before launching a venture and we went our separate ways."

Moyes held a number of positions at different stations, and at Frank Magid Associates in Cedar Rapids, Iowa. Robinson landed a job as assistant brand manager for the Miller Brewing Co. in Milwaukee. He was later elevated to manager of college marketing and then brand manager.

During his tenure there, Robinson was part of the marketing team that helped Miller rise in ranking from the seventh largest brewer to the second largest. "The experience taught me a tremendous amount about how to turn a business around," he says.

"I was getting very comfortable at Miller," says Robinson, "and called up Bill to tell him that now was the time for the venture. One more raise at Miller and they will have me for life," he told Moyes in the phone conversation in early 1975. For the next year and a half, while still at Miller, Robinson worked with Moyes nights and weekends laying the groundwork for Sunbelt. The duo brought in a third partner with radio sales experience, Michael Hesser, a sales executive for then-WDAI(FM) Chicago (Hesser is leaving Sunbelt this year to pursue other interests, says Robinson).

The company opened its doors on April 1, 1976, with the acquisition of KSLY(AM)-

KUNA(FM) San Luis Obispo, Calif., from Homer Odom for \$585,000. Robinson said the stations were "break-even" properties when Sunbelt acquired them, but soon became profitable. He points to Hesser's role in the stations' sales development as a key factor in the turn-around. The stations were sold in 1979 for \$1.5 million. Sunbelt's most recent acquisition was KRAB(FM) Seattle in April 1984. It has been taken off the air and, according to Robinson, will sign on in mid-February as KMGJ(FM).

But it's the growth of Transtar over the past three years that has helped put Robinson and Sunbelt Communications in the spotlight. Robinson said he conceived the idea for Transtar in early 1978, while walking in his backyard. He was considering ways to insure consistent, high quality programming and, at the same time, increase a station's profit margin. He remembered reading an article about satellite transmissions, and decided that the answer was to transmit radio programming to stations, complete with announcers, via satellite. Robinson spent over three years adapting the concept for local stations.

On Feb. 1, 1982, the Transtar adult contemporary format made its debut over KTAG(FM) Cody and KTRS(FM) Casper, both Wyoming. That was followed in February 1984 by Transtar country and, the next month, by "Format 41"—a collaboration with Viacom on a "light" adult contemporary format targeted to listeners whose median age is 41. This format, according to Robinson, "was a format that didn't exist in a lot of places, enabling us to increase affiliations in larger markets."

The original Transtar adult contemporary format is transmitted to stations from the company's owned uplink dish in Colorado Springs via Westar III. Its country format and "Format 41" are sent from a Wold Communications' uplink facility in Los Angeles via Telstar 301.

Transtar is represented by Katz Radio and carries one minute of national advertising time each hour. Robinson says the company is considering the possibility of adding more formats in 1985, but no final decision has been made. But, he noted, slated to open in April of this year is a New York sales office. Transtar already has a Los Angeles office.

"The radio business has been good to me. But, it's a business that you have to manage every day," says Robinson. "The night that you go to sleep thinking everything is perfect, there are five radio stations in one of your markets that have decided to change formats and come after you," he said.

Part of Robinson's effectiveness in business can be traced to his primary hobby: studying strategic planning decisions of the countries involved in World War II. "It makes our strategic decisions look small by comparison," says Robinson, a major survivor in the continuing radio wars.



**Annual Alfred I. duPont-Columbia University Awards in Broadcast Journalism** were presented for 43d time last week to 13 news and public affairs programs from across country and included, for first time, student-produced radio series and cable television production. Award winners were: Radio—KOSU-FM Stillwater, Okla., for *Selling the Public Spectrum*; Local television—KRON-TV San Francisco for *The Climate of Death* (major market); WJZ-TV Baltimore for *Baby Boom: The Pig in the Python* (medium market); WJXT-TV Jacksonville, Fla., for *The Smell of Money* (small market). Independent television—Medvideo Ltd., and Group W for *Whispering Hope: Unmasking the Mystery of Alzheimer's*; Quest Productions and PBS for *The First Fifty Years: Reflections on U.S.-Soviet Relations*. Cable television—Suburban Cablevision, Avenel, N.J., for *Right to Know: Hillside: A Desegregation Story*. Network television—ABC News, *World News Tonight*, for "U.S./USSR: a Balance of Powers" and *Nightline*. CBS News, *60 Minutes*, for "Lenell Geter's in Jail." Brian Ross and Ira Silverman for outstanding investigative reporting on NBC News; The Documentary Consortium and PBS for *Frontline*, and PBS and WGBH-TV Boston for *Vietnam: A Television History*.

Superstation WTBS-TV Atlanta and MTV: Music Television were top-rated, advertiser-supported cable services in 1984, according to figures supplied by services and advertising agencies based on Nielsen's Home Video Index. But highest rated does not necessarily translate into largest audience. **ESPN**, despite lower average rating in 1984, **delivered more households than MTV** because its universe (cable households in which service is available) is larger. Superstation WTBS averaged 2.1 rating on 24-hour basis within homes in its universe, delivering average of 664,000 households per average minute. MTV averaged 1 rating and 3 share and delivered 226,000 households. **CNN** averaged 0.7 rating and 2 share and delivered 195,000 households. **USA Cable Network** averaged 0.9 rating and delivered 219,000 households. **ESPN** drew average 0.7 rating, representing 230,000 households. But on prime time basis, **ESPN** jumped whole rating point and averaged 1.7 rating, delivering 555,000 households. **CBN** averaged 0.9 rating and delivered 218,000 households. In prime time, CBN averaged in 27.1 million cable households. **Nickelodeon** averaged 0.7 rating for its 13-hour cablecast day (7 a.m.-8 p.m.) and delivered 149,000 households. **Nashville Network** averaged 0.5 rating and delivered 85,000 homes from 9 a.m. to 3 p.m. **Lifetime** averaged 0.3 rating on 24-hour basis and drew 55,000-60,000 households.

Meaning of "leverage" in broadcasting business was clearly shown last week as RCA announced that in **1984 NBC registered 40% increase in pre-tax profits on 13% increase in sales**. Most securities analysts were caught off guard by large profit increase that was attributed to number of factors including improved daytime ratings and prime time demographics. Other major divisions at RCA also reported increased sales. Electronics segment and Broadcast Systems Division, which manufactures cameras and other broadcast equipment, ended year with "significant reduc-

**Westmoreland vs. CBS.** CBS called its second witness to the stand last week in the ongoing trial of the libel suit brought against the network by General William Westmoreland—George Allen, long time CIA intelligence analyst who was deputy chief for Vietnamese affairs during the Vietnam war. He testified that the CIA "sold out" in the fall of 1967 and agreed to go along with estimates of enemy strength supported by the Westmoreland military command even though he and others within the agency believed the actual enemy count to be almost twice that listed in the official order of battle. He also said that he complied with orders by superiors in 1975 to "cover up" the sellout in testimony on the enemy strength issue before a congressional committee looking into the matter. Allen testified that the agency's sellout on the enemy strength issue was only part of a larger campaign by the administration of President Lyndon Johnson to "head off mounting public opposition to the war."

tion in losses," according to company. For RCA, year-end revenue was up 13% to \$10.1 billion, while net income was \$341 million, \$75.7 million of which was attributable to accounting change. Pre-tax operating income came to \$377.8 million, with 58% contributed by NBC. Broadcasting operations, including radio division and owned-and-operated stations, accounted for 23% of revenue. RCA has yet to release actual numbers for NBC, but based on company's stated percentage increase over last year, revenue of broadcasting subsidiary appears to have been \$2.37 billion, with \$218.7 million in pre-tax operating income.

**NBC's Today show tied with ABC's Good Morning, America** for first time in three years. In same week, which also marked Phyllis George's debut as co-host of *CBS Morning News*, NBC's *Today* and ABC's *GMA* tied with 5.2 rating and 22 share, while *CBS Morning News* averaged 3.9/16. "The line has met," commented Steve Friedman, executive producer, *Today*. Friedman pointed out that fourth quarter 1984 ratings for *GMA* are trending downwards while those for *Today* show are on upswing. For fourth quarter, he said, *GMA* averaged 5/23, its lowest quarterly share since 1978, and *Today* has averaged 4.5/21, its highest share in three years. *CBS Morning News* averaged 3.4/16.

**Sale of KVVU-TV Henderson (Las Vegas), Nev., to Meredith Corp.** Carson Broadcasting, reported in "Changing Hands" (Dec. 1) showed new twist when filed with FCC last Thursday (Jan. 2). Original announcement of sale was reported before FCC decision on new 12/25% television ownership limits and Meredith was expected to divest one of its other television stations. Now, Meredith's attorneys have asked commission to hold final approval sale until after new television limits go into effect on April 2. If FCC approves sale, **purchase of station from Carson, for \$27.5 million, will make Meredith first station group with eight television stations**. Carson Broadcasting is principally owned by *Tonight Show* host Johnny Carson. Meredith is Des Moines, Iowa-based station group of one AM, one FM and seven TV's and subsidiary of *Better Homes & Gardens* publisher, Meredith Corp.

**President Reagan was to be all over radio dial** Saturday, Jan. 26, was to resume his weekly five-minute radio broadcasts at 12:30 p.m. NYT from Oval Office. Then, at 12:30 p.m., he was to give interview to seven so-called "independent" radio networks. Fee of both broadcasts were being made available to anyone who wanted them. But **ABC, CBS and NBC on Friday were still protesting to White House exclusion of their correspondents from interview**. Robin Sproul, ABC Radio Washington bureau chief, said White House "is clearly discriminating" against those networks. White House limited participants in interview with President representatives of Mutual, RKO, AP Radio, UPI Radio, Sherid Broadcasting, VOA and NPR. White House defends list on ground that it consists of "independent" networks, or "one-man bands," and aide put it, that had sought interview. "They don't get the same shot at the President as the big networks do," aide said. Mutual was to make technical arrangements for broadcast. Sproul, claiming big three were the victims of discrimination because their affiliation with television networks, noted that AP Radio and UPI Radio are affiliated with wire services whose reporters often carry tape recorders to meetings with Reagan and make results material available for broadcast by their radio services. She questioned designation of VOA as "independent." There was sign on Friday White House would relent. Weekly broadcasts are to be fed to all members of Washington radio pool—ABC, CBS, Radio, CBS, Mutual, NBC, National Public Radio, RKO, UPI Radio and Voice of America—as well as to any other radio outlet that wants feed. But technical responsibility for providing feed will rotate on weekly basis only among ABC, CBS, Mutual and NE Networks will once again make reply time available to Democratic opposition, hour after President speaks. Senate Minority Leader Robert Byrd (D-W.Va.) was to speak last Saturday.



As week it was **ABC's turn** to be subject of **possible takeover** as investors contributed to several days of heavy trading in company's stock. In last two weeks, stock has been trading at double daily volume of recent months, and rose 10% to \$70 on Tuesday, before falling at end of week to 68 1/4. Candidates for buyer this time are **Texas-based Bass brothers**, who reportedly declined to comment on rumors. Meanwhile, CBS stock continued higher than normal trading (stock market in general saw several heavy trading sessions) and ended week roughly unchanged at \$77. Some credit for recent CBS stock activity was given announcement by Senator Jesse Helms and political associates of campaign urging "conservatives" to buy CBS stock ("Top of the Week," Sept. 21).

Learning that **Hughes Communications Galaxy Inc.** had demonstrated "due diligence"—that is, contracted for satellites—**FCC** Mass Media Bureau last week **granted company channels and orbital slots** for its proposed direct broadcast satellite system.

Representative Mario Biaggi (D-N.Y.) has introduced **two bills aimed at stimulating voter turnout** and **eliminating early election objections by media**. First bill would change election day to Sunday, "on an experimental basis" and require all polling places nationwide to open from noon to 9 p.m. (NYT). Second measure would provide for 24-hour voting on "standard" Tuesday date beginning at 9 a.m. through 9 a.m. following day (NYT). Free postage would be provided for absentee ballots.

Representative Cardiss Collins (D-Ill.) last week introduced **measure, H.R. 462, that would recreate Office of Telecommunications Policy in White House**, similar to one abolished in 1977 after it became too political. Collins offered same bill last year (BROADCASTING, Dec. 3).

**Aspirin manufacturers** have agreed to voluntary warning labels, posters and **broadcast announcements** citing possible association between use of aspirin to treat childhood flu and chicken pox and subsequent development of rare, but deadly disease, Reye Syndrome. Health and Human Services Secretary Margaret M. Heckler announced last week. PSA's and store posters (which are to be distributed this week) will urge consumers to consult physicians before giving aspirin to children or teen-agers with flu or chicken pox.

**One-half of Hughes Communications' Galaxy III satellite capacity** will go to **Equatorial Communications** following Jan. 17 agreement in principle with Hughes for 11 remaining transponders. Equatorial provides interactive and point-to-multipoint data services featuring two-foot earth terminals, and already has one transponder on transponder bird, with other 12 owned by MCI. Agreement would also give Equatorial access to Hughes's earth stations and terrestrial microwave facilities in New York, Los Angeles, San Francisco, Atlanta, Dallas and Chicago. C-band Galaxy III orbits at 5° west longitude and is one of three telecommunications and 10 Navy satellites owned by subsidiary of Hughes Aircraft Co., Equatorial, whose customers include Reuters, UPI and Commodore News Services, Inc., which owns C-band satellite application dealing with FCC.

**Paradeway Communications Corp.**, fine arts producer and classical music programming distributor **was sold** to Washington lawyer, Philip Orlich by U.S. News & World Report. Parkway founder, Neil Orlich, will remain with company as vice president of sales. Parkway also announced last week that it has retained Martin Rubenstein, former president of Mutual Broadcasting System, as consultant.

**Media groups**, including National Association of Broadcasters and Radio-Television News Directors Association, have filed **out-of-court brief seeking acquittal of former Wall Street Journal reporter and two associates** who have been charged with violating Securities Exchange Act. Brief says groups do not condone acts of

**Full circle.** Robert Trout, the ABC special contributing correspondent who is regarded as the dean of American political correspondents, was in a familiar role during the second inauguration of Ronald Reagan last week (see page 38), if in unfamiliar surroundings. He was covering the event as a radio correspondent, a job he first performed during the first inauguration of Franklin Roosevelt, on March 4, 1933 (it was not until Roosevelt's second inauguration that the constitutional amendment changing the date of the start of a presidential term to Jan. 20 took effect), when he was a CBS correspondent. But unlike that assignment—and the inauguration assignments that followed—he, along with ABC



Trout rehearsing

News's Bob Walker, worked the one last week from inside a studio—at ABC News's facilities, in Washington, watching events on a television monitor. (The television anchors, Peter Jennings and David Brinkley, were working in a television studio in the building.) "In view of the below-zero temperatures that caused the ceremonies to be moved indoors, Trout said, 'I'm grateful I didn't have to stand in the open.' But, he said, he would have liked to be on the scene. Trout remembers other inauguration days of inclement weather—the rainstorm during Roosevelt's second, for instance, when the President stood bareheaded and then rode back to the White House in an open car, experiencing the same discomfort as those viewing the swearing in and the parade. Trout, who is now 75, joined ABC in 1974. He is based in Madrid, but returns to the U.S. frequently—and never misses coverage of the major political conventions and presidential elections, or inaugurations.

former reporter—**R. Foster Winans**—if allegations are true. But it says that, "by its unprecedented theory in this case," government "has created an illegal and unnecessary conflict between the securities laws and the First Amendment."

**CBS broadcast technicians have new three-year contract** following three months of negotiations ending in December. Contract provides annual increases of approximately 7%, 6.5% and 6.2%, plus 25-mile increase in jurisdictional circles. Agreement covers **1,800 technicians** represented by **International Brotherhood of Electrical Workers** locals in New York, Los Angeles, Chicago, Washington, Boston, San Francisco and St. Louis.

Two network news footnotes for last week: As had been rumored for months, **ABC News** finally and officially **cancelled Seven Days**, program project in development. Program had been designed as weekly news-in-review show. For record, NBC's evening news show will add name of anchor to title: **NBC Nightly News with Tom Brokaw**, beginning March 30.

**Supreme Court** last week **refused to review case** in which lawyers for **Sacramento Bee** were challenging **state court ruling barring reporters from preliminary hearing** in case of California man accused of raping and murdering his stepmother. Counsel for defendant, Ronny William Mazingo, had obtained order on March 18 1984, from Sacramento municipal court denying reporters from Bee and other media outlets access to preliminary hearings on charges Mazingo had assaulted two sheriff's deputies while he was in county jail awaiting his second trial on murder charge. His first trial ended in conviction but was reversed by state supreme court.

**Tom McCoy**, former executive vice president for National Association of Radio Broadcasters, **joins National Association of Broadcasters** as vice president for broadcaster/congressional relations. McCoy, who resigned from NRBA in November, assumes newly-created post today (Jan. 28).

# Editorials

## The busy, busy marketplace

Here come some statistics, but don't nod off. There may be a message somewhere.

The total value of broadcasting stations that changed hands in 1984 was \$2.1 billion, the second biggest year in the history of station trading. The year preceding, 1983, was bigger because of the sales of two major groups (Corinthian to Belo, Outlet to Rockefeller Center). Aside from that, 1984 was in a class by itself.

Why the sustained activity and rising prices in the broadcasting station market? As reported in the annual summary of station trading that appears elsewhere in this issue, brokers have many explanations. Money sources are in love with broadcasting. The economy is strong. Current tax laws favor some kinds of imaginative financing.

Those factors may explain the buyers' side of the trading partnership, but what is making sellers sell?

Some are simply taking capital gains and retiring from the business or putting the proceeds aside to invest another day. Some are trading up. In the present market, selling is easier than buying, and that condition will probably obtain as the market responds to the new liberalization of the FCC's multiple ownership rules.

The conclusion to be drawn from the continued rise in station prices and steady volume of trading is that some conspicuously successful venturers have teamed with conspicuously cautious financial institutions to bet on a long and profitable future in radio and television broadcasting. There'll be no bets placed against them on this page.

## The real burden

One of the two libel trials in New York that have engaged intense attention came to an end last week in a way that will reduce anxiety in the journalism world, without enhancing journalism's reputation. Ariel Sharon, the former Israeli defense minister, lost his libel suit against *Time* when the jury, after agonizing deliberation, found that the *Time* report at issue contained information that was false and defamatory but was not prepared with the malice that the trial judge had said must be proved if a public figure like Sharon is to prevail in a libel suit.

With its findings of an absence of malice, the jury also brought in a note saying that *Time's* staff members who worked on the Sharon story "acted negligently and carelessly." In the face of that appraisal, *Time's* later statement claiming vindication bore the touch of arrogance that has caused trouble for more than one newsroom in this country. It would have been just as well if *Time* had celebrated privately.

Still *Time* and all organs of journalism may be grateful that the standard of malice has been reaffirmed. The Sharon verdict cleans up some legal detritus left over from a federal courtroom in Roanoke, Va., where a jury that had been instructed less carefully than the one in New York came to a novel decision last December. It found that Jerry Falwell, head of the Moral Majority, had not been libeled by a presentation in the wretched *Hustler* magazine but was entitled to \$200,000 damages for *Hustler's* "intentional infliction of emotional injury." That kind of finding in the Sharon case could have enhanced the danger that will be present if the *Hustler* case withstands the appeal that has been promised. As noted here at the time, if the emotional injuries of persons offended by their treatment in the media are to be subject to the

recovery of damages, a whole new standard of libel law and a new and enormous risk for all media would be created.

When the Sharon trial ended, the other big one in New York, that of General William Westmoreland's \$120-million suit against CBS, was in its 16th week, with the end not yet in sight. Whatever the outcome, it has already exacted a terrible emotional and financial toll on both sides, as did the Sharon trial. It remains to be seen whether that toll in itself, no matter what the verdicts, will chill journalistic enterprise.

## Could be the year

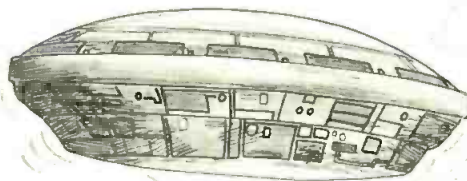
Senator Robert Byrd (D-W. Va.), the minority leader, went before the Senate Rules Committee last week to present his arguments for the installation of a television system in the Senate. Byrd, who opposed the entry of television until a month ago, carried with him the ardor of a convert and a precedent of sorts. A day earlier, England's House of Lords had let television in.

The House of Lords traces its history to the 11th century, outvenerableness the Senate of the United States by something over 700 years. If the House of Lords, an antiquarian preserve containing members with an average age of 65, has admitted the prying eye of contemporary technology, how can the U.S. Senate keep it out? Charles McC. Mathias Jr. (R-Md.), chairman of the Rules Committee, took his tongue out of his cheek long enough to remark: "We should be at least as bold and venturesome as the House of Lords."

Maybe. Senator Wendell Ford (D-Ky.) was there to raise the same old doubts, well rehearsed from last year when he led the opposition as Howard Baker, then majority leader, tried to bring his colleagues into the here and now. The Byrd proposal has given the Wendell Fords additional targets of opportunity. It would modernize some of the Senate's quaintest and therefore most cherished procedural rules.

Despite the hard-core opposition, the guess here is that Byrd's proposal has a better chance than Howard Baker's had. It comes from a respected leader of the minority and is supported by such influential members of the majority as Senator Mathias. Not only that, Byrd is as slick a maneuverer as is to be found in the Capitol.

As noted here before, the television system he proposes is a pale version of the television coverage, run by journalists, that must be the ultimate aim. But it is better than nothing and well worth the vigorous support of the whole Fifth Estate.



Drawn for BROADCASTING by Jack Schmidt  
 "You mean you didn't tape it because you thought it was our new mobile unit?"



# When Kalamazoo was looking for new ways to increase city revenues...



The City of Kalamazoo recently conducted a program to help increase revenues by offering members of their community a chance to sponsor paintings on the city's fleet of shiny new buses. WKZO Radio helped get the project underway.

The result was a beautiful moving billboard of Kalamazoo's skyline at dusk in honor of the city's centennial celebration.

The idea was a winner, and so was the bus. It is in constant use for regular routes as well as many public service and community activities. It also won first place at the American Public Transit Association's Fifth Annual Adwheel Competition.

Working with our city government to make Kalamazoo a better place to live is all part of the Fetzer tradition of total community involvement.

**...WKZO Radio  
helped the  
money roll in.**



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